

Salient Collaborative Intelligence Suite

Investigate—Communicate—Share



- Data from Anywhere
- Reconciled and Simplified
- Delivered on Demand
- To Anyone Who Needs to Know



Actionable intelligence throughout the enterprise ...and beyond

Salient Management Company introduces its latest super-scalable intelligence platform: the Collaborative Intelligence Suite (CIS).

The CIS is a business intelligence environment where information flows freely and directly throughout the organization and beyond, reaching the right people at the right time, empowering associates and partners at all levels to make decisions that return maximum value continuously.

It's an integrated suite of programs for intelligence formation, deployment and collaboration throughout the organization and beyond its borders, a universal source of the true value of things, where all parties can access the information they need, on the device they use, in time to take the best possible action.

Data comes from anywhere... everywhere.

True intelligence comes from just one place.

Data Mapping, Acquisition, Transformation and Loading:



Salient ETL™
Integration tool for database mapping

Choice of alternative ETL

Intelligence Processing:



Analytical Data Mart
Capable of scaling up to billions of records.

Desktop UIs:



Analytical Workstation
Advanced visual data mining application



Knowledge Manager™
Collaboration hub for knowledge sharing.

Optional Add-ons:



Geo Analytics
Analyze geospatial data in Analytical Workstation



Salient360™
Excel plugin to connect to Analytical Data Mart

N-Tier UIs:



Drillable Dashboards™
Analytics on-the-go for quick consumption

Data from Anywhere

EDW

ERP

Process Automation

Web

Third Party Data

1

2

3

4

5

Analytical Data



Visualization



Integrated Content



Shared Knowledge

Objectives

Insights

Comments

Documentation

Multimedia

A

B

C

D

E

Formation



CIS captures the whole story of value creation—activity, profit and loss, quality, growth and potential. It draws from all sources to capture the details of transactions and data that describe the causes and constraints of the business environment. And it allocates indirect or undocumented values added or lost by business activity.



An intelligence system must tell the whole value creation story... clearly, quickly, easily.

Deployment

Salient focuses on removing the obstacles to access and use intelligence:

Time is the enemy.

Obstacle

Accessibility

“The information I need isn’t available to me.”

CIS Solution

You see your entire world—every person, place, thing and every event that relates to you.

Speed

“The information I need isn’t timely.”

Answers are instantaneous—point, click, see, drill.

Literacy

“This system is too hard to use.”

Interrogate visually—lasso outliers, drill through trends, expose the underlying numbers. Everything is interactive. You already have the skill you need.

Flexibility

“I can’t get to what I need to see.”

Follow hunches wherever they lead. Drill and explore in any direction—there are no pre-ordered summaries or hierarchies to limit pursuit.

Precision

“I can’t see what’s driving this result.”

CIS keeps all details necessary to expose and explain root causes of business performance.



Collaboration

Content Management

The content management engine of the CIS integrates contextual and multimedia information directly into Salient's desktop and web analytics User Interfaces. This capability enables users to document, socialize and share intelligence across a broad constituency of analysts, managers, executives and trading partners.

Dashboards & Storyboards

WYSIWYG dashboards, both free drill and pre-drill, and storyboards (embedded point and click analytical guides) enable analysts, power users and consultants to share observations, insights and methods with non-technical and casual information consumers.

Instant Answers

- **Easy:** Point—Click—Discover—Act—Repeat
- **Specific:** Full detail. No pre-summaries
- **Unfettered:** No fixed hierarchies. Follow your intuition. Drill all the way to root cause.
- **Actionable:** Timely, fully resolved, predictive
- **Super Scalable:** Massively Parallel Analytical Processing
- **Inexpensive:** Commodity PC servers
- **Collaborative:** Drill—Analyze—Document—Instruct—Share

Value networks extend beyond the borders of one organization. Both customers and suppliers will become more efficient partners.

The Intelligent Enterprise

CIS enables analysts, everyday business users and their customers and/or suppliers to:

- **Access all their data at once**
- **Explore graphically and interactively**
- **Uncover performance outliers**
- **Interrogate down to root cause**
- **Share findings, methods and ideas with associates and trading partners.**



CIS creates a sense of ownership and accountability across the whole enterprise. Every level and grain of data is at the fingertips of every stakeholder, tailored to each user's device, skill and need.

Technology

Salient's Collaborative Intelligence Suite unites in-memory analytical data processing and its content management engine with a cross-platform visual data mining user experience. The CIS enables a rich, holistic intelligence environment for executives, analysts, managers, customers and partners to explore, communicate and share actionable information to improve enterprise growth, profitability and efficiency.



Analytical Data Mart

Super scalable, high performance in-memory analytical data mart



Analytical Workstation

Advanced visual data mining application



Geo Analytics

Add-on for VDM application to analyze transactional data in a geo-spatial UI



Salient360™

Excel plug-in to input/output data or to run forecasting, budgeting etc.



Drillable Dashboards™

100% web-based dashboards with unlimited drill down



Knowledge Manager™

Collaboration hub for enterprise-wide knowledge sharing



Salient ETL™

Integration tool for mapping to databases within your infrastructure



Analytical Data Mart

Highly scalable in-memory server technology

The heart of CIS is a unique in-memory analytical data mart that combines several advanced technologies to deliver the greatest scalability and, at the same time, the fastest query response in the industry: 3 seconds or less

- Massively parallel, in-memory processing—to hold all of the details and deliver instant answers to hundreds of on-line users, no matter how big the data
- Advanced database compression—to handle large data volumes in less space
- N-dimensional Grid Indexing—to store and access data with maximum efficiency

Maintainability, Security and Governance, so that IT can sleep at night

Salient's Analytical Data Mart enables IT to easily gather and integrate data from all sources into a coherent, highly secure and maintainable "single source of fact" for all users, irrespective of need, skill or device.

- Server based integration and calculation eliminates "wild card" user mashups and proliferation of ungoverned information.
- Easy ETL lets you attach to any source to build an exquisitely detailed analytical model of your marketplace.
- Salient's unique "associative" data architecture eliminates hundreds of consulting hours that would otherwise be spent on process analysis and creation of pre-set calculations and attribute hierarchies.

"Because Salient is so fast, and because it pulls together all of our data from all of our different data sources, now when we ask a question, we get an answer as fast as you can click the mouse button. This often leads to another question and you get that answered just as quickly."

