SALIENT®
for Suppliers

Purpose-Built Analytics for CPG & Retail

SALIENT®

SALIENT®

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Leverage Store-Level Chain Sales Data

Salient Pre-Packaged Analyses and Templates for CPG

With more than 35 years serving the consumer goods market, we understand your industry.

Connectors to Chain Portals

Fully automated updates of sales data and other information from your biggest chains.

Walmart

TARGET

Publix

Wegmans

sam's club

RITE AID

Kroger

DOLLAR GENERAL
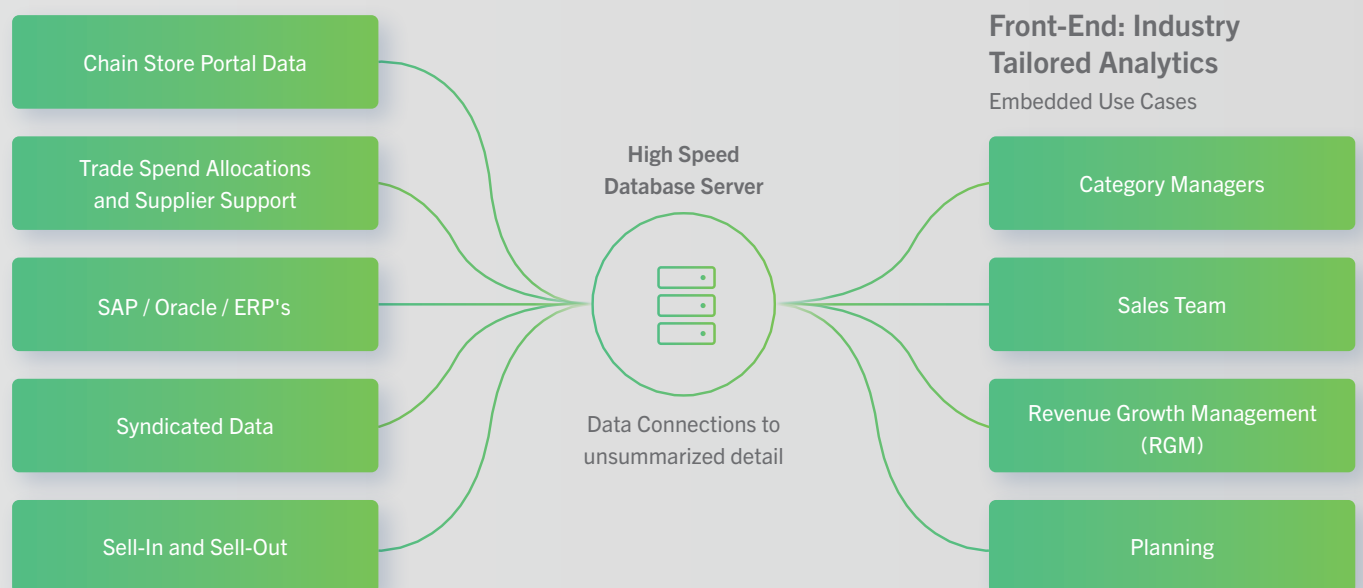
meijer

Walgreens

WHOLE FOODS MARKET

HyVee
EMPLOYEE OWNED

Salient has built connectors to store sales data from major chains, including Walmart, Kroger, Target, Walgreens, and others. We consolidate this sales data with other sources, including ERP data, trade spend allocations, sell-in and sell-out information, and more.

We then apply our industry-tailored analytics to produce amazing insights for your business.

Inbound Connectors

Chain Store Portal Data

Trade Spend Allocations and Supplier Support

SAP / Oracle / ERP's

Syndicated Data

Sell-In and Sell-Out

High Speed Database Server

Data Connections to unsummarized detail

Front-End: Industry Tailored Analytics

Embedded Use Cases

Category Managers

Sales Team

Revenue Growth Management (RGM)

Planning

Analytics Tailor-Made for Suppliers

Salient enables consumer goods suppliers to leverage store-level sales data to identify opportunities to increase sales and grow the business. Our industry-tailored analytics help suppliers achieve the best possible margins, identify potential voids, measure their true customer value after trade spend and promotions, and more.

Salient's solutions and services solve challenges specific to the consumer goods industry. Our platform provides you with the right balance of guided analysis and ad hoc discovery, going well beyond the capability of generic business reporting tools. That's why some of the world's most effective organizations work with us to solve their most challenging business issues.

Who We Work With

Achieve Best Possible Margins

Measure Price Effectiveness

Identify Product Voids

Ensure Successful Product Launches

Avoid Inventory Shortages

Measure True Customer Value

"This year, we are adding about 40-50% to our bottom line. I strongly believe that our work with Salient is a key contributor to that growth."

