Salient
Collaborative Intelligence Suite
Investigate—Communicate—Share

• Data from Anywhere
• Reconciled and Simplified
• Delivered on Demand
• To Anyone Who Needs to Know
Salient Management Company introduces its latest super-scalable intelligence platform: the Collaborative Intelligence Suite (CIS).

The CIS is a business intelligence environment where information flows freely and directly throughout the organization and beyond, reaching the right people at the right time, empowering associates and partners at all levels to make decisions that return maximum value continuously.

It’s an integrated suite of programs for intelligence formation, deployment and collaboration throughout the organization and beyond its borders, a universal source of the true value of things, where all parties can access the information they need, on the device they use, in time to take the best possible action.

Data Mapping, Acquisition, Transformation and Loading:

Salient ETL™
Integration tool for database mapping
Choice of alternative ETL

Intelligence Processing:

Analytical Data Mart
Capable of scaling up to billions of records.

Desktop UIs:

Analytical Workstation
Advanced visual data mining application

Knowledge Manager™
Collaboration hub for knowledge sharing.

Optional Add-ons:

Geo Analytics
Analyze geospatial data in Analytical Workstation

Salient360™
Excel plugin to connect to Analytical Data Mart

N-Tier UIs:

Drillable Dashboards™
Analytics on-the-go for quick consumption

Data comes from anywhere... everywhere.

True intelligence comes from just one place.
Salient Collaborative Intelligence Suite

Actionable intelligence throughout the enterprise …and beyond

Data from Anywhere

EDW  ERP  Process Automation  Web  Third Party Data

Analytical Data

Integrated Content

Visualization

Shared Knowledge

Objectives  Insights  Comments  Documentation  Multimedia

A  B  C  D  E
CIS captures the whole story of value creation—activity, profit and loss, quality, growth and potential. It draws from all sources to capture the details of transactions and data that describe the causes and constraints of the business environment. And it allocates indirect or undocumented values added or lost by business activity.

An intelligence system must tell the whole value creation story... clearly, quickly, easily.
Salient focuses on removing the obstacles to access and use intelligence:

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>CIS Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessibility</strong>&lt;br&gt;“The information I need isn’t available to me.”</td>
<td>You see your entire world—every person, place, thing and every event that relates to you.</td>
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<tr>
<td><strong>Speed</strong>&lt;br&gt;“The information I need isn’t timely.”</td>
<td>Answers are instantaneous—point, click, see, drill.</td>
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<tr>
<td><strong>Literacy</strong>&lt;br&gt;“This system is too hard to use.”</td>
<td>Interrogate visually—lasso outliers, drill through trends, expose the underlying numbers. Everything is interactive. You already have the skill you need.</td>
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<tr>
<td><strong>Flexibility</strong>&lt;br&gt;“I can’t get to what I need to see.”</td>
<td>Follow hunches wherever they lead. Drill and explore in any direction—there are no pre-ordered summaries or hierarchies to limit pursuit.</td>
</tr>
<tr>
<td><strong>Precision</strong>&lt;br&gt;“I can’t see what’s driving this result.”</td>
<td>CIS keeps all details necessary to expose and explain root causes of business performance.</td>
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Collaboration

Content Management
The content management engine of the CIS integrates contextual and multimedia information directly into Salient’s desktop and web analytics User Interfaces. This capability enables users to document, socialize and share intelligence across a broad constituency of analysts, managers, executives and trading partners.

Dashboards & Storyboards
WYSIWYG dashboards, both free drill and pre-drill, and storyboards (embedded point and click analytical guides) enable analysts, power users and consultants to share observations, insights and methods with non-technical and casual information consumers.

