

The Odom Corporation Partners with Salient for Measuring & Improving Business Performance



Horseheads, N.Y., August 14, 2008 — The Odom Corporation knew that to improve their bottom line, they needed a solution that could help business decision-makers have a clear view of business activity across the multiple regions that the company spans. They needed to deploy those facts in a way that non-technical individuals could use day to day. The solution had to be easy, scalable, and flexible or else individuals wouldn't be able to get the answers they needed and would stop asking important questions or would become dependent on in-house technical resources for support. Other demands and opportunities were coming up as well, such as a growing need for fact-based collaboration with trading partners. Salient was chosen to provide usable performance feedback to help employees make a difference day to day, across departments and across functions, for total corporate alignment.

Based in Washington, The Odom Corporation has been a leading consumer goods supplier to customers throughout Alaska and the Pacific Northwest. Their flagship product lines include Coca-Cola, E&J Gallo, Miller Beer and Coors Beer, along with many other fine beverage products. Today, the Odom Corporation is comprised of five divisions, each with a specific market or geographical area. The company sells over 1,000,000 cases of varied products each month and processes an average of 2,700 orders a day.

Managing the increasing number of SKU's from suppliers, meeting the JIT inventory requirements of trading partners, and improving customer service while maintaining margins required precise measurement and usable intelligence in the hands of the individuals involved the 2,700+ daily transactions. Information needed to be shared internally and remote employees in a very usable way, plus trading partners including retailers and suppliers have requested more and more facts about what is selling and what is not, and have requested many other pieces of planning information. Internally, traditional reporting tools were too static, created too much dependency on support staff, and didn't offer the flexibility that the constantly

changing marketplace requires to make a solution practical day to day. Salient provided a way to cut through the overhead and deploy information throughout the organization so individuals could connect their daily activity with value contribution and help the organization meet target margin goals.

The Odom Corporation has pulled core business activity information from every different core system running internally to create an enterprise-wide-connected Activity-Based Business Performance Management Solution leveraging Salient. Salient brought industry best practice expertise, business know-how, and a practical methodology supported by cutting edge technology to create an end-to-end rapidly deployable solution. Computer novices are able to leverage what would normally be looked at as extremely complicated integrated business information, and they use that to make better decisions every day at various levels and departments in the organization, which leads to hundreds of more informed (profit-affecting) decisions every week – and a major impact on the bottom-line.

“We believe we are ahead of most companies in terms of leveraging our own business information, and we have taken it to the next level by involving our trading partners in the decision-making process using secured portions of that very same information so we can make logical plans together with suppliers and retailers for our mutual benefit. Salient provided us the management solution that had the capability to handle mass amounts of business information, connect the dots, and deploy it directly to business users so easy that they can use it day-to-day without interfering with their job.”

Dick Barkett, Chief Operating Officer

About Salient Corporation

Salient Corporation, located in Horseheads, N.Y., presents a radical new paradigm for monitoring and controlling government spending. The company provides near real-time, continuous auditing and monitoring, as well as forensic analysis, to precisely measure the impact of economic activity on the quality and quantity of services delivered. It then allows users to deploy this knowledge to improve results. Salient’s clients span the public and private sectors and represent more than 35,000 users in 53 countries. For more information, visit www.salient.com.

Contact: Jim McDermott
Director of Marketing
jmcdermott@salient.com
(607) 846-1415