Marcus Franke
Director of Business Transformation, CCEAG (**Coca-Cola of Germany**)

Types of Challenges We Solve

Leverage Store-Level Sales Data

Salient provides consumer goods suppliers with store-level sales data you can trust. This foundational knowledge helps you better collaborate with your retailers and distributors. Managers use Salient to identify sales opportunities in several ways:

- Identifying price effectiveness after inflation and supply chain fluctuations
- Finding potential voids and **perfect store** product mix gaps
- Tracking forecast accuracy
- Measuring true customer value after trade spend and promotions
- Revenue Growth Management (RGM)
- Collaborate Planning, Forecasting and Replenishment (CPFR)
- Sell-In aligned with Sell-Out

Collaborate with Retailers and other Sales Partners

With Salient, suppliers of consumer goods can improve collaboration. The insights you gain through our application portals help you achieve better outcomes:

- Improving deal terms with national chains
- Boosting store-level execution
- Identifying market segments that you can better develop
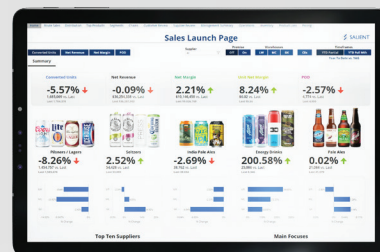

"

For Suppliers like Unilever, Salient's applications are leveraged for coaching and collaboration with distributors to strengthen deal terms with national chains, improve store-level execution, and identify market areas to better develop.

Head of Client Services, Salient

Types of Challenges We Solve

Model Price Scenarios

Salient provides "what-if" scenarios to determine how much to offset pricing after supply chain cost increases. You can also monitor elasticity changes and project margin after swings in price and demand.

Measure the Impact of Inflation

Salient helps you model the impact of price increases on profitability, taking into account your current and projected costs. Wondering why margins are up or down? We provide cause-of-change reporting to understand the true impact of price, cost, and demand on margins.

Identify Prices that Maximize Margins

Salient includes revenue growth management (RGM) capabilities. These tools help you obtain the highest margins possible. Here's how:

- Analyze promotions and pricing
- Identify pricing ranges and outliers
- Understand and track demand elasticity
- Compare competitor prices
- Share your analysis with custom reporting

"

"Salient's solution helped cut costs by nearly 3 cents per case. With 55 million cases shipping a year, that's an annual savings of $1.25 million!"

Derek Hill
V.P. of Corporate Planning,
Pepsi Bottling Ventures
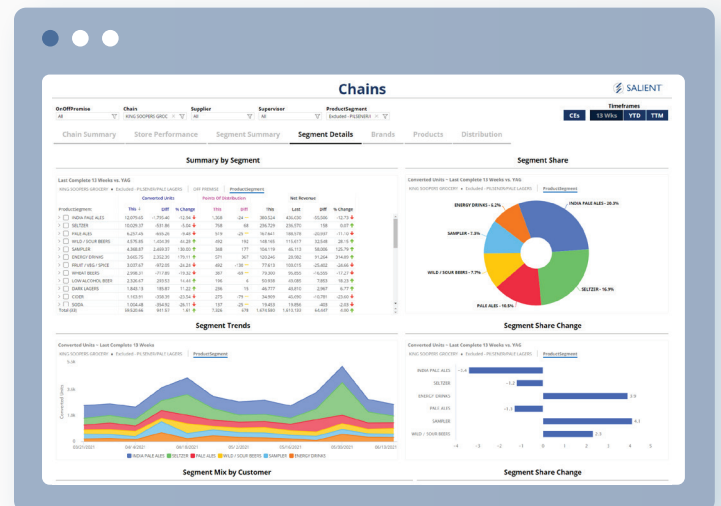
Enable Your Category Managers

Salient continues to develop solutions that enable category managers to excel at their job. We drill deep to understand price, promotion, store, and SKU-level sales detail.

Avoid Inventory Shortages

Suppliers can't afford to lose value due to execution issues along the supply chain. Our inventory analysis templates help managers determine the frequency and value of potential shorts and out-of-stocks. Suppliers can view product and customer data at different levels of focus — by channel, market area, chain, supplier, brand, package, and even SKU.

"It's very, very simple for field sales people to use. It's not only quick — these guys don't have a lot of time — but it's really very user friendly and that's really important."

Dean Aiello
Director of Finance
Bimbo Bakeries USA

Salient is a proud member of the Category Management Association (CMA), Shopper Insights Management Association (SIMA), and Category Management Knowledge Group (CMKG). Our implementation team is trained by CMKG and continues periodic training in category management. This ensures that we integrate category management thought leadership expertise and best practices into our training and software capabilities.

Our Technology

Salient integrates with SAP, Oracle, and other systems often used by consumer goods suppliers. We hook into the data you already have to provide interactive root cause analysis. The **Salient** high-speed query server brings in the raw, unsummarized, line-item detail of transactions. It then aligns that data with off-invoice supplier funding, financial allocations, databases of labor, and cost tables to provide a comprehensive picture of performance at high speed.

Pre-Defined Exception Criteria

As part of our setup process, a business analyst reviews your data and defines exception criteria. By applying common industry scenarios, we can pre-define and precheck the system. Then we provide a round of adjustments based on your unique business rules. Exception criteria include:

- New customers
- Lost customers
- At-risk customers
- Under-performing customers
- Distinct customers who bought something
- New placements
- Lost placements
- At-risk placements
- Same store sales
- Under-performing products

Your Data Integration Partner

Regardless of where you are on your data integration journey, **Salient** can add value. We can deliver a roadmap for creating a repository of valuable store-level sales data. If you need help putting together a downstream database of store sales, we can set up connectors to most chain portals. If you do scan-based trading or sell on consignment, we have easy methods for parsing EDI records. And if you already have a store sales database built by another partner, we can layer our analytics on top of that database.

