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Transpac Imports Partners with Salient for Financial Control

Horseheads, N.Y., August 07, 2008 – Transpac Imports, Inc. Vice President and CFO Jeff Lorek knew that he needed a way to easily measure and improve performance to grow margins in the face of rising supply and distribution costs. By partnering with Salient Corporation, Transpac is rolling out a plan to support sales and operational managers with actionable feedback into lost sales, distribution voids, price improvements and customer activity that will help the company maintain their commitment to providing a large selection of quality products at a competitive price.

Based in Vacaville, Calif., Transpac Imports was founded in 1995, and specializes in providing wholesale gift, seasonal, and floral products to various markets in the gift industry.

“Salient knows what managers need when trying to not just measure—but improve—their bottom line,” said Lorek. “Salient’s extensive experience in high-volume consumer goods manufacturing and distribution will help us get the actionable information we need to uncover distribution gaps and spot lost sales before the opportunities are lost for the long term.”

Salient will help Transpac grow and maintain its competitive market position by tracking key areas of its business operations. For example, Salient is working with Transpac to support sales management in identifying orders versus actual shipments and resolving supply and demand synchronization issues. In addition, rather than basing business decisions on forecasts alone, Salient helps Transpac use real-time market facts to determine actual demand—enabling the company to act on current facts rather than just predicted volumes.

“In order to maintain a competitive market position, we need all of the facts about our business, not just part of the information shown in a sales report,” added Lorek. “And, the information has to be quickly accessible and easy to work with so we can make decisions that will have a positive impact on our business without taking up valuable time.”

Through price management, Transpac needs to maintain competitive pricing despite rising fuel and transportation costs. Without a fleet of its own, Salient will help Transpac monitor the cost and efficiency of its delivery partners, making adjustments when necessary. Salient tracks royalty fees, commissions, and freight costs over time so Transpac can get true margin monitoring in context, territories, and time frames to which they relate.

Salient will also support Transpac's efforts in new customer growth and retention and new product introductions. By tracking customer purchasing activity, Transpac will be able to closely monitor trends related to new customers in an effort to ensure that new trading relationships are preserved and grown. In addition, Transpac uses Salient's visual data-mining analytics to evaluate how new products affect the existing product line, helping the company invest the right amount of money in inventory to plan for demand.

"We are deploying a solution to help Transpac make more precise and timely decisions around supply and demand," said Guy Amisano, founder and CEO of Salient Corporation. "We hope to help Transpac fulfill its commitment to continuous improvement as a modern supplier for their trading partners as they build a more profitable organization."

About Salient

Salient Corporation makes very large scale in-memory intelligence technology for ad hoc data interrogation, visualization and root cause analysis. The company provides continuous audit, performance monitoring and forensic applications for business, health care, education and government.