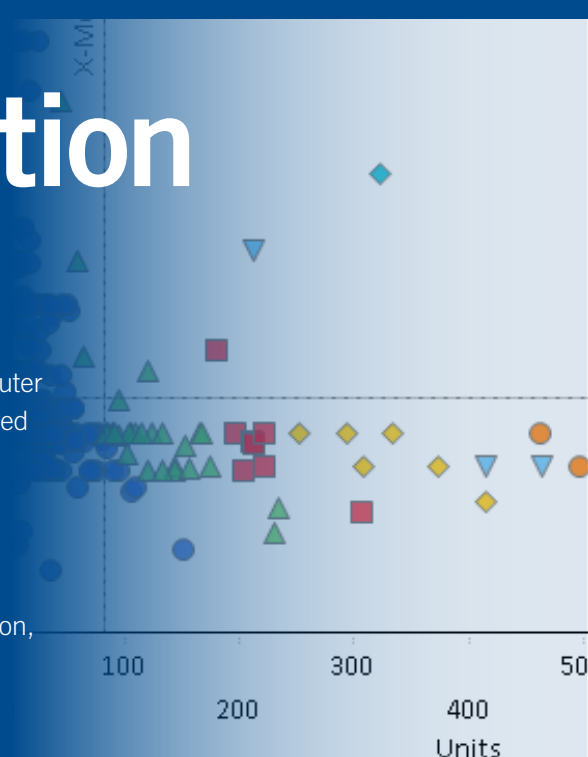
Kevin Sullivan, CIO, HPC Foodservice

Analytical Workstation

Visual Data Mining: A Merger of Mind and Machine

The base premise of Visual Data Mining is that your own eyes are better than computer algorithms at recognizing patterns and trends in graphical data. CIS puts one hundred percent of the information directly in front of your eyes—all of the people, places, relationships and transactions—and lets you “turn the rock” any way that comes to mind...all in real time. Which is to say that CIS is the system necessary to practice Continuous Improvement (CPI).

CIS visual data mining (VDM) tools couple computer power directly to human intuition, enabling users to recognize patterns and trends, isolate outliers, drill to root cause details and, finally, make the timely adjustment.



Point-and-click simplicity—conduct your own queries

Instant response—follow stream of thought to pursue intelligence

High resolution—see exact history of individual people, places, things

Used by all levels of management to support decision-making

Multiple Analytical Chart Types

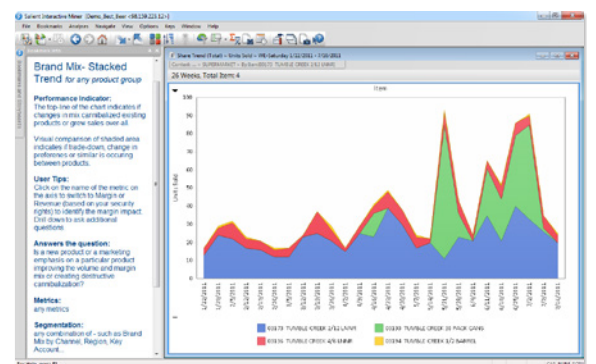
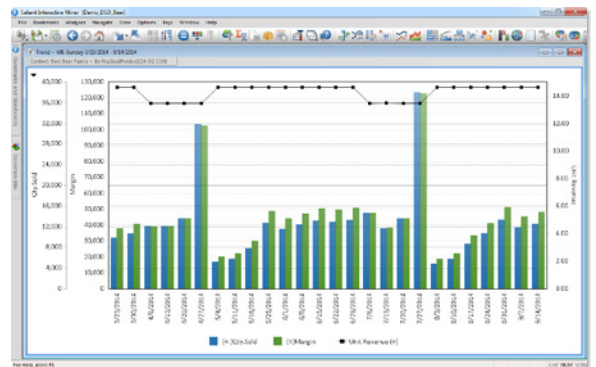
Over 30 pre-built visualizations with interactive root-cause visual data mining capabilities.

Change Visualizations on the Fly

Any visual analysis can directly transition from one perspective to the next. The system automatically recognizes your selected date and context as you change from one analytical view to another.

See More at Once

View multiple levels of your path at the same time. Continue viewing multiple levels at once as you explore further in any direction.

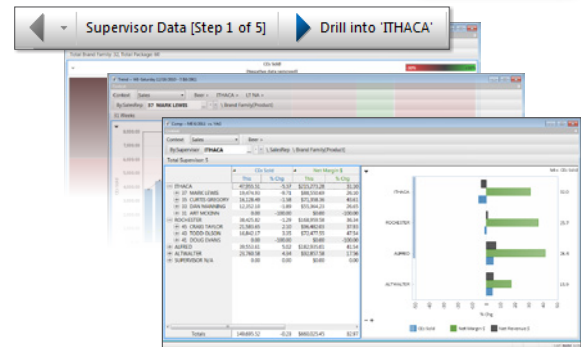


- BEST BEER FAMILY
- BENNIGANS
- BEST BEER LT
- 05330 BEST BEER LT 30 PACK CANS
- ITHACA



Storyboards

Storyboards allow you to build and document a sequence of analytic views to guide your fellow users through your thought process. They can also be used to consult with your peers or as a training tool to explain your investigative process.



Dynamic Collections

Filter dynamically based on selected criteria. For this type of collection, the Analytical Workstation saves the settings rather than the list of members. Whenever you turn the collection on, the filter runs a query to find members that meet the criteria.

Options

Context: By:Company

Limit To: No Additional Filter

Save As: Criteria

Date Options

Dynamic Date Use current date

Most Recent Start Date: Adjusted

Most Recent Complete

Fixed Date ME 7/2010 - 12/2010 vs. YAG

Alerts, Scheduled Macros

Automatically run macros as part of Windows scheduled tasks and parameters provided by the Analytical Workstation. Schedule macros to send emails to your inbox, post reports in shared folders or your intranet. Data can be exported in Microsoft Excel 2010 format (.xlsx).

Yesterday's Sales by Rep - Message (HTML)

From: [Redacted]
To: [Redacted]
Subject: Yesterday's Sales by Rep

Sent: Thu 3/27/2014 5:42 PM

Comp ~ Days 11/30/2010 Tue

Total Sales Rep: 27
Cube: Sales
By: Sales Rep

	Unique Customers	Buying Units	Net Revenue	Net Price	Margin	Unit Margin	Margin %
Johnson, Louise	30	724	\$9,159	\$12.27	\$4,375	\$6.04	53.6
Katler, Brad	13	1,338	\$9,609	\$7.24	\$4,028	\$3.01	41.6
Office-Lasoski	41	1,073	\$9,268	\$8.66	\$3,896	\$3.62	41.8
Vladovsky, George	17	819	\$7,644	\$9.33	\$3,621	\$4.42	47.4
Saxton, Tom	20	778	\$7,240	\$9.31	\$3,559	\$4.57	49.2

Show by Collections

Use custom groupings of members (collections by title) across the full spectrum of analyses - comparisons, distributions, exceptions and trends.