Analysis-as-a-Service for Suppliers

Salient offers optional services to extend the power of our solution further. Our goal is to help ensure healthy profits and continuous improvement for your organization. **Salient** provides custom solutions that help you tackle challenges unique to your business category management, inventory and other business processes.

Analysis-as-a-Service

Salient can help address analytical challenges unique to your business in category management, inventory, and other business processes by providing custom solutions that help augment the capabilities of our base product. We can perform projects based on your specific data requests and parameters. **Salient** also offers analytical studies performed by our consultants for a third-party perspective on your business performance. Some of our most requested custom insights include:

- Voids in chains on core products which can incorporate 'authorization' rules
- Lost placements with removal of inactive / discontinued items
- 'At risk' distribution before it's lost
- New product execution
- Placement voids & revenue opportunity
- Benchmarking to peers
- Promotion and coupon effectiveness
- Category performance review

Category Managment Foundation

Salient continues to develop tools and capabilities to enable category managers to leverage best practices, utilizing standards defined by the Category Management Association and CMKG.

Example Out-of-the-Box Insights

Salient delivers a wealth of insights through our industry-specific dashboards and reports. You can then drill down further into the data to answer any questions you may have about that information.

Store Level Cross-Selling Opportunities

Identify potential voids for any customer or product group.

Create your own group of complementary products to uncover cross-selling opportunities.

Identify spikes and shortages over time — by period — to better improve order size and delivery frequency.

Retailer and Distributor Estimated Profit

Prepare for fact-based pricing reviews with trading partners. For example, you can align supplier profit share vs. estimated distributor or retail profit share. Compare results when partners use recommended pricing versus the actual price to consumer (PTC). Suppliers who need PTC data often use eCommerce price scraping methods.

Price-to-consumer (MSRP) data allows you to add retail margin calculations as well.

		Supplier Profit Share			Pricing				Distributor Profit Share					Uni
To ers	Dist Net Revenue	GP %	GrossProfit	Suggested PTR	Actual PTR	Fixed Rebate Amt	Rebate Percent	Dist Profit w/ Suggested PTR	Dist Profit Actual After Net Price	Dist Profit Sugg vs Actual	Dist Gross Margin	Dist Gross Margin %		N
4,958	161,938,162.40	39.2	45,326,156	15.27	14.48	0.8205	0.4544	49,554,770.33	46,269,342.46	3,285,428 ●	48,802,735	30.14		
6,279	27,991,169.10	30.0	5,793,984	13.87	13.68	1.0322	0.4840	6,845,007.34	7,177,181.57	-332,174	8,654,284	30.92		
5,248	18,861,804.49	51.0	6,867,287	17.89	17.38	0.9215	0.5019	5,528,149.14	5,311,342.05	216,807 ●	5,519,946	29.27		
3,115	16,675,917.57	36.1	4,730,683	17.13	15.69	0.8632	0.3777	5,458,304.46	4,820,319.71	637,985 ●	4,633,434	27.79		
6,744	11,095,747.70	26.8	2,604,882	12.79	11.97	0.9919	0.4300	3,183,023.67	2,813,742.41	369,281 ●	2,955,341	26.63		
4,809	7,438,640.59	25.8	1,488,134	12.14	11.36	1.0185	0.4120	2,173,678.32	1,984,982.19	188,696 ●	1,963,837	26.40		
5,318	8,315,555.65	32.6	1,971,945	14.86	14.45	0.9501	0.4751	2,174,771.96	2,095,949.07	78,823 ●	2,618,968	31.49		
2,726	6,272,425.77	33.2	1,609,638	15.29	13.27	1.3918	0.4871	2,207,804.92	1,809,779.42	398,025 ●	1,481,904	23.63		
1,464	2,043,450.92	30.8	469,182	15.69	12.66	1.3872	0.5010	789,987.00	570,705.74	219,281 ●	386,313	18.90		
2,947	1,064,289.17	35.0	313,303	13.17	12.83	1.0854	0.5031	287,263.02	285,336.95	1,926 ●	302,533	28.43		
3,011	839,717.29	35.4	242,121	13.67	13.33	0.2327	0.4955	239,712.51	231,660.87	8,052 ●	232,520	27.69		
2,022	930,196.85	20.1	135,666	17.94	15.00	1.0572	0.5014	357,046.57	284,921.80	72,125 ●	205,204	22.06		
8,353	826,384.66	40.2	281,423	17.27	14.16	0.9562	0.4605	317,431.94	239,248.31	78,184 ●	166,722	20.17		
6,973	437,983.09	48.9	134,294	13.06	11.85	6.6750	0.4125	175,817.55	157,967.51	17,850 ●	149,873	34.22		
3,107	37,433.00			12.77	12.05						13,503	36.07		
675	7,154.00			12.77	10.60						1,954	27.32		
654	7,410.00			12.92	11.32						2,754	37.17		
599	5,562.00			13.35	9.28						609	10.95		
524	6,916.00			13.79	13.21						2,441	35.30		
524	6,996.00			13.79	13.36						2,521	36.04		
420	4,453.00			10.60	10.60						1,782	40.03		
406	4,307.00			12.77	10.60						1,176	27.32		

STEP 1 Compare sell-in vs. sell-out to align shipments with retail sales.

