

React Quickly & Easily to Rising Fuel Costs & Other Challenges

With Salient, your managers will get a never-before-possible capability to see how their own decisions contribute to your profit and growth objectives. Instant visibility of vital statistics from every angle gives them a way to act on facts in time to maximize results.

Fuel Pricing Strategy

Get a true picture of the relationship between fuel pricing, fuel costs, volume, profit and store traffic. Determine competitive fuel price points that achieve maximum traffic and overall store margin.

React Quickly to Beer & Tobacco Tax & Legal Changes

Optimize product mix according to demands for individual brands by pack and/or by carton. Monitor the impact of tobacco taxes on margin on a daily basis. Adapt quickly to the effects of positive and negative legislation.

Monitor Credit Card Costs & Card Benefit Programs

Compare total credit card sales with processing costs. See how much credit card fees affect margins at "item" and "outlet" level. See precisely how much benefit you are receiving from private store cards.

Leverage Multi-Vendor End Caps (MVEs)

Salient allows you to maximize the benefit you receive from MVEs. Match up a detailed picture of any MVE in any store by the day, week or month with sales of a particular item or group of items in that store to determine optimal layouts. Maximize cross selling and minimize cannibalization.

Maximize Food Service Profits

From pizza and hot dogs to pre-packaged sandwiches and fully-functioning quick-service restaurants (QSRs), Salient can help optimize menu choices, balance staff and improve performance.

(Stats originate from 2007 Beverage World charts)

About Salient

Salient Corporation offers business and government a new solution for efficient management. Drawing on diverse data from multiple sources, our technology measures how business activity creates value, quality, financial efficiency, productivity, while its user interface eliminates barriers to the use of this knowledge for continuous process improvement.

Salient's technology platform is a super scalable in-memory OLAP system for activity based value scoring. Its user interface is a graphical toolbox for interactive, stream-of-thought data mining, visualization and root cause analysis. Overall, the technology enables non technical knowledge workers to evaluate process behaviors rapidly, eliminate waste and optimize outcomes continuously.

Founded in 1986, Salient today serves more than 35,000 users in 53 countries. For more information, visit www.salient.com.



Key C-Store vendors measure performance and build strong customer relationships with Salient:

Half of the Top 25 Beer

22 of the Top 25 Soft-Drink

and Major Snack Distributors