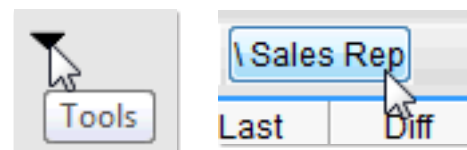
Total Brand: 79, Total Package: 2

Units	G_Discounted 20oz or less	G_20oz or less no discounts	Totals
Our Cola	53,444	23,401	76,84
Our Neon	20,970	12,876	33,84
Our DietCola	18,872	7,449	26,32
Our CF Cola	6,274	2,505	8,77

Ease-of-Use Enhancements

Salient continues to make its technology easier and more intuitive for users to get the intelligence they need to make better decisions. The new enhancements can be viewed in more detail in the **"New Features"** section of the **Salient Analytical Data Mart Users Guide**.

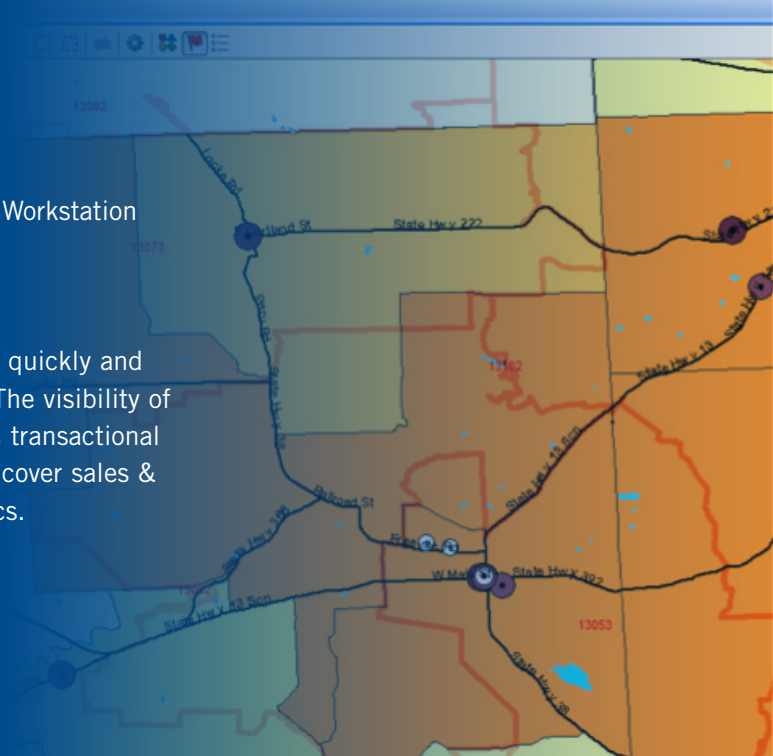
- Drag and drop axis setup in comparative and trend graphs
- More intuitive shading in table and list views
- Increased spacing between rows for better readability



Geo Analytics

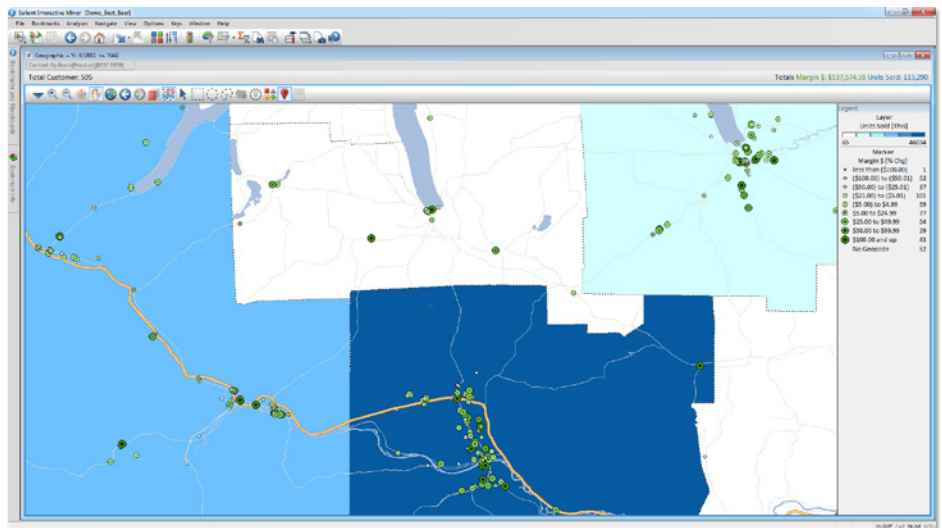
Geospatial analysis optional add-on for the Salient CIS Analytical Workstation

Successful operators are increasingly using geospatial analysis to quickly and easily identify location-based efficiencies across their networks. The visibility of point-of-sale performance measures, combined with area-specific transactional and demographic information, provides a powerful platform to uncover sales & marketing opportunities, service anomalies, and channel dynamics.



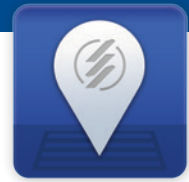
Use Geo to:

- Identify Sales Opportunities within Existing Accounts
- Create Location-Specific Pricing
- Improve Promotional Investment
- Measure Market Penetration
- Uncover Service Opportunities
- Shape Holistic Executive Views



Census track demographics provided within GEO:

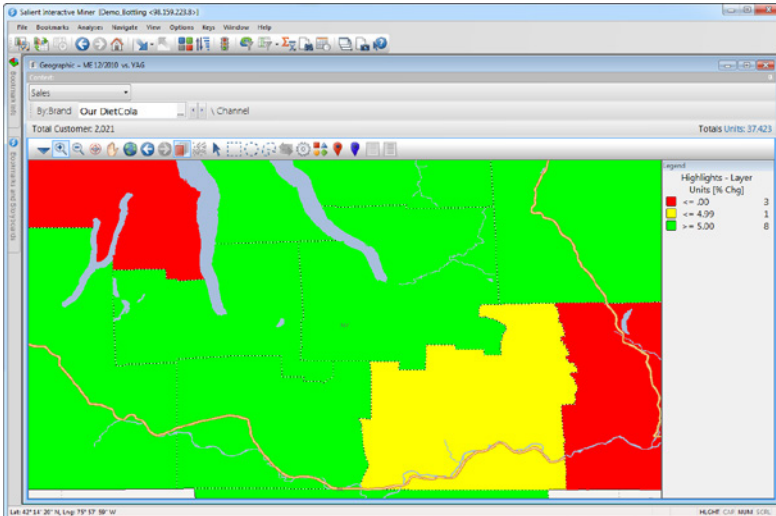
Gender	Race for all Ages	Food Stamp SNAP Households
Age	Females by Age	Males by Age
Household Income	Hispanic Subcategory Breakout	Education Level