Instant Answers
- **Easy**: Point—Click—Discover—Act—Repeat
- **Specific**: Full detail. No pre-summaries
- **Unfettered**: No fixed hierarchies. Follow your intuition. Drill all the way to root cause.
- **Actionable**: Timely, fully resolved, predictive
- **Super Scalable**: Massively Parallel Analytical Processing
- **Inexpensive**: Commodity PC servers
- **Collaborative**: Drill—Analyze—Document—Instruct—Share

Value networks extend beyond the borders of one organization. Both customers and suppliers will become more efficient partners.
CIS creates a sense of ownership and accountability across the whole enterprise. Every level and grain of data is at the fingertips of every stakeholder, tailored to each user’s device, skill and need.
Salient’s Collaborative Intelligence Suite unites in-memory analytical data processing and its content management engine with a cross-platform visual data mining user experience. The CIS enables a rich, holistic intelligence environment for executives, analysts, managers, customers and partners to explore, communicate and share actionable information to improve enterprise growth, profitability and efficiency.

- **Analytical Data Mart**
  Super scalable, high performance in-memory analytical data mart

- **Analytical Workstation**
  Advanced visual data mining application

- **Geo Analytics**
  Add-on for VDM application to analyze transactional data in a geo-spatial UI

- **Salient360™**
  Excel plug-in to input/output data or to run forecasting, budgeting etc.

- **Drillable Dashboards™**
  100% web-based dashboards with unlimited drill down

- **Knowledge Manager™**
  Collaboration hub for enterprise-wide knowledge sharing

- **Salient ETL™**
  Integration tool for mapping to databases within your infrastructure
Analytical Data Mart
Highly scalable in-memory server technology

The heart of CIS is a unique in-memory analytical data mart that combines several advanced technologies to deliver the greatest scalability and, at the same time, the fastest query response in the industry: 3 seconds or less

• Massively parallel, in-memory processing—to hold all of the details and deliver instant answers to hundreds of on-line users, no matter how big the data

• Advanced database compression—to handle large data volumes in less space

• N-dimensional Grid Indexing—to store and access data with maximum efficiency

Maintainability, Security and Governance, so that IT can sleep at night
Salient’s Analytical Data Mart enables IT to easily gather and integrate data from all sources into a coherent, highly secure and maintainable “single source of fact” for all users, irrespective of need, skill or device.

• Server based integration and calculation eliminates “wild card” user mashups and proliferation of ungoverned information.

• Easy ETL lets you attach to any source to build an exquisitely detailed analytical model of your marketplace.

• Salient’s unique “associative” data architecture eliminates hundreds of consulting hours that would otherwise be spent on process analysis and creation of pre-set calculations and attribute hierarchies.

“Because Salient is so fast, and because it pulls together all of our data from all of our different data sources, now when we ask a question, we get an answer as fast as you can click the mouse button. This often leads to another question and you get that answered just as quickly.”

Kevin Sullivan, CIO, HPC Foodservice
The base premise of Visual Data Mining is that your own eyes are better than computer algorithms at recognizing patterns and trends in graphical data. CIS puts one hundred percent of the information directly in front of your eyes—all of the people, places, relationships and transactions—and lets you “turn the rock” any way that comes to mind…all in real time. Which is to say that CIS is the system necessary to practice Continuous Improvement (CPI).

CIS visual data mining (VDM) tools couple computer power directly to human intuition, enabling users to recognize patterns and trends, isolate outliers, drill to root cause details and, finally, make the timely adjustment.

Point-and-click simplicity—conduct your own queries
Instant response—follow stream of thought to pursue intelligence
High resolution—see exact history of individual people, places, things
Used by all levels of management to support decision-making

Multiple Analytical Chart Types
Over 30 pre-built visualizations with interactive root-cause visual data mining capabilities.

Change Visualizations on the Fly
Any visual analysis can directly transition from one perspective to the next. The system automatically recognizes your selected date and context as you change from one analytical view to another.

See More at Once
View multiple levels of your path at the same time. Continue viewing multiple levels at once as you explore further in any direction.
Storyboards
Storyboards allow you to build and document a sequence of analytic views to guide your fellow users through your thought process. They can also be used to consult with your peers or as a training tool to explain your investigative process.

Dynamic Collections
Filter dynamically based on selected criteria. For this type of collection, the Analytical Workstation saves the settings rather than the list of members. Whenever you turn the collection on, the filter runs a query to find members that meet the criteria.

Alerts, Scheduled Macros
Automatically run macros as part of Windows scheduled tasks and parameters provided by the Analytical Workstation. Schedule macros to send emails to your inbox, post reports in shared folders or your intranet. Data can be exported in Microsoft Excel 2010 format (.xlsx).