STEP 2 Compare retail profit margins versus supplier and wholesaler profit margins

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Example Out-of-the-Box Insights

Price Optimization

Salient lets you view trends on items within major chains. Consumer goods suppliers can easily identify how each price point impacts short-term and long-term margin results. You can view this information during the current range or versus a year ago. Salient's unique rubber-banding interaction identifies the average weekly margin to compare against the results of each price point.

If your objective was to increase total margin, the price point of just under $12 per case resulted in more than double weekly margin compared to the $9 price. When on discount, there wasn't enough sales volume to make up the difference.

Pick any time frame and identify margin results for each price point using one of several methods.

Our preferred method is rubber-banding ranges on the charts.

Margin Impact of Price and Cost Fluctuations

Your reports may identify changes in margin, but **Salient** tells you *why* they changed. Use our cause-of-change analysis to measure the impact of price and cost fluctuation. We isolate changes in cost of goods sold, price, and demand between periods. You can compare these measures across any two time periods in any part of the business. Now consumer goods suppliers know how to respond to margin fluctuations.

Cause of Change Margin Components

Brand

Brand	Margin This ↓	Margin Last	Diff	Per Unit COGS This	Per Unit COGS Last	Diff	Net Price This	Net Price Last	Diff	Units Sold This	Units Sold Last	Diff
> ☐ MT DEW	8,713,290	8,313,257	400,034	7.23	6.97	0.26	13.13	12.13	1.00	1,476,524	1,612,555	-136,031
> ☐ DR PEPPER	5,751,406	5,083,007	668,399	7.14	6.89	0.25	12.23	11.38	0.85	1,129,853	1,133,693	-3,840
> ☐ PEPSI	3,564,159	3,272,452	291,707	7.11	6.87	0.24	12.64	11.34	1.30	643,879	731,778	-87,899
> ☐ SUNKIST	1,750,903	1,375,575	375,329	7.19	6.98	0.22	12.08	10.67	1.41	358,674	373,002	-14,328
> ☐ AQUAFINA	1,725,216	1,641,737	83,479	3.41	3.40	0.01	6.00	5.80	0.20	665,530	684,384	-18,854
> ☐ GATORADE	1,319,725	1,385,660	-65,935	14.01	13.68	0.33	17.84	17.54	0.31	344,118	358,971	-14,853
⌄ ☐ LIPTON	1,168,507	1,232,723	-64,217	7.66	7.54	0.13	10.73	10.63	0.10	381,035	399,144	-18,109
> INDEPENDENTS	257,229	276,338	-19,109	7.93	7.64	0.29	18.23	15.53	2.69	24,988	35,018	-10,030
> DOLLAR GENERAL	155,648	126,934	28,714	7.67	7.58	0.08	10.23	9.87	0.37	60,652	55,540	5,112
> WALMART SUPER	131,552	136,943	-5,391	7.63	7.51	0.12	8.70	8.61	0.09	123,527	124,368	-841
> KROGER	90,113	127,754	-37,642	7.64	7.45	0.18	9.45	10.01	-0.57	49,763	49,859	-96
> PHILLIPS FLEET	41,765	48,067	-6,302	7.61	7.37	0.23	17.35	14.75	2.61	4,285	6,518	-2,233
> THE CUPBOARD	28,530	29,270	-740	7.71	7.76	-0.05	15.06	15.54	-0.49	3,885	3,761	124
> SAM'S	27,747	30,935	-3,188	7.42	7.39	0.02	8.10	8.19	-0.09	40,799	38,916	1,883
Total (51)	28,795,991	26,576,041	2,219,950	7.75	7.40	0.35	12.85	11.81	1.04	...494	6,030,904	-376,410

> We automatically calculate the impact of each component on the change in margin for cost, price, and demand. As a check, you can add the three columns on the right, and they will total the same amount listed in the Margin Diff column.

...gin Breakdown

Brand	Margin This ↓	Last	Diff	Margin Diff from Cost Chg	Margin Diff from Price Chg	Margin Diff from Volume Chg
	8,713,290	8,313,257	400,034	-379,494	1,480,813	-701,285
	5,751,406	5,083,007	668,399	-277,057	962,673	-17,217
	3,564,159	3,272,452	291,707	-152,515	837,299	-393,077
	1,750,903	1,375,575	375,329	-77,599	505,767	-52,839
> ☐ AQUAFINA	1,725,216	1,641,737	83,479	-7,092	135,799	-45,228
> ☐ GATORADE	1,319,725	1,385,660	-65,935	-114,307	105,706	-57,334
⌄ ☐ LIPTON	1,168,507	1,232,723	-64,217	-47,842	39,554	-55,928
> INDEPENDENTS	257,229	276,338	-19,109	-7,298	67,339	-79,150
> DOLLAR GENERAL	155,648	126,934	28,714	-5,140	22,171	11,683
> WALMART SUPER	131,552	136,943	-5,391	-14,970	10,505	-926
> KROGER	90,113	127,754	-37,642	-9,158	-28,238	-246
> PHILLIPS FLEET	41,765	48,067	-6,302	-1,007	11,172	-16,467
> THE CUPBOARD	28,530	29,270	-740	184	-1,889	965
> SAM'S	27,747	30,935	-3,188	-874	-3,811	1,497
Total (51)	28,795,991	26,576,041	2,219,950	-1,975,494	5,854,148	-1,658,704