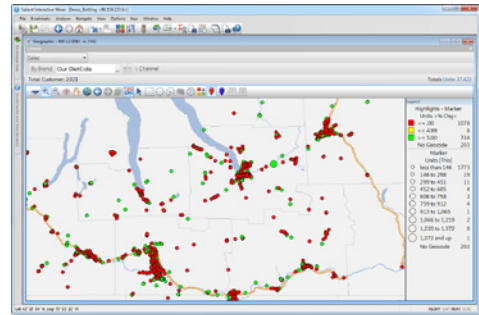
Geo Features

Highlight Changes in Growth and Profit

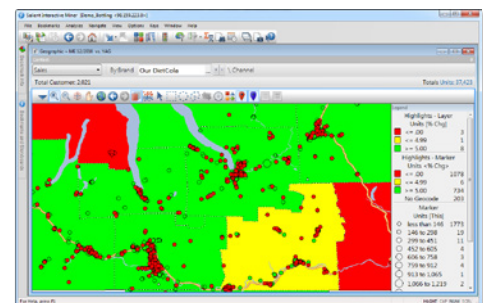
Instantly see areas of growth and loss by using the highlight feature. Spot lost customers, dips in profitability and investigate further to identify the short list of opportunities.



Highlighting by layer



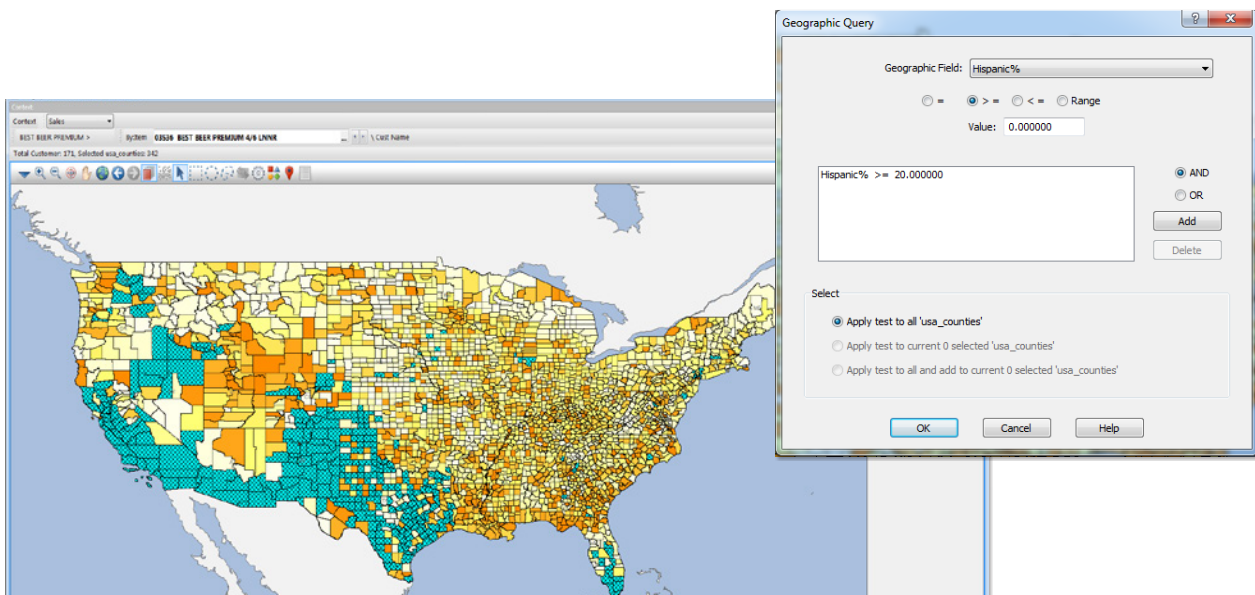
Highlighting by point



Highlighting by both layer and point

Target Market Demographics

Use census data to reveal where your consumers are. Just point and click in the query menu to segment further.



Salient360™

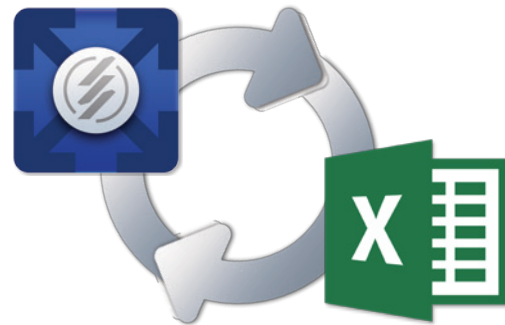
Enhanced forecasts and enriched analysis

Add-On for Salient Collaborative Intelligence Suite:

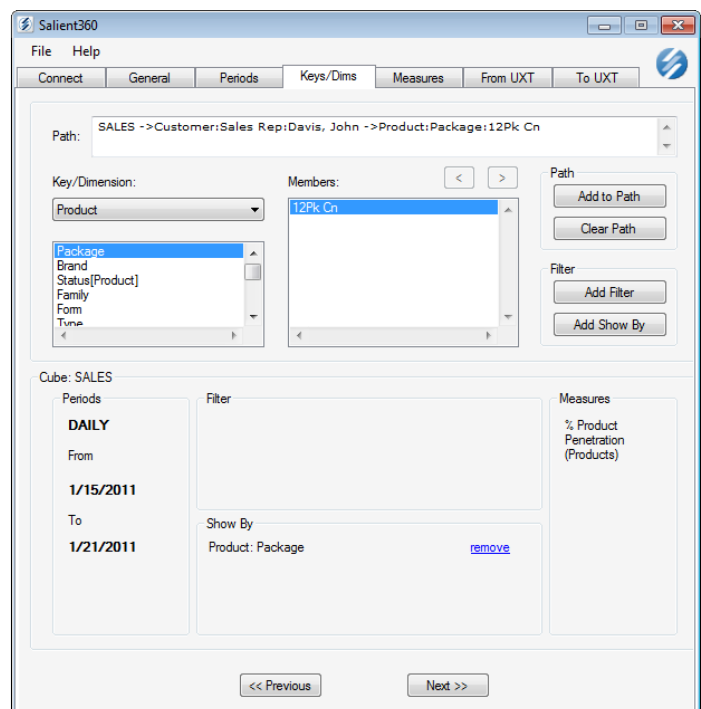
Salient360 provides new insights and improved forecasting through flexible data access.