Show by Collections
Use custom groupings of members (collections by title) across the full spectrum of analyses - comparisons, distributions, exceptions and trends.

Ease-of-Use Enhancements
Salient continues to make its technology easier and more intuitive for users to get the intelligence they need to make better decisions. The new enhancements can be viewed in more detail in the “New Features” section of the Salient Analytical Data Mart Users Guide.

− Drag and drop axis setup in comparative and trend graphs
− More intuitive shading in table and list views
− Increased spacing between rows for better readability
Successful operators are increasingly using geospatial analysis to quickly and easily identify location-based efficiencies across their networks. The visibility of point-of-sale performance measures, combined with area-specific transactional and demographic information, provides a powerful platform to uncover sales & marketing opportunities, service anomalies, and channel dynamics.

**Use Geo to:**

- Identify Sales Opportunities within Existing Accounts
- Create Location-Specific Pricing
- Improve Promotional Investment
- Measure Market Penetration
- Uncover Service Opportunities
- Shape Holistic Executive Views
Geo Features

**Highlight Changes in Growth and Profit**
Instantly see areas of growth and loss by using the highlight feature. Spot lost customers, dips in profitability and investigate further to identify the short list of opportunities.

![Highlighting by layer](image)

![Highlighting by point](image)

![Highlighting by both layer and point](image)

**Target Market Demographics**
Use census data to reveal where your consumers are. Just point and click in the query menu to segment further.

![Target Market Demographics](image)
Salient360™
Enhanced forecasts and enriched analysis

Add-On for Salient Collaborative Intelligence Suite:
Salient360 provides new insights and improved forecasting through flexible data access.

Salient360 is part of a new breed of Salient products that provide access to Salient’s Analytical Data Mart outside the Analytical Workstation user interface. By linking the powerful Analytical Data Mart to Microsoft Excel®, Salient360 brings unlimited “What If” analyses for new insights into pricing, purchasing, forecasting and other business activities.

Salient360 is the fast and easy link between Salient’s Analytical Data Mart and unlimited analysis capabilities. With Salient360, you can easily extract data from the Analytical Data Mart into Excel®; investigate, utilize, tweak, or re-work the data; and then bring data back into Salient’s Analytical Data Mart to continuously track the accuracy of “What-If” assumptions.
Salient360 at Work:
The possibilities are endless:

Forecasts and budgets
Use real-time, transaction-level data to improve forecasts and budgets. Instantly bring exactly the right information into Excel®, where you can calculate budgets using your preferred method of statistical analysis. Incorporate soft knowledge, such as unusual events or circumstances, for better results. With Salient360, you can repeat and refine this procedure every day, week, month—whenever you prefer—to have modeling coefficients that are current and precise (without repeatedly paying large consulting fees for the same information). Tweak forecasts to perfection.

The Salient360 Experience
Salient360 eliminates the need for special queries or programming expertise. An intuitive, tabbed interface presents all of the options in simple drop-down menus and buttons. In addition, Salient360 saves your settings, so subsequent data extractions can be performed, literally, with the click of a button.

Figure 1:
Microsoft Excel®
Access Salient360 through your Excel® toolbar.

Figure 2:
Salient360 moves data at any level from the Analytical Data Mart into Excel®.

Figure 3:
Microsoft Excel®
Incorporate soft knowledge (events, conditions, etc.). Refine budgets with calculations and statistical analyses.

Figure 4:
Salient360 transforms the Excel® data into files you can bring back into the Analytical Data Mart to monitor the accuracy of your assumptions.
Salient Dashboards

Drill down to actionable intelligence on the spot

With Salient Dashboards, users can analyze their data from the web, drill and drill deeper, and respond to actionable intelligence on the spot. Salient Dashboards run on a secure thin client (web-based) that connects to the Analytical Data Mart.

Users can also pull up Salient Dashboards directly on their tablet or smart phone, and get to actionable information on demand. The answers are just a few taps away.

Dashboard Designer

Drag, Drop, Build

Place your graphs and charts, pick your measures, add some filters and you’re ready to go.

