



Salient Case Study

Silver Eagle Distributors, L.P.

Margin Minder® Delivers Actionable Insights Every Day to Improve Results at Silver Eagle

Overview

Under the leadership of Bobbie and John Nau and Robert Boblitt, Silver Eagle remains focused on delivering outstanding customer service and an extensive portfolio of quality brands. Silver Eagle is:

- The #1 Beer Distributor in the Houston Metroplex
- The Largest Anheuser-Busch Distributor in the Nation
- The 4th Largest Beer Distributor in the U.S.

Industry

Consumer Goods Distribution

Geography

Houston & San Antonio, TX

Challenges

Improve customer profitability

Solution

Margin Minder® by Salient Corporation

Results

Information that is accurate, reliable, easy to retrieve and very actionable

Silver Eagle Distributors, L.P., the nation's #1 Anheuser-Busch distributor, faced an important challenge: improving customer profitability.

As part of their process, they evaluated many potential solutions for supporting sales, executive management, and marketing with a system that could both precisely measure business activity and assist with optimizing market decisions to improve profitability. They selected Margin Minder from Performance Management experts, Salient Corporation.

Margin Minder was the only choice that could provide a coherent and integrated view of business performance that could be leveraged by individuals at all levels to improve results rather than just report results. It seamlessly integrates with their route accounting system and other data sources to provide a single, clear view of what is happening and how to make improvements.

A decision was made a few years ago to expand the use of Margin Minder into the supply chain and business operations areas. This expansion helped create what Salient refers to as transparency—providing a total view of the business and supporting improvement actions at a speed not thought possible. The solution gained new management support and has been subsequently expanded several times, as late as 2007. “We got more than we asked for,” said one VP at Silver Eagle, after being pleased with how well Salient anticipated needs and proactively made suggestions based on their experience.

It's revolutionary. The information is accurate, reliable, easy to retrieve and very actionable. There are not many software products in the beverage industry for a company of this size that are user-friendly for the sales organization. The products are typically too sophisticated in terms of getting an average user comfortable, but too simplistic in terms of the data they deliver. We needed something our salespeople could use daily and easily understand. Margin Minder is very intuitive.

If we want to see distribution of a particular product, as well as actual customer performance, that is; how much they're buying, at what level of discount, in a specific area or account or from an individual salesperson, all we have to do, literally, is keep clicking on the mouse until we have our answer.



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One Silver Eagle Sales Manager commented that he uses Margin Minder every day to help him manage the company's single largest market. The 8 Region Managers and 22 Team Leaders also have access to Margin Minder to glide through market views for a fast, accurate perspective of where to invest time and attention. One representative stated:

With Margin Minder, I can look at early distribution by any part of the business – by region, by Team Leader, by account – and get that information back to the appropriate salesperson. I can break down distribution by on- or off-premise. Just with a few clicks of the mouse I can gather all the significant data on the accounts we're looking to go after, and get that information into the right hands before the day even starts.

In general, the executive management uses the solution for an overview of the market, while Region Managers use the system to 'pinpoint the details.' "I give them broad issues to address within the overall market," one manager explained.

One of the great features with Margin Minder is the ability to create market segment interactive views. For example, I can identify items that we are having a problem with in taverns, and the Region Managers can then take that information and drill down in their regions to see how they are performing versus last year or any other period of time, by account, by brand or by salesperson. Within a matter of minutes, they can be focused on the areas they need to work on. The Region Manager can then distribute this information to their Team Leaders before they even know there is a problem, or use it to pursue opportunities in their markets. We can pull reports down to any part of the business within 30 seconds.

Silver Eagle has recently enhanced their Margin Minder solution to help them win at the store level. They have a very strong strategy to identify where to invest sales assets to generate the best possible market share and profit level at each customer location.

Salient has cooperatively worked with Silver Eagle to support the company's business strategy with continued tailoring to act on new business goals. This enables managers to use very intuitive and easy-to-use performance management techniques to determine the best moves to make each day in a constantly-changing marketplace.

Armed with a clear view of how to improve results, high-level executives and street-level managers are working together to ensure a bright future for Silver Eagle. By working in partnership with the Salient team, Silver Eagle has been able to continuously improve customer profitability and strengthen their business.

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.

