

## Salient is Now an Official SAP Partner with a Certified SAP Solution

**Horseheads, N.Y., September 8, 2009** – SAP has granted Salient Corporation an Interface Integration Certification for its cutting edge revenue management software, Margin Minder®. To meet increasing demand among SAP clients for the Margin Minder® Revenue Management application, Salient formally certified a method to accurately extract and integrate SAP sourced sales data directly into Salient's UXT\* MOLAP engine for use in the Margin Minder Revenue Management application.

Salient's Margin Minder application is a cross-industry solution enabling organizations to fully leverage top-line profit performance metrics from SAP Sales & Delivery plus SAP Profit Center, including unit volume, revenue, cost-of-goods-sold, margin and discounts.

Using a variety of point-and-click interrogation and visualization tools, sales professionals can quickly and easily survey large transaction databases, locate specific customers and events that are out of line with performance expectations and, ultimately, adjust their business levers to optimize revenue and volume performance. **Specific management applications are:**

- Price Elasticity/Demand Growth and Erosion (lifecycle)
- Price vs. Margin vs. Volume Performance Patterns
- Product Portfolio
  - Mix and Cannibalization
  - Buyer / No Buyer Distribution
  - Penetration, Trial and Retrial
  - Assortment
- Lost Sales (by unique product)
- Market Segmentation

Salient has been working with SAP clients for many years, including multiple Fortune 500 companies and other organizations. Overall, the Margin Minder solution is being utilized by more than 35,000 users in 53 countries worldwide.

### 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](http://www.salient.com).

\*UXT is a super scalable in-memory MOLAP engine that houses any number of process performance applications such as Margin Minder. These applications can be easily expanded by adding new data from other processes. As well, they can be joined together, Lego™ style, to form an enterprise scale performance management capability.

### UXT differentiators:

- An "associative" architecture (as opposed to the pre-ordered hierarchical architecture typical of MOLAP engines)
- No pre-summarized or pre-calculated result sets to maintain. All computations are performed at query time.
- Instantaneous response to ad hoc (point and click) queries
- An integrated "business logical" UI with all reporting and analysis tools embedded
- Scalability without performance degradation via Massively Parallel Processing (data volume, measures, numbers of users).