Example Out-of-the-Box Insights

New Product Execution

Measure rate of introduction, trial, and retrial to track both sales execution and product lifecycle. Know whether you should de-list an item or continue to push it based on how many people have purchased once and never re-bought or never purchased at all.

The black line indicates how many customers tried the product at least once.

The blue area of the chart indicates the rate of re-purchase.
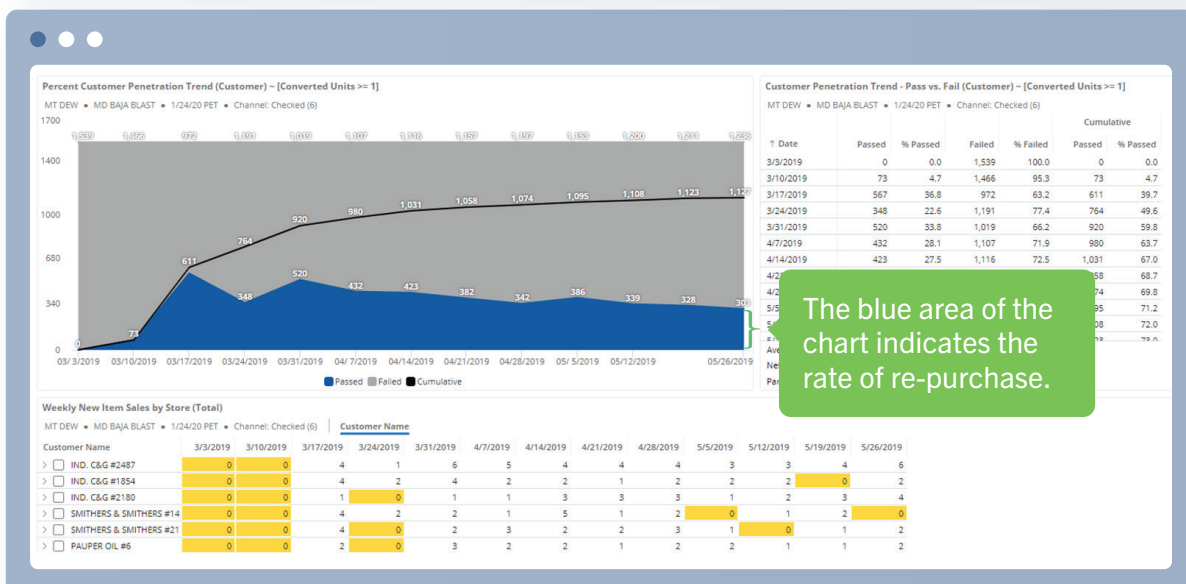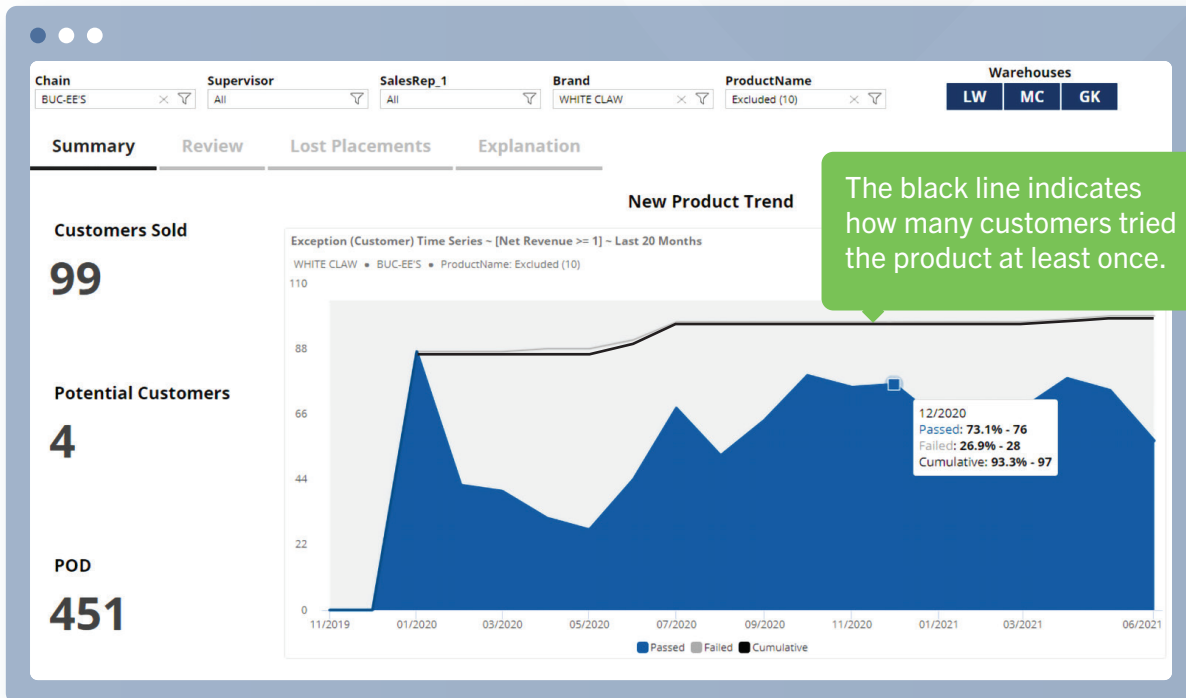
Automated Suggestions