DATE	Product_Package	Product_Package_C	% Product P
1/15/2011 0:00	1 Ltr	018	
1/15/2011 0:00	10Oz NR	002	
1/15/2011 0:00	12Pk Cn	001	
1/15/2011 0:00	12PkCnND	085	
1/15/2011 0:00	12PkCnPa	059	
1/15/2011 0:00	15PkCans	014	
1/15/2011 0:00	16 IsoPa	022	
1/15/2011 0:00	16 Oz ND	021	
1/15/2011 0:00	16JC12	012	
1/15/2011 0:00	16Oz FW	031	
1/15/2011 0:00	16Oz NDT	053	
1/15/2011 0:00	16Oz NR	004	
1/15/2011 0:00	16OzFWPa	042	
1/15/2011 0:00	16PNR8	058	
1/15/2011 0:00	16RnFrst	084	
1/15/2011 0:00	16Tea12	050	
1/15/2011 0:00	1Ltr15ND	086	
1/15/2011 0:00	1Ltr15Pa	036	
1/15/2011 0:00	20Oz Iso	075	
1/15/2011 0:00	20Oz ND	030	
1/15/2011 0:00	20Oz NR	019	
1/15/2011 0:00	20Oz Pa	020	
1/15/2011 0:00	20Pa Iso	076	

Salient360 is part of a new breed of Salient products that provide access to Salient’s Analytical Data Mart outside the Analytical Workstation user interface. By linking the powerful Analytical Data Mart to Microsoft Excel®, Salient360 brings unlimited “What If” analyses for new insights into pricing, purchasing, forecasting and other business activities.



Salient360 is the fast and easy link between Salient’s Analytical Data Mart and unlimited analysis capabilities. With Salient360, you can easily extract data from the Analytical Data Mart into Excel®; investigate, utilize, tweak, or re-work the data; and then bring data back into Salient’s Analytical Data Mart to continuously track the accuracy of “What-If” assumptions.





Salient360 at Work:

The possibilities are endless:

Forecasts and budgets

Use real-time, transaction-level data to improve forecasts and budgets. Instantly bring exactly the right information into Excel®, where you can calculate budgets using your preferred method of statistical analysis. Incorporate soft knowledge, such as unusual events or circumstances, for better results. With Salient360, you can repeat and refine this procedure every day, week, month—whenever you prefer—to have modeling coefficients that are current and precise (without repeatedly paying large consulting fees for the same information). Tweak forecasts to perfection.

The Salient360 Experience

Salient360 eliminates the need for special queries or programming expertise. An intuitive, tabbed interface presents all of the options in simple drop-down menus and buttons. In addition, Salient360 saves your settings, so subsequent data extractions can be performed, literally, with the click of a button.

How it works:

Figure 1: Microsoft Excel® Access Salient360 through your Excel® toolbar.

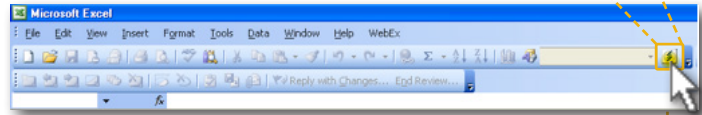


Figure 2: Salient360 moves data at any level from the Analytical Data Mart into Excel®.

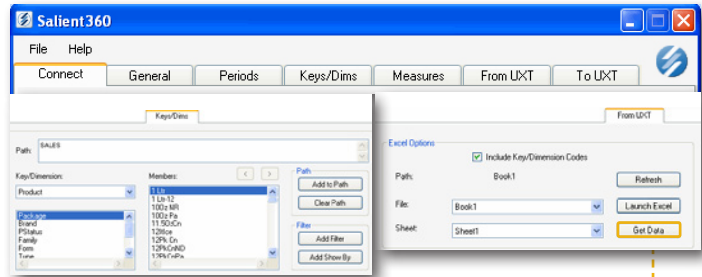


Figure 3: Microsoft Excel® Incorporate soft knowledge (events, conditions, etc.). Refine budgets with calculations and statistical analyses.

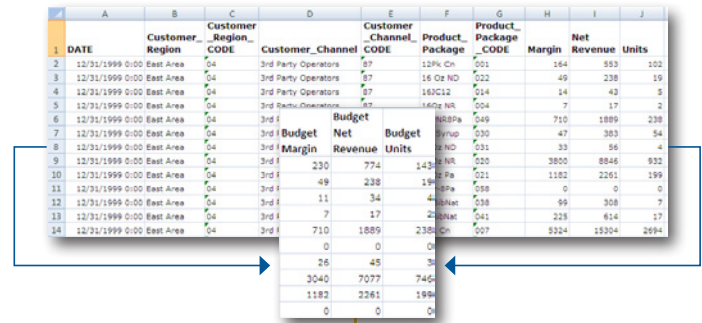
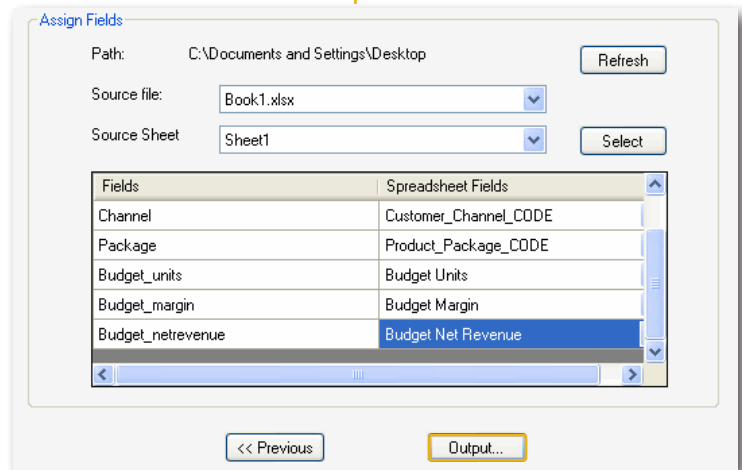


Figure 4: Salient360 transforms the Excel® data into files you can bring back into the Analytical Data Mart to monitor the accuracy of your assumptions.

