

Fact-Based Decisions for a Fast-Paced, High-Pressure Environment

Get fashion collections out quickly
Send the right mix of products to each store
Know your customers

Concept-to-Store Cycle/Fast Fashion

The pressure to get new collections on the floor fast is stronger than ever. Gain never-before-possible visibility into the entire concept-to-store process. Salient provides a one-stop-shop for information by bringing data from existing systems together. Get all of the details needed to know when to start each step of the process to reduce costs, increase margins and meet demand.

Multi-Channel Customer Tracking

Bring together transaction information from in-store, catalogue and online purchases with Salient. Where a unique identifier, such as a credit card number is available, track customers across channels.

Conversion Rates

Measure how well the salespeople at each outlet are at turning traffic into sales. With Salient, compare traffic counts with ring counts and ring totals to determine conversion rates and average spend per visit. Salient works with all traffic-counting systems, including ShopperTrak.

Overseas Dealings

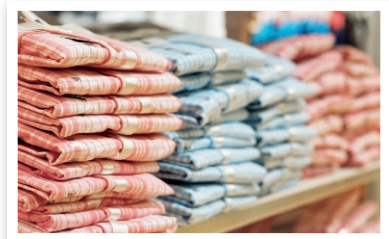
With the high percentage of dealings done overseas, find out which products warrant the costs associated with meeting the demand – producing, shipping, etc. Salient works with existing systems, including i2 and SupplyChainge, to bring supply chain facts together with other business information for a complete picture of performance.

Allocation (Size & Color Profile)

What stores get what quantity of what product at what time? Determine the appropriate size and color profile for each store to improve allocations, reduce out-of-stocks and increase customer satisfaction.

Departments Shopped per Basket

Evaluate transaction information to determine the number of departments shopped per basket over any timeframe, for any district, store, shift, etc. Compare this with plan-o-gram and customer satisfaction information to make more-informed decisions on store design and operations.



Each business activity either helps or hinders progress toward goals. Get fast and easy access to the data needed for better business decisions every day with Salient.

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.