Salient offers automated storytelling findings using business rules that identify areas for improvement. The rules are customizable to help with analytical insight. The directional recommendations are easy to understand and highlight what your team members should notice and why.
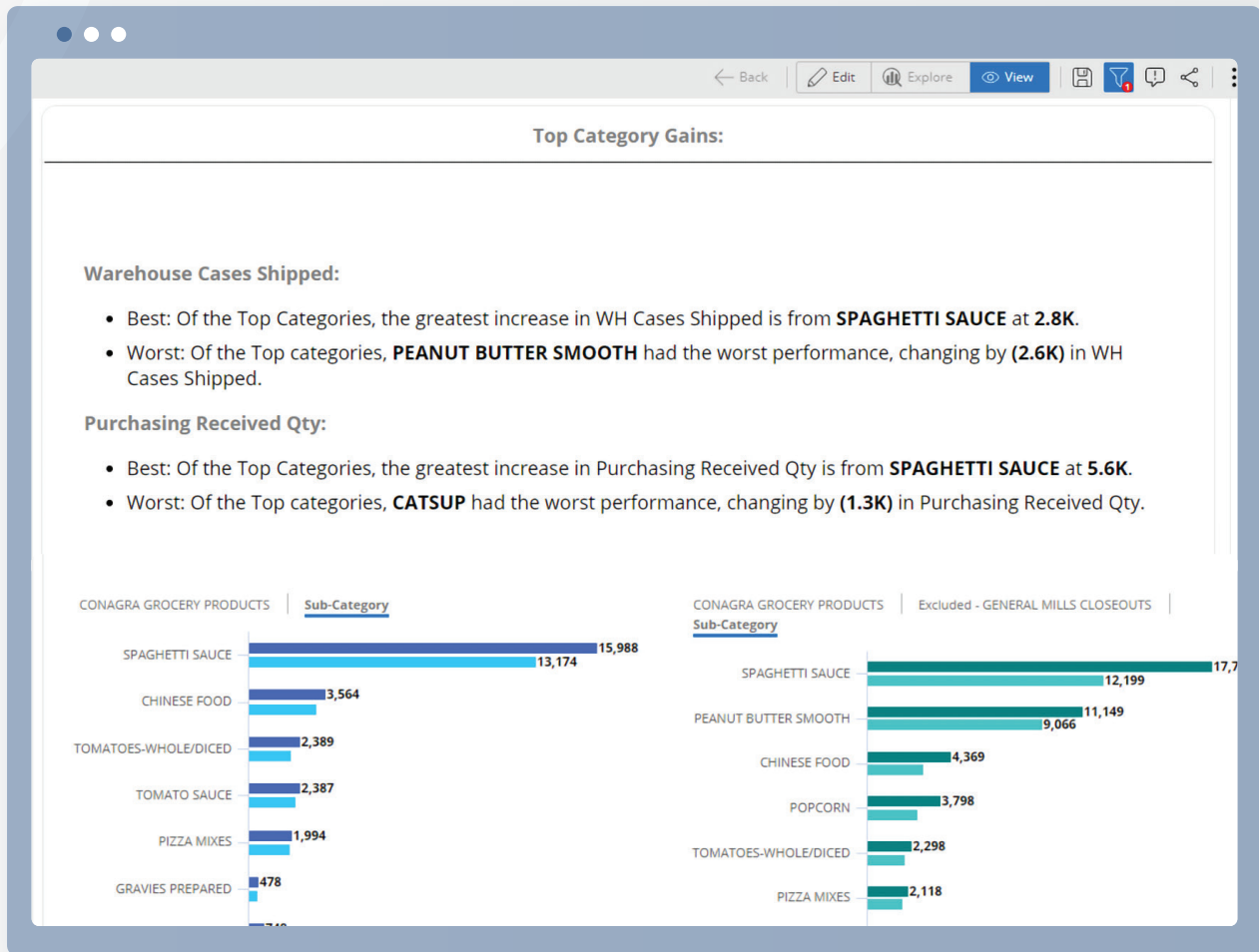
Custom Dashboards

Tailored to Your Industry and Business

Every business is different. We can customize our existing visuals and reports to fit your unique needs. Below are some examples of custom dashboards we've built for suppliers.