- Fast, flexible and drillable
- Drag & Drop building
- Common workspace tools for quick workflow
- Web-based
  - Share securely with peers, customers, suppliers and partners
  - Data mine in the cloud on any device
  - Leverages HTML5 Charting

Share Published Views to Web & Mobile Devices

Dashboards can be viewed on any PC, Mac or mobile device that has a web connection. Apps are also available for iOS, Android and Windows mobile devices.
Dashboard Designer

Drag & Drop Drill Paths
Simply drag and drop the dimensions in the order you’d like. The drill path can be however long or short, and in any order that makes sense to you.

Flexible Table Layouts

Swapped Table
Switch the rows and columns; for example, a swapped Comparative shows the members in columns and the measures in rows.

Scorecard
Place the data in a table that shows detailed performance metrics for the member you are focused on rather than comparing members. The measures are displayed in rows. Columns show values (This and/or Last), difference, percent change, mix, average, and/or budgets for each measure.

Swapped Scorecard
This view switches the rows and columns of the standard scorecard.

Custom Reference Lines and Ranges
Provide more insight by creating custom reference lines in your analysis, such as goals and thresholds. You can also mark events over time, such as promotions or markdowns.

Calculated Reference Lines available:

- Averages
- Totals
- Cumulative
- Moving Averages
- Linear Regressions

Add Data Labels
Data labels can now be enabled in the graph views to show the values represented by the lines, bars, or areas.
Dashboard Designer (Continued)

Customize with Any Color You Like
Along with creating custom backgrounds and customizing fonts and styles with content widgets, you can now use your own colors in comparative and trend graphs. For trend line and area graphs, you can also choose the line type and thickness.

Additionally, you can create your own color palette for pies and share trends as well as add new styles for tabs and carousels.

Design, Style & Branding
Take advantage of Salient Dashboard Designer’s capabilities to create a fully customized look that suits any purpose. Apply your own logos and styles that meet your company’s branding guidelines. Salient can help you create these unique designs as well. Contact us to learn more.

Rename Measures
Label measures however they make sense to your team. Maybe volume sold is too vague. Maybe margin doesn’t necessarily specify it enough. Or you could clarify labels further. For example, you could rename Units to How many we sold, or COGS to How Much it Cost.

Group Measures
Along with renaming measures, you can also group them. Create and display a group of measures related to inventory and sales for example.

Embed Dashboards on the Web
It is now possible to embed dashboards inside of other existing web sites using iframes. For example, embed a dashboard on your company intranet and take advantage of the extra built-in user accessibility and security.
See More at Once
Choose from a wide selection of charting and graph features to optimize your dashboard views and present your data clearly.

Save space and see all the relevant data in one place using a variety of graph options such as marker points and overlapping bar charts.

Use shared tooltips to easily compare numbers.

Highlight performance
Quickly spot gains and losses or performance against goals using highlighting.
Power Viewer

Explore in any Direction
With Power Viewer, users can navigate through charts in all directions, beyond drilling down in a pre-defined path. Now, users can also change their dimension, simply by clicking the dropdown in the new interactive breadcrumb. To leverage this capability, Dashboard Designers can select the dimensions allowed for each widget, or unlock all in the widget to enable full exploration.

Change Your View from the Breadcrumb
Users can now change their view from anywhere along the breadcrumb to manipulate where they've drilled—creating a new view and allowing for much faster analysis due to the added flexibility.

Insert any Measure
Users now also have the ability to select additional measures in their dashboards with the Power Viewer license. Simply click the Ruler icon in the widget’s toolbar to insert measures. To leverage this new capability, Dashboard Designers can select the measures to allow in each widget, or select all available measures for the widget to enable full exploration.

These new capabilities are also now available on the iOS, Android and Windows apps for users with a Power Viewer license.
Dashboard Viewer

**Discover the Full Story**
Use storyboard drill paths to optimize the investigative process and leverage insights more effectively.

For example, use storyboards to create company dashboard portals that provide snapshot views that can drill deeper and launch new dashboards about that segment or function.