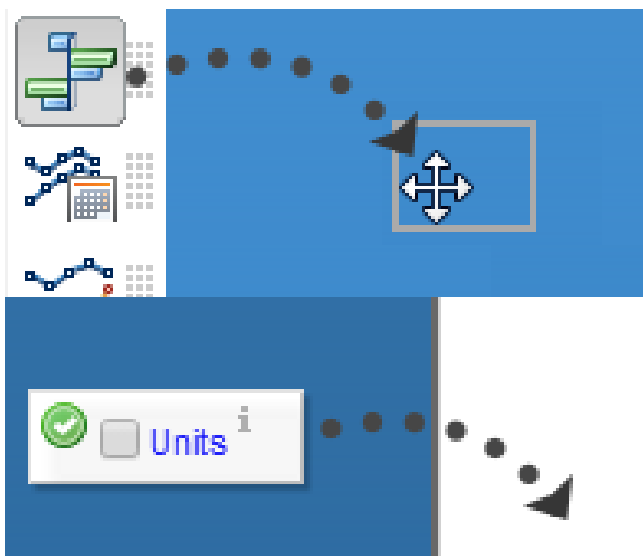
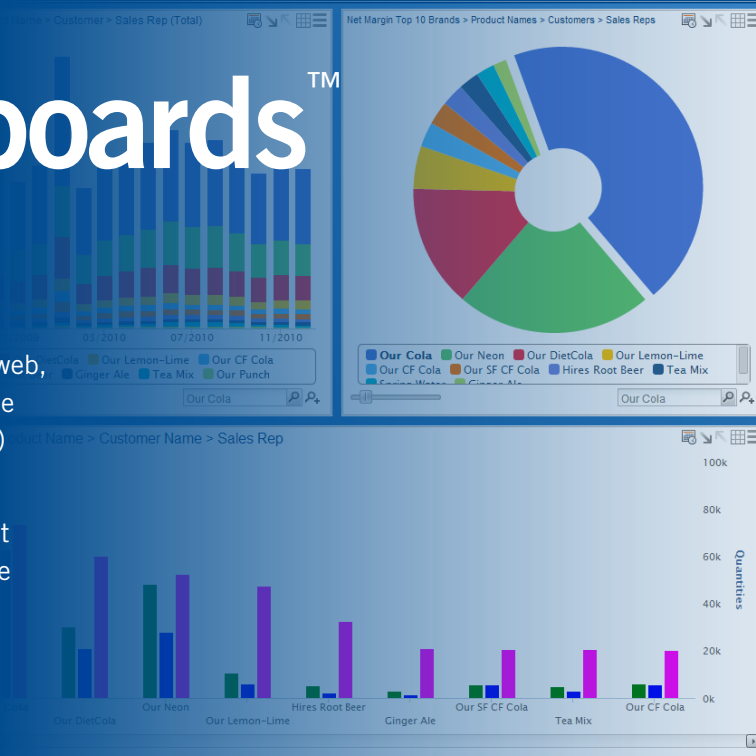


Drillable Dashboards™

Drill down to actionable intelligence on the spot

With Drillable Dashboards, users can analyze their data from the web, drill and drill deeper, and respond to actionable intelligence on the spot. Drillable Dashboards run on a secure thin client (web-based) that connects to the Analytical Data Mart.

Users can also pull up Drillable Dashboards directly on their tablet or smart phone, and get to actionable information on demand. The answers are just a few taps away.



Drag, Drop, Build

Place your graphs and charts, pick your measures, add some filters and you're ready to go.

- **Fast, flexible and drillable**
- **Drag & Drop building**
- **Common workspace tools for quick workflow**
- **Web-based**
 - Share securely with peers, customers, suppliers and partners
 - Data mine in the cloud on any device
 - Leverages HTML5 Charting

Share Published Views to Web & Mobile Devices

Using the Drillable Viewer, everyday business users can drill down into published dashboards. Dashboards can be viewed on Android, iOS and Windows mobile devices as well as any PC or Mac connected to the web. Apps are also being released in 2014 for iOS and Android tablets for enhanced mobility user experience including a new offline mode.





Drillable Dashboards Features

Unlimited Drill Down Options

Using the Drillable Dashboards Builder, you can quickly drill in any direction. Start your focus in one area, and follow your train of thought—wherever it travels.

Drag & Drop Drill Paths

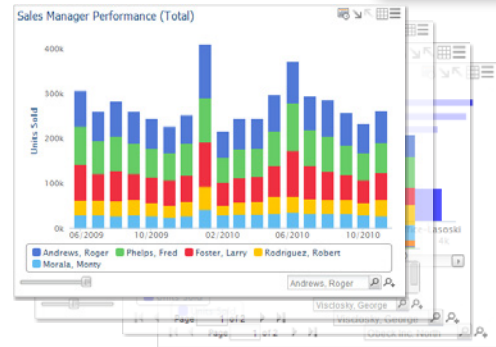
Simply drag and drop the dimensions in the order you'd like. The drill path can be however long or short, and in any order that makes sense to you.

Enable Drilling in Published Dashboards

In addition to filtering your published dashboards in the Viewer, you can drill down into any graph or table. Drill down, and drill down deeper to actionable intelligence.

Highly Interactive Analyses

Don't hesitate. Engage with your dashboards. Select multiple members and timeframes, pull up short lists, and sort, add mixes, averages and deltas. Interrogate your data to reveal meaningful answers.



Downlevel Order		
<input checked="" type="checkbox"/> Use custom order		
Viewer	Dimension	Key
<input checked="" type="checkbox"/>	Region	Customer
<input checked="" type="checkbox"/>	Channel	Customer
<input checked="" type="checkbox"/>	CustomerName	Customer
<input checked="" type="checkbox"/>	SalesRep	Customer
<input checked="" type="checkbox"/>	Brand	Product
<input checked="" type="checkbox"/>	ProductName	Product



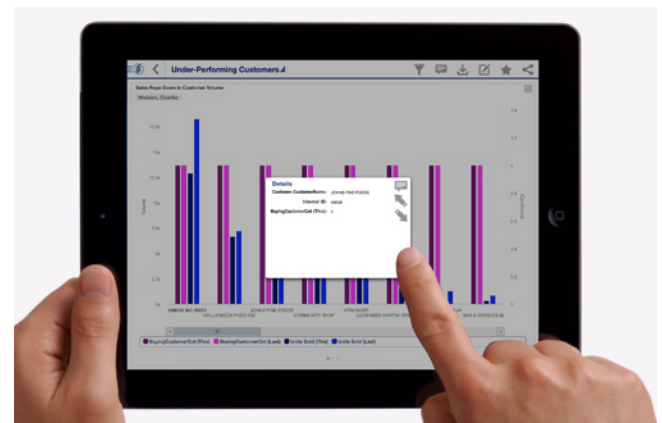
Salient Mobile

Salient Mobile brings the analytical power of Salient Dashboards directly to iOS and Android phones and tablets. View, sort, filter and drill down with an all new optimized user experience that makes it easy to get to your answers in just a few taps. All published Salient dashboards are instantly available in Salient Mobile.