(1) **Automated language** generates a concise description of changes in overall performance, providing insights into the top items, stores, categories, and more that have experienced significant gains or losses. By adjusting your filters and timeframes, you can further refine the analysis and regroup the Members based on their performance. The automated language adapts dynamically to your specific context, ensuring that the information remains up-to-date and relevant.

(2) **Select your metric** from the dropdown menu, and the ranked lists of Gains and Losses will update accordingly.

> **"Salient sets us apart from our competition and lets us create a partnership with our customers. Instead of, 'Hey, I want to sell Coca-Cola,' it's, 'I want to grow your business, and this is how I can do it.' That's something our competition is not doing."**
>
> Bryan Robertson
> Commercial Capabilities Manager, **Coke United**

3

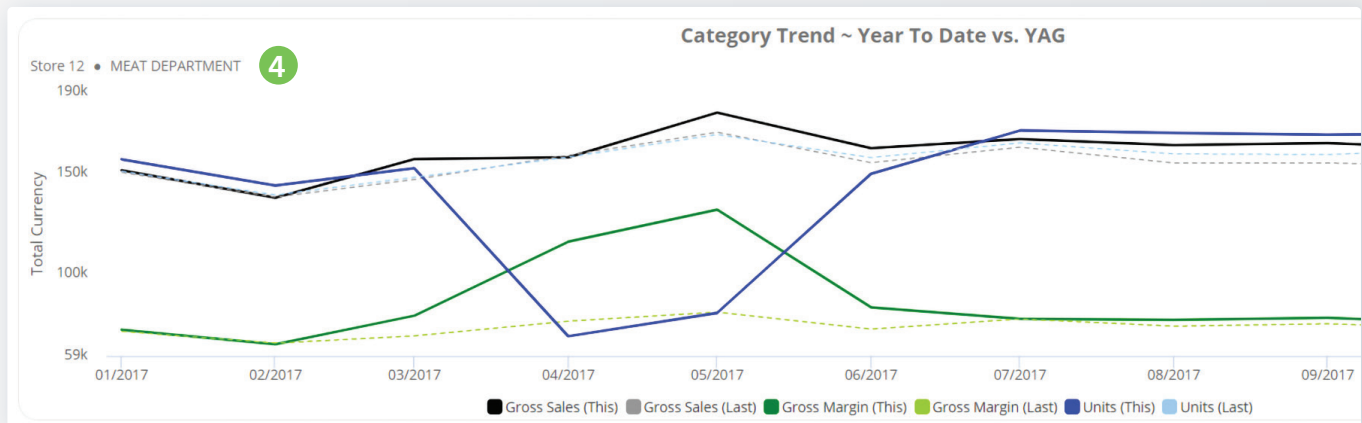|	GROCERY Gross Sales % Change	MEAT DEPARTMENT Gross Sales % Change	PRODUCE Gross Sales % Change	LIQUOR Gross Sales % Change	SERVICE BAKERY... Gross Sales % Change	MISCELLANEOUS/WOW... Gross Sales % Change	GENERAL... Gross Sales % Change	Gross Sales % Change
Heatmap by: Percent **Diff** Heatmap for: Each Row **Each Column** Entire Chart	**2.66%**	**2.42%**	**5.98%**	**4.14%**	**3.94%**	**26.48%**	**6.53%**	**4.61%**
#1 Store 19	1.62% ↑ This: 6,952,797 Diff.: 110,703 Row Mix: 39.1	1.76% ↑ This: 2,091,331 Diff.: 36,142 Row Mix: 11.7	1.57% ↑ This: 2,472,950 Diff.: 38,246 Row Mix: 13.9	1.31% ↑ This: 2,287,635 Diff.: 29,674 Row Mix: 12.9	-1.21% ↓ This: 3,030,482 Diff.: -36,996 Row Mix: 17.0	-47.02% ↓ This: 373,493 Diff.: -331,483 Row Mix: 2.1	4.05% ↑ This: 592,049 Diff.: 23,025 Row Mix: 3.3	-0.73% ↓ This: 17,800,737 Diff.: -130,690 Row Mix: 8.5
#2 Store 03	0.50% ↑ This: 6,262,560 Diff.: 31,229 Row Mix: 42.6	1.40% ↑ This: 2,221,924 Diff.: 30,582 Row Mix: 15.1	9.64% ↑ This: 1,557,825 Diff.: 136,967 Row Mix: 10.6	3.31% ↑ This: 991,758 Diff.: 31,788 Row Mix: 6.7	10.89% ↑ This: 1,367,672 Diff.: 134,290 Row Mix: 9.3	69.65% ↑ This: 1,955,808 Diff.: 802,980 Row Mix: 13.3	6.38% ↑ This: 351,580 Diff.: 21,083 Row Mix: 2.4	8.79% ↑ This: 14,709,127 Diff.: 1,188,920 Row Mix: 7.0
#3 Store 10	5.31% ↑ This: 6,153,491 Diff.: 310,248 Row Mix: 42.1	1.34% ↑ This: 2,096,481 Diff.: 27,727 Row Mix: 14.3	3.26% ↑ This: 1,809,572 Diff.: 57,136 Row Mix: 12.4	2.78% ↑ This: 2,369,007 Diff.: 63,978 Row Mix: 16.2	4.44% ↑ This: 301,825 Diff.: 12,821 Row Mix: 2.1	101.42% ↑ This: 1,336,653 Diff.: 673,041 Row Mix: 9.1	3.75% ↑ This: 549,631 Diff.: 19,869 Row Mix: 3.8	8.66% ↑ This: 14,616,659 Diff.: 1,164,820 Row Mix: 7.0
#4 Store 12	4.90% ↑ This: 5,701,555 Diff.: 266,357 Row Mix: 41.8	-5.86% ↓ This: 1,765,889 Diff.: -109,972 Row Mix: 12.9	5.82% ↑ This: 1,714,752 Diff.: 94,297 Row Mix: 12.6	3.53% ↑ This: 1,802,037 Diff.: 61,480 Row Mix: 13.2	3.74% ↑ This: 1,741,806 Diff.: 62,817 Row Mix: 12.8	17.33% ↑ This: 428,946 Diff.: 63,342 Row Mix: 3.1	-3.11% ↓ This: 488,427 Diff.: -15,661 Row Mix: 3.6	3.20% ↑ This: 13,643,412 Diff.: 422,661 Row Mix: 6.5
#5 Store 16	4.37% ↑ This: 5,407,237 Diff.: 226,377 Row Mix: 39.9	9.62% ↑ This: 2,094,196 Diff.: 183,718 Row Mix: 15.5	5.12% ↑ This: 1,587,484 Diff.: 77,304 Row Mix: 11.7	9.87% ↑ This: 2,161,776 Diff.: 194,118 Row Mix: 16.0	10.35% ↑ This: 1,219,666 Diff.: 114,404 Row Mix: 9.0	-11.80% ↓ This: 650,205 Diff.: -55,943 Row Mix: 3.1	6.10% ↑ This: 650,205 Diff.: 37,384 Row Mix: 4.8	6.09% ↑ This: 13,538,681 Diff.: 777,363 Row Mix: 6.4
#6 Store 06	4.31% ↑ This: 5,890,132 Diff.: 243,279 Row Mix: 50.0	4.02% ↑ This: 2,268,820 Diff.: 87,724 Row Mix: 19.3	10.77% ↑ This: 1,589,502 Diff.: 154,600 Row Mix: 13.5	5.22% ↑ This: 704,684 Diff.: 34,970 Row Mix: 6.0	2.77% ↑ This: 894,283 Diff.: 24,099 Row Mix: 7.6	33.91% ↑ This: 104,730 Diff.: 26,522 Row Mix: 0.9	17.87% ↑ This: 317,146 Diff.: 48,072 Row Mix: 2.7	5.55% ↑ This: 11,769,296 Diff.: 619,266 Row Mix: 5.6

