



Salient Solutions

Activity Based Performance Management for Retailers

Know Where to Focus Time & Money to Maximize Results

When I deal, do I grow the business, make money, both, neither?

When I push one product, does it hurt sales of other products?

Which vendors, products or deals are worth time and money and which aren't?

The answers to these questions help you know where to focus time and money. Salient provides a deeper understanding of important relationships between sales and other activities.

Sales Highlights:

Improve Promotion Effectiveness

See graphically how profits and growth are affected by promotional discounting, product mix, deal duration and frequency. With clear graphic views of elasticity and lift, sales managers can optimize SKU mix and display inventory for maximum sell-down, reduced over-stocking and minimal category cannibalization.

Optimize Price Points

Get a continuous visual feedback loop that enables managers to test different merchandising and pricing strategies with minimal risk. Immediate feedback allows in-time corrections.

Tie In Customer Traffic & Ring Counts

Integrate traffic counts and ring counts with transactional data to determine conversion rates and sales over traffic (SOT) for immediate insight into relationships of traffic to labor, volume and profit.

Merchandising & Category Management

Which categories and which products are over- and under-performing and why? Salient joins transactional data to plan-o-gram, display and other spatial data to deliver productivity measures per unit of space – square / cubic / linear inches (feet), facings, displays and more.

Rationalize New Product SKUs & Product Mix

Track the affects of new products on vendor and category performance.

Score Associates' Productivity at All Levels

Track employee performance metrics from headquarters, down to the district, the store, the manager and the sales associate at the register. Capture overall sales, average sales figures, sales volume, hours worked and shrink to identify top performers as well as those who need improvement.

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.

