Technical Capabilities Overview
Precision Instruments for Management

1. Drillable Dashboards and Practical Business Analytics
   Salient Dashboard Builder
2. High Speed Server Platform and Integration Tool
   Salient UXT™
   Salient ETL™
The Combined Power of ABM and Managerial Accounting

The Salient technology is designed to be a convergence of a managerial accounting technique known as ABC / ABM (activity based costing and management), plus advanced business intelligence (BI) technology.

Salient’s vision of ABM is giving decision maker’s the technical capability to bring value-add intelligence into any situation in time to:
- Survey the entire history of value productivity ad hoc
- Visualize patterns, trends and individual outliers
- Drill into root causes of performance outliers

An End-to-End Complete Solution

Salient provides an end-to-end solution to each of our clients including all phases of design, implementation and software capability:
- Best Practice Solution Design for any Industry or Functional Need
- 2 Modern Front-End Management Tools

Salient Visual Data Mining

“... The (visual data mining) approach integrates the human mind’s exploration abilities with the enormous processing power of computers to form a powerful knowledge discovery environment that capitalizes on the best of both worlds…”


Salient Dashboard Builder™ (1) Create & Share Interactive Dashboards and/or

Salient Interactive Miner SIM

(2) An Advanced Visual Data Mining Application with Practical Business Analytics

Salient UXT

A High-Speed Dedicated Server Platform for Scaling to Billions of Records

Salient ETL™ An Integration Tool for mapping to databases within your existing infrastructure

Every Salient client receives live Instructor-lead personal training and ongoing support to ensure that a Return on Investment (ROI) is reached every time.
Flexible, Drillable, Interactive Dashboards

Drill into dashboards to root causes, ad-hoc, complete flexibility with all the specific underlying details

Share Your Dashboards with Everyone
From executives, managers and peers to customers, suppliers and partners

Mobile and Web Based!
Have all your important information at your fingertips; using a secure login from any web browser or from your I-Phone or Blackberry device

Usable, Practical Dashboards
Go beyond the surface, question results, identify the actionable details hidden behind any dashboard.

- List outlier products and customers from dashboards
- Change visual perspectives on any dashboard
- Adjust dates and filters on dashboards
- Pick any area of the dashboard for further investigation
- Track customer and product mix, life-cycle, promotion, elasticity plus much more

Build your own Salient Dashboard in minutes
Create Salient Dashboards with Dashboard Builder™ – simply, quickly and easily – without any technical help.

1. Choose your business focus
2. Build your dashboard with drag-and-drop functionality
3. Customize it – add measures, date frames, titles, highlights, images, text boxes, links to related dashboards and more
4. Save and share internally and externally

Drag and drop a robust range of tables, charts, and gauges
Drill “outside-the-box”

See something in your dashboard view that you want to know more about? Authorized users of Salient Interactive Miner or Salient Dashboard Builder can pursue data further and reveal root causes.

From Dashboards to full visual data mining capabilities in seconds!
Technical Capabilities Overview
Precision Instruments for Management

Complete Autonomy and Answers for Business Users

- **Store**
  - List
  - Banner
  - Business Type
  - City
  - Company
  - County
  - Ethnic
  - Division
  - Format
  - Formula
  - Geography
  - Manager
  - Market Type
  - Region
  - Region Type
  - Service
  - Size

- **Any Path**
  - Choose a group of, or list individual business entities.

- **Bookmarks**
  - Save and share important views.
  - Global bookmarks are available throughout the organization, or easily create your own.

- **Any Group**
  - Point and click tools let you zoom in on items of concern. Lists show current conditions and allow you to take immediate action.

- **Any Time**
  - Choose the time frame being monitored: individual days, fiscal calendar(s), weeks, months, quarters, or customized business days.

- **Any Metric**
  - Choose any performance metrics you have integrated into the management system.

- **Any Criteria**
  - Set pass/fail criteria for any metric or metrics.

- **Anywhere**
  - Set your drill path on the fly; you decide what to question next. Here, we drill down into one product in a single city.

- **Salient Interactive Miner™**
Salient Interactive Miner® – Visual Data Mining for Business

Putting You in Control of Your Business

Question Anything

Who hasn't re-purchased in the last 60 days that was buying before? (opportunities / gaps)

Which accounts contribute more or less than $___ in Gross Profit per Month? (over & under performers)

Which Customers/Segments have purchased or not purchased our New Product yet? (Buy/No-Buy tests)

Should this new product stay in this part of the market; what’s the life-cycle within each segment?

Are we establishing new customers in a particular segment while retaining existing accounts?

How strong is this brand; are consumers buying it again or just trying it once?

Track Exceptions automatically OVER TIME in a trend view and list the members who pass or fail for further drill-down to root causes.
Get all the answers, Visually

How elastic is our price for that particular product or product line? Does that vary by a specific customer type?

