

## Salient to Help the Made-Rite Company Gain Better Control of its Distribution, Pricing, Promotions, and Product Mix

**Horseheads, N.Y., August 20, 2008**—In order to maintain competitive pricing and service in the face of rising supply chain costs, The Made-Rite Company has partnered with Salient Corporation to apply advanced performance management software to its high-volume consumer goods business.

A beverage, food, and snack distributor located in Longview, Texas, Made-Rite has been dedicated to providing great products and high customer service at a competitive price since 1925. Recent challenges with the supply chain, including rising fuel and inventory costs, have prompted Made-Rite to engage Salient to help it gain better fiscal control of its organization by establishing optimum distribution, pricing, promotions, and product mix.

The Salient solution provides near real-time access to information that can help business managers determine where they should be investing money and energy to get the best possible return. In essence, it bolts onto a company's existing systems and automatically computes volume, revenue, cost, and margin for every transaction that takes place each day—taking environmental, operational, and causal elements into account—to provide a comprehensive picture that shows the key factors impacting profit and growth.

"Salient knows what high-volume consumer goods companies need to help them evaluate pricing, product mix, and promotions," said Nathaniel "Nat" Mann, vice president and general manager, The Made-Rite Company. "We don't need to tell them what we need measured. They have the know-how to improve our business, and have pre-developed the front-end of their system to help companies like ours do just that."

Like many other businesses, Made-Rite does not have an IT staff that can be on-call to create custom reports as needed. That's why Salient has designed its system to enable non-technical persons to easily search for information, and drill down through sales data to identify those short lists of problems and opportunities that can be addressed immediately to create a greater return on investment.

"Our business conditions change so frequently that we need to be able to work with our

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business performance facts on a daily basis,” said Mann. “Salient empowers our sales and financial managers with organized information that they can apply to help us increase profitability across all areas of the company.”

Salient has been providing its performance management technology to consumer packaged good companies for more than 20 years. It helps businesses achieve such things as optimal SKU mix, maximum sell-down, minimum overstocking, and minimum category cannibalization.

“Our customers use us to provide granular detail at lightning fast speed so they can take action on current market conditions to increase profit and growth,” said Guy Amisano, founder and CEO of Salient Corporation. “As Made-Rite continues to distribute a growing variety of products, it can lean on its Salient solution to provide the information it needs to help grow the company’s market share in more territories.”

#### **About The Made-Rite Company**

The Made-Rite Company serves more than 15 counties in east Texas. It markets brands owned by Cadbury-Schweppes, including Dr Pepper drink products. The company also markets and sells snack, coffee, and food vending. Made-Rite discontinued bottling operations in 1990 and affiliated with Southwest Cannery, a bottling-canning cooperative that provides most of the products that the company distributes. Some of the brands include: 7-Up, Royal Crown, A&W, Big Red, Sunkist, Welch's, Hawaiian Punch, Canada Dry, Yoo-Hoo, Monster, Snapple, Fiji Water, and Gatorade.

#### **About Salient Corporation**

Salient Corporation, located in Horseheads, N.Y., offers business and government a new solution for efficient management. Our solution is the missing link in the performance feedback loop. We track the value creation process, however you define value: profit, growth, efficiency, quality of service—and then we make the knowledge useful. We eliminate the limits: waiting, hassle, dependency on others—so individuals can find opportunity, expose waste, learn why, correct in time, repeat what works and avoid what doesn't. Salient's clients represent more than 35,000 users in 53 countries. For more information, visit [www.salient.com](http://www.salient.com).

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