Tap to Drill Down

Just tap on any graph or table to drill further down to view transaction-level details. Uncover the true cause and effect of your business performance. Say farewell to guesswork.



Swipe through Widgets

As an alternative to viewing several widgets at once in a dashboard, carousels let you scroll through each widget in a full screen view. Filters work exactly as if all widgets are in the same view.



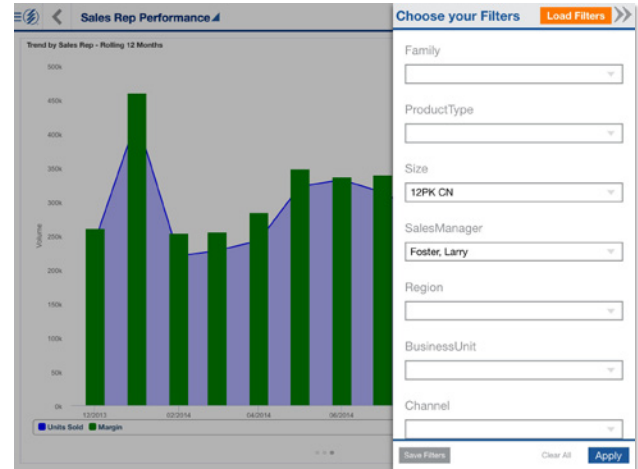
Customize Appearance

Optimize your dashboard views by selecting from multiple layout and background options in the editor. Users with Builder licenses can change layouts and backgrounds by tapping on the Edit icon while viewing a dashboard.



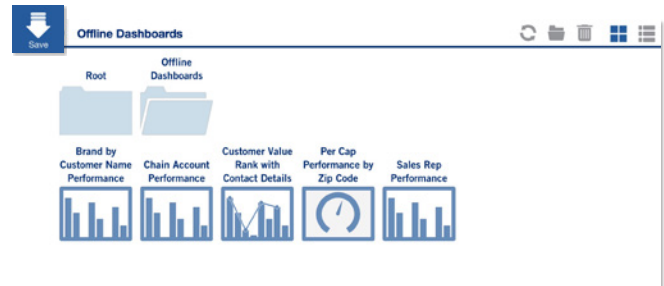
Personalize and Save Filters

Do you filter frequently? Instead of hassling with setting up your filters every time you open the same dashboard, now you can customize your settings once and save them for next time.



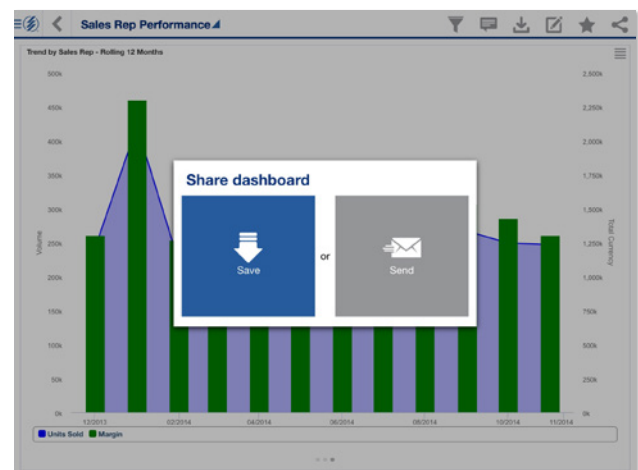
Go Offline

Download dashboards to view later when wi-fi isn't available. No more worries about connecting to the internet while out in the field.



Share Your View

Save or email dashboard views from your phone or tablet by using the Share icon. This feature is conveniently located at the top of every dashboard to make sharing quicker and easier.



Knowledge Manager™

Facilitate knowledge sharing across the enterprise.

Salient now gives you the power to integrate knowledge sharing with your data. Soft intelligence such as comments, documents, pictures, videos, links and more can now be aligned with your analytical data.

Salient Knowledge Manager is the collaborative panel for the Salient CIS Analytical Workstation and Drillable Dashboards. Use it to achieve enterprise-wide collaboration for greater efficiency and productivity. Shed light on performance figures with unstructured data such as images, documents, slide decks, field reports, etc. Knowledge Manager syncs these important insights with the quantifiable analysis.

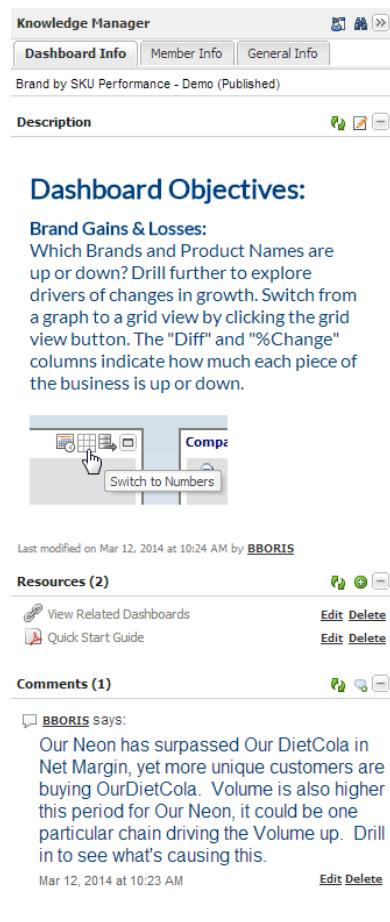
Take advantage of Knowledge Manager to post comments, documents, images and other relevant media to your dashboards or Analytical Workstation bookmarks.

Use index and search features to quickly gain full context of the data.

Share your insights, learn from others

Your company can also capture information from its employees as well as partners, vendors, and customers outside of the organization.

Much like Collections, Knowledge Manager information is shared between Salient CIS Drillable Dashboards and the Analytical Workstation, which ensures consistency when going from one application to the next.



Knowledge Manager

Dashboard Info | Member Info | General Info

Brand by SKU Performance - Demo (Published)

Description

Dashboard Objectives:

Brand Gains & Losses:
Which Brands and Product Names are up or down? Drill further to explore drivers of changes in growth. Switch from a graph to a grid view by clicking the grid view button. The "Diff" and "%Change" columns indicate how much each piece of the business is up or down.