Should we trade-off volume for a better price to improve margin?

Did this new product help or hurt the over-all mix?

How can we best customize our mix for each unique customer segment? Does that produce the best possible “margin” gain?

List outliers and drill-down directly from chart view.

Track the price/volume curve to find under-priced accounts.

Identify over- and under-performing product and customer groups, then be able to “ask why.”

Was the event successful?
A view of price and volume over time shows the factors affecting promotional efficiency. Look at the time before, during & after the promotion to compare profit performance. Rubber-band to reveal bottom-line results.

Did the promotion or introduction of one product affect other products or the category as a whole? A graphic shows volume performance of related products over time.

A scattergram shows under- and over-performing products. Select any group to create actionable lists.
Support Better Execution

How elastic is that price in that channel?

How did the price to consumer (PTC) affect volume sold?

Automate Price-Point Range analysis!

Prove to trading partners the best use of the space.

Drill into Profit & Loss (P&L) summary or account level views by key account, supplier, major package, team, region, or the entire business?
Add-On for Salient Interactive Miner:

Geo-spatial intelligence for new insights and improved efficiency

How are we doing geographically, do any warehouses need more product?

Should we consider re-routing because of where certain accounts are in proximity to one another?

Which accounts geographically are “in the yellow” or “in the red” – not meeting expectations?

Geo connects to mapping websites

You can link points on the map to popular mapping sites on the Internet (for example, Google™ Maps). This integration provides several capabilities. For example, click on a point on the map to get driving directions, satellite images, related web sites, and more. You can even include your own labels, such as customer names, on the resulting maps. The functionality is available with InfoShare and may be licensed separately.

Location by Volume – Here markers show volumes for each location. The largest, darkest circles represent the highest volumes.

Location by Margin – Just click to change the data field. Now, the largest circles represent the greatest margins.

Geo connects to mapping websites

The circle tool lets you select locations within a certain radius and then list them out.
Mapping by attribute
Location markers typically indicate magnitude or change, but you can easily switch to a view showing location attributes (for example, type, territory, etc.). Different types of markers indicate characteristics of the location. These maps can reveal inconsistencies, inefficiencies or areas of opportunity.

Thematic maps
View averages and totals for areas within the map. Shades of color can indicate the average, total, difference, or percent change for all the locations within each region, state, county, town, etc. Spot areas with unusually high or low results, compare percent change across counties, get an easy overview of geographic trends. Thematic mapping is available together with or instead of mapping by location.

Demographics
Map layers oftentimes contain valuable statistics about demographics (income, sex, age, family size, ethnicity, etc.). Salient Geo can use this information, plotting it on the map for easy integration with your data. Like thematic mapping, each area within the map is shaded bases on its demographic average or total. This provides valuable new insights for marketing, planning, product assortments, penetration, etc.

Then use one or more of the following tools:
- Select an individual location or area
- Select locations or areas within a square, circle or polygon
- Reverse the selection (i.e. select all locations not currently selected)

Once you’ve selected locations, click to list them out along with their performance metrics, or turn them into a collection for further analysis.

To find out more about a single location, just right-click on it. A pop-up window shows its attributes and description.
Salient UXT® is a super-scalable in-memory intelligence processing and visualization technology platform.

**Multi-Sourcing**
Using a “hub-and-spoke” model, the Salient Universal Exchange Technology (UXT) database server bolts onto multiple data sources. It then draws every kind of data useful for measuring value performance. UXT uses this data to render a true and exhaustive accounting of value that is added by transactions and/or limited by constraints.

**Super Density & Scalability**
UXT stores massive volumes of data on a single PC server. It does this by leveraging advanced data compression, n-dimensional grid indexing, symmetrical multi-processing, and advanced programming technique. Distributed massively parallel processing allows extremely large data sets to be spread among many servers. This is done without sacrificing nearly instantaneous response speed, a critical attribute of the technology.

**Super High Performance Query Processing**
Traditional BI has limitations (such as data explosion and lack of granularity) caused by pre-summary and pre-calculation of answer sets. The UXT multi-dimensional design avoids these limitations by means of a unique “associative” data management strategy. This data management strategy associates every entity relationship in the data and then re-associates it at query time. This way it eliminates summary hierarchies, predetermined drill paths and drill procedure.

**Embedded Mining and Analysis Tools**
UXT facilitates interactive mining and visualization: it eliminates the need to “set up” or “re-state” drill paths and calculations. Users can redirect their interest to higher or lower levels of detail, or to different attributes and dimensions of information.

As they do so, the full screen will refresh instantly with each click. Shifting analytical forms is just as easy: users can click on graphical icons that represent different ways of looking at data. Taking advantage of the rich suite of tools embedded into UXT, users can instantly shift between comparisons, exceptions, distributions, and correlative trends, as well as a host of combinations of these forms.

