

Meet Changing Market Demands while Increasing Profits & Growth

Salient enables managers to flex with the market by showing them how everyday business activity affects the bottom-line. They get the information they need, the way they need to see it, in time to take action.

Meet the Demand for Fast-food and From-scratch Replacement Items

With the growing demand for variety in fast, fresh, pre-packaged food options, Salient can help supermarket managers determine which products add value to this growing line. Balance inventory with spoilage to get the right amount of product on the shelf every month, every day and every hour according to seasonal, day and day-part demands to eliminate waste.

Determine Volume and Value

Test price points against sales for better insights into price elasticity. Compare costs with margins to determine which products warrant their carrying costs.

Offer Organic/Natural Foods while Remaining Profitable

This expanding category offers supermarkets great potential that is tempered by high costs. Salient can help managers decide which organic/natural products, at which prices, will help meet customer demands and grow profits. Also, rationalize new product SKUs to find out which local products and suppliers the market demands, produce high margins and can be used to differentiate local stores from national organic retailers or big box stores trying to get a piece of the action.

Revitalize the Center-store

Whether the market demands a center-store featuring health and wellness, dollar-store items or local- and private-label goods, Salient can help supermarkets get the most out of the center-store. Compare different center-store plan-o-grams to determine which result in the highest volumes and margins and drive sales throughout the rest of the store. Also, measure overall center-store sales against high-margin category sales within the center-store for a truer read of performance.

Maximize Wholesaler Relationships

Salient can help supermarket managers maximize supplier relationships and increase the efficiency of the supply chain. Get the answers needed to reduce spoilage and other supply chain costs while optimizing merchandising and promotions.

Monitor Rising Credit Card Interchange Fees

Compare total sales and total credit card sales with processing costs. See how much credit card fees affect margins at “item” and “outlet” levels.



“When we find a store that is under-performing, we can start to understand the problem and resolve it.”

—Confidential Retail Client

About Salient

Salient Corporation offers business and government a new solution for efficient management. Drawing on diverse data from multiple sources, our technology measures how business activity creates value, quality, financial efficiency, productivity, while its user interface eliminates barriers to the use of this knowledge for continuous process improvement.

Salient's technology platform is a super scalable in-memory OLAP system for activity based value scoring. Its user interface is a graphical toolbox for interactive, stream-of-thought data mining, visualization and root cause analysis. Overall, the technology enables non technical knowledge workers to evaluate process behaviors rapidly, eliminate waste and optimize outcomes continuously.

Founded in 1986, Salient today serves more than 35,000 users in 53 countries. For more information, visit www.salient.com.

