

Salient Listed in 'Magic Quadrant' For Business Intelligence

Evaluation Based on Ability to Execute and Completeness of Vision

HORSEHEADS, NY — FEBRUARY 2, 2011 — Salient Management Company, an organizational performance management firm that develops Business Intelligence technology to help its clients improve efficiency and profitability, today announced it has been positioned by Gartner, Inc. in the "Niche Players" quadrant of the "Magic Quadrant for Business Intelligence Platforms."

In the Gartner research report, Salient was evaluated as a market player based on its "ability to execute" in areas such as product/service, overall viability, sales execution/pricing, market responsiveness and track record, market and customer experience; as well on its "completeness of vision" in terms of market understanding, product strategy, business model and innovation.

"We believe this recognition confirms our mission of 25 years to enable every decision-maker enterprise-wide to bring value intelligence into any situation in time to impact the business and improve efficiency," says Guy Amisano, Salient President and CEO. "But we are not resting on our laurels. Our new version, which is due out this spring, will include several new user-driven features that will further enhance our visual data mining and knowledge sharing capabilities."

To be included in the Magic Quadrant, vendors must deliver at least nine out of 13 capabilities detailed in Gartner's Market Definition/Description under the categories of integration, information delivery, and analysis. Candidates must also be able to obtain a minimum of 20 customer survey responses that use the vendor platform as their enterprise BI platform.

The Salient solution allows users to "pull" the information they need as soon as they need it and in the format they require, and lets them continue asking questions and "pulling" answers so that they can achieve peak business performance. "Our system measures the effect of managerial actions on outcomes, and enables managers to convert this knowledge into better decisions. The result is absolute control over resources, which translates into less waste and better performance. It can transform any enterprise into a fact-based, knowledge-driven management environment. We understand economics and we know how business-minded individuals need to relate to business activity in order to measure and improve results," explains Amisano, a former soft drink bottler who developed the Salient technology to help him run his business more profitably.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2011 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those

vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Salient

Salient Management Company offers business and government a visual data mining solution to improve management efficiency and decision-making. The Salient solution enables users to evaluate results, identify outliers and their root causes, and refine managerial decision-making continuously. Founded in 1986, Salient today serves more than 35,000 users in 53 countries. For more information contact Tim Davis, Director of Global Communications at 607-739-5228 ext. 228. Mobile: 203-564-3913. eMail tdavis@salient.com