“Unlike a traditional BI approach that uses online analytical processing, the Salient platform does not pre-summarize or pre-calculate anything. Rather, it enables free association, so each user can assemble the facts that fit the situation at hand without having to think about a hierarchy.”

Ventana Research
Article ID: M05-29
Salient Just Made Integration a Whole Lot Easier.

From Design to Automation in 3 Easy Steps

**Integrating more business processes** in more parts of the business became “drag & drop” easy with a new integration tool from Salient! Already in use by dozens of large-scale clients, our integration tool dramatically cuts through the technical overhead of integration, helping you track more areas of the business without a lot of up-front work. If you have skilled database support in-house, you can now even take a do-it-yourself approach to evolving your Salient solution.

To ensure client success, Salient ETL supports integration for a comprehensive perspective of multiple related business processes. Call us today and ask about how we can bridge your sales information with related inventory, marketing, financial accounting and more for a complete enterprise integrated management solution. Salient can connect to any data source: MS Dynamics, SAP, Oracle, IBM, AS 400, MS Access, Excel and more - even at the same time, pulling automated updates out of the systems, making the logical connections, and providing managers with a single source of comprehensive detailed intelligence. This new integration tool acts as a “rapid-deployment” tool.

**Our Integration Strategy:**
1. **Design** Based on Business Objectives
2. **Map** source data to the logical design
3. **Automate** updates of data feeds
How Salient Technology is Different

Salient makes it possible for everyday business managers to use intelligence without sacrificing time from their regular duties.

We make it faster and easier to dig into root cause, make the timely correction and improve results continuously.

<table>
<thead>
<tr>
<th>Salient Performance Management</th>
<th>Typical Business Intelligence (BI) Tools</th>
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<tbody>
<tr>
<td><strong>Business-Ready</strong></td>
<td><strong>Tool-Kit</strong></td>
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<tr>
<td>The solution is already built to be “business-logical&quot; enabling rapid deployment, and greater ease-of-use</td>
<td>The views, analytical capabilities, and more need to be built by an IT team before a solution is ready</td>
</tr>
<tr>
<td><strong>Flexible Business-Driven Capability</strong></td>
<td><strong>Flexible Report Writing</strong></td>
</tr>
<tr>
<td>Business users know what question they want to ask, how to frame the question, and what they want to ask next</td>
<td>Inflexible resulting views are pre-determined – assuming the business question is always the same</td>
</tr>
<tr>
<td><strong>Built for the Information Consumer</strong></td>
<td><strong>Built for the Information Producer</strong></td>
</tr>
<tr>
<td>Instead of traditional “push” reporting, Salient enables situational “pull&quot; access so that managers can shape their own intelligence</td>
<td>Typically the solutions are built so that technical staff can create and maintain reports for management.</td>
</tr>
<tr>
<td><strong>Associative, Flexible Drill-Path</strong></td>
<td><strong>Reporting-Based</strong></td>
</tr>
<tr>
<td>Built the way people think, performing new context selection on-the-fly rather than having to pre-set</td>
<td>If you may want to see it, it needs to be thought of and created ahead of time or redesigned on an ongoing basis</td>
</tr>
<tr>
<td><strong>Fully Interactive</strong></td>
<td><strong>Partially Interactive</strong></td>
</tr>
<tr>
<td>All the visualizations let you list items of interest, see more about them, focus in on them, or change how you framed them</td>
<td>Has some interactive capability, but not out-of-the-box. They need to be set up by technical staff each time.</td>
</tr>
<tr>
<td><strong>Immediate Access to Root Cause Detail</strong></td>
<td><strong>Departmentalized</strong></td>
</tr>
<tr>
<td>All unsummarized details are easily available; it is the details that make facts actionable. Scalable without sacrificing detailed facts</td>
<td>Most reporting-based solutions summarize or departmentalize data to increase speed / response time</td>
</tr>
<tr>
<td><strong>Minimal Consulting or Technical Services</strong></td>
<td><strong>Required Set-up</strong></td>
</tr>
<tr>
<td>Consulting focuses on logically grouping your business information and then “Role-Based” training</td>
<td>Depending on the number of individuals being served, technical resources are needed to create all potential views</td>
</tr>
<tr>
<td><strong>Complete Autonomy vs. Ongoing Set-up</strong></td>
<td><strong>Modification Assistance</strong></td>
</tr>
<tr>
<td>Requires no consulting or technical services to create or modify views once data is loaded in the application. It is business-user driven; simply “Bookmark” standard views</td>
<td>Services are needed from an internal or external technical resource to create new or modify existing drillable report views on an as-needed basis</td>
</tr>
</tbody>
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