**Tabs and Carousels**
Use tabs or carousels to view multiple groups of widgets within a single dashboard. Simply click or swipe to scroll through each view. Filters work exactly as if all widgets are in the same view. For example, by filtering on one retail store while viewing the first tab, all other tabs are filtered as well.

**Enable Drilling in Published Dashboards**
In addition to filtering your published dashboards in the Viewer, you can drill down into any graph or table. Drill down, and drill down deeper to actionable intelligence.

**Highly Interactive Analyses**
Don't hesitate. Engage with your dashboards. Select multiple members and timeframes, pull up short lists, and sort, add mixes, averages and deltas. Interrogate your data to reveal meaningful answers.

**Share URL**
Using the Share URL button, Viewers can now share edited dashboards with fellow users. Simply make the desired changes and then click to access a temporary URL that includes the dashboard modifications, such as filters applied or drilled-in views. Users can copy this URL to save for viewing later, or to share the live dashboard with other users.
Salient Mobile

Salient Mobile brings the analytical power of Salient Dashboards directly to iOS and Android phones and tablets. View, sort, filter and drill down with an all new optimized user experience that makes it easy to get to your answers in just a few taps. All published Salient dashboards are instantly available in Salient Mobile.

Tap to Drill Down
Just tap on any graph or table to drill further down to view transaction-level details. Uncover the true cause and effect of your business performance. Say farewell to guesswork.

Swipe through Widgets
As an alternative to viewing several widgets at once in a dashboard, carousels let you scroll through each widget in a full screen view. Filters work exactly as if all widgets are in the same view.
**Customize Appearance**  
Optimize your dashboard views by selecting from multiple layout and background options in the editor. Users with Builder licenses can change layouts and backgrounds by tapping on the Edit icon while viewing a dashboard.

**Personalize and Save Filters**  
Do you filter frequently? Instead of hassling with setting up your filters every time you open the same dashboard, now you can customize your settings once and save them for next time.

**Go Offline**  
Download dashboards to view later when wi-fi isn’t available. No more worries about connecting to the internet while out in the field.

**Share Your View**  
Save or email dashboard views from your phone or tablet by using the Share icon. This feature is conveniently located at the top of every dashboard to make sharing quicker and easier.
Knowledge Manager

Facilitate knowledge sharing across the enterprise.

Salient now gives you the power to integrate knowledge sharing with your data. Soft intelligence such as comments, documents, pictures, videos, links and more can now be aligned with your analytical data.

Salient Knowledge Manager is the collaborative panel for the Salient CIS Analytical Workstation and Drillable Dashboards. Use it to achieve enterprise-wide collaboration for greater efficiency and productivity. Shed light on performance figures with unstructured data such as images, documents, slide decks, field reports, etc. Knowledge Manager syncs these important insights with the quantifiable analysis.

Take advantage of Knowledge Manager to post comments, documents, images and other relevant media to your dashboards or Analytical Workstation bookmarks.

Use index and search features to quickly gain full context of the data.

Share your insights, learn from others
Your company can also capture information from its employees as well as partners, vendors, and customers outside of the organization.

Much like Collections, Knowledge Manager information is shared between Salient CIS Drillable Dashboards and the Analytical Workstation, which ensures consistency when going from one application to the next.

Share:

- Comments
- Links
- Images
- Videos
- Slide decks
- PDFs
- Word Docs
- Field Reports
- Ads
- Fliers
- And more!
Integrating more business processes in more parts of the business is “drag & drop” easy with Salient ETL. Large-scale clients use our ETL tool to dramatically cut through the technical overhead of integration, tracking more areas of the business without a lot of up-front work. If you have skilled database support in-house, you can even take a do-it-yourself approach to evolving your Salient solution.

Salient ETL supports integration for a comprehensive perspective of multiple business processes (sales, inventory, marketing, financial and more) for a completely integrated enterprise management solution. Salient can connect to any data source—even concurrently to provide managers with a single source of comprehensive detailed intelligence.

From design to automation in 3 easy steps

Our Integration Strategy:

1. Design based on business objectives
2. Map source data to the logical design
3. Automate updates of data feeds

“Salient has helped us become much smarter manufacturers.”

Randy Bates, Executive Vice President of Sales and Marketing for Golden Flake