Switch to Numbers

Last modified on Mar 12, 2014 at 10:24 AM by **BBORIS**

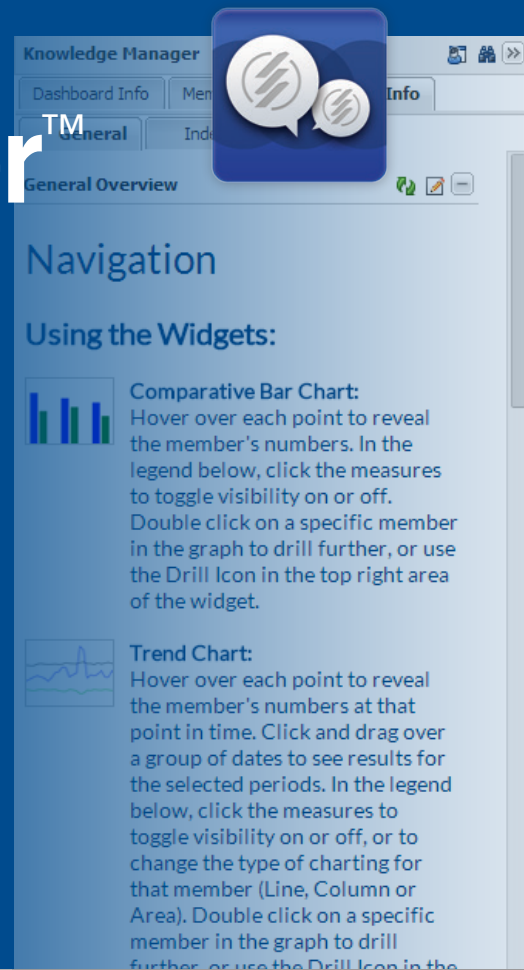
Resources (2)

- View Related Dashboards [Edit](#) [Delete](#)
- Quick Start Guide [Edit](#) [Delete](#)

Comments (1)

BBORIS says:
Our Neon has surpassed Our DietCola in Net Margin, yet more unique customers are buying OurDietCola. Volume is also higher this period for Our Neon, it could be one particular chain driving the Volume up. Drill in to see what's causing this.

Mar 12, 2014 at 10:23 AM [Edit](#) [Delete](#)



Knowledge Manager

Dashboard Info | Member Info | General Info

General Overview

Navigation

Using the Widgets:

Comparative Bar Chart:
Hover over each point to reveal the member's numbers. In the legend below, click the measures to toggle visibility on or off. Double click on a specific member in the graph to drill further, or use the Drill Icon in the top right area of the widget.

Trend Chart:
Hover over each point to reveal the member's numbers at that point in time. Click and drag over a group of dates to see results for the selected periods. In the legend below, click the measures to toggle visibility on or off, or to change the type of charting for that member (Line, Column or Area). Double click on a specific member in the graph to drill further, or use the Drill Icon in the

Share:

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 [Word Docs](#)

[Field Reports](#)

[Ads](#)

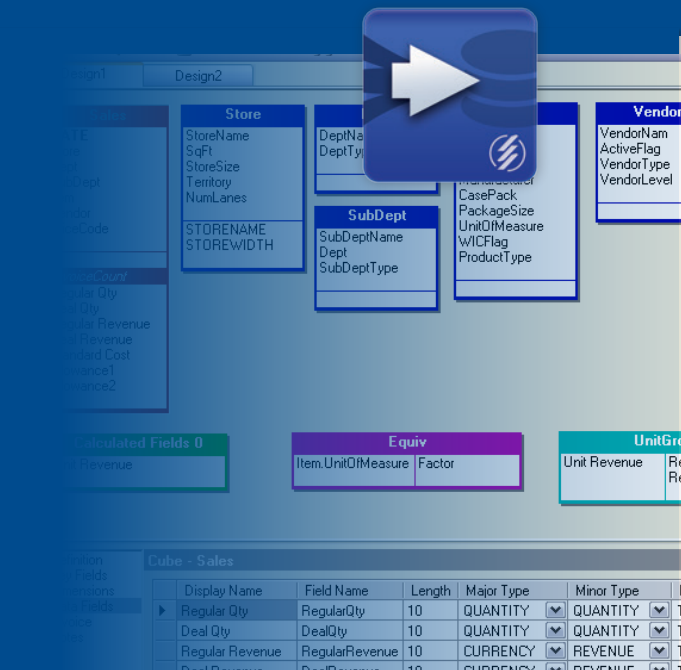
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Salient ETL™

Data integration is drag-and-drop easy.

Integrating more business processes in more parts of the business is “drag & drop” easy with Salient ETL. Large-scale clients use our ETL tool to dramatically cut through the technical overhead of integration, tracking more areas of the business without a lot of up-front work. If you have skilled database support in-house, you can even take a do-it-yourself approach to evolving your Salient solution.

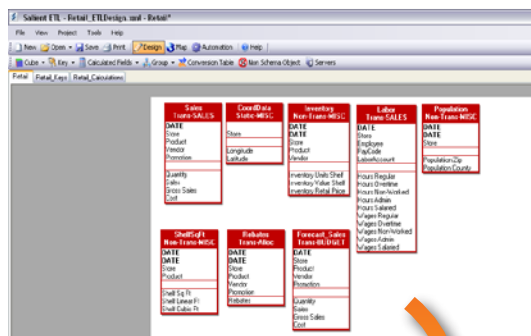


Salient ETL supports integration for a comprehensive perspective of multiple business processes (sales, inventory, marketing, financial and more) for a completely integrated enterprise management solution. Salient can connect to any data source—even concurrently to provide managers with a single source of comprehensive detailed intelligence.

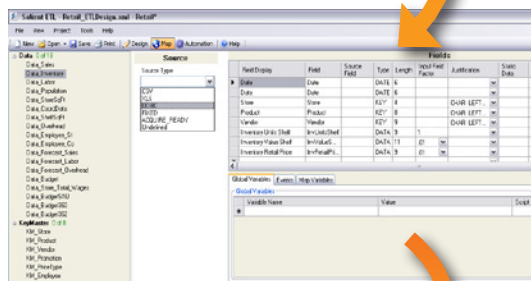
From design to automation in 3 easy steps

Our Integration Strategy:

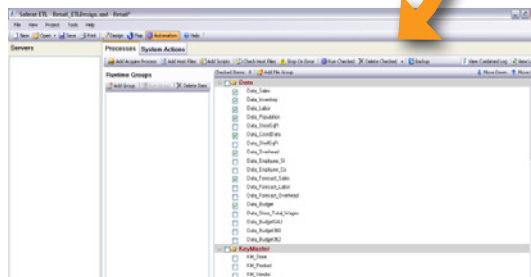
1. Design based on business objectives



2. Map source data to the logical design



3. Automate updates of data feeds



“Salient has helped us become much smarter manufacturers.”

Randy Bates, Executive Vice President of Sales and Marketing for Golden Flake