3 **View department performance** in a Heatmap by Store. In this example, all departments show positive growth in Sales, indicated by the gauges across the top row. The heatmap provides a more detailed view and highlights significant drops within specific stores. Store 12 is experiencing a significant loss in Sales in the Meat Department. Let's drill into that further and compare items.

4 We've drilled into Store 12 and can immediately see that a number of items are down in Sales in the Steaks Category. We can see how Volume, Transaction Counts, and Margin are also impacted and then **determine adjustments in our pricing** and assortment at this store.

Store 12: Category Trend - Year to Date vs. YAG

Category Trend ~ Year To Date vs. YAG

Store 12 ● MEAT DEPARTMENT **4**

Legend: ■ Gross Sales (This) ■ Gross Sales (Last) ■ Gross Margin (This) ■ Gross Margin (Last) ■ Units (This) ■ Units (Last)

Effective Data-Driven Performance Across CPG, Retail, and Healthcare

Salient transforms complex data into actionable insights using industry-specific analytical solutions. **Salient's** solutions are more than just products — they are comprehensive, industry-specific packages designed to drive continuous performance improvement.

Our Solutions

Salient's comprehensive solutions are designed to tackle the specific obstacles facing CPG Suppliers. Harness the power of retail chain portal data, cost information, e-commerce insights, and labor metrics to enhance operations and decision-making. Optimize pricing, track inventory, and leverage retailer portals effectively. Ideal for food marketers, beverage suppliers, and other CPG segments. Here's why:

- Category management enablement
- Track new product penetration and retrial
- Leverage Walmart, Kroger, Ahold and other chain portals

Our Platform

Salient has engineered an innovative platform that revolutionizes data-driven decision-making. Our solution transforms complicated data into user-friendly information, empowering swift, informed decisions. Here's how:

- Combine data without pre-summarization
- Comprehensive data and user management utilities
- Leverage across desktop, web, or mobile devices
- Flexible deployment provides a scalable platform for future growth

Our Technology

Salient seamlessly integrates with your existing systems, tapping into your databases to unlock the full potential of your data. The **Salient** high-speed query server retrieves detailed, unsummarized transaction data, aligning it with off-invoice supplier funding, financial allocations, labor databases, and cost tables. This comprehensive analysis empowers you to conduct root cause analysis and gain valuable insights into performance rapidly and efficiently. Here's how:

- Scales to billions of unsummarized detailed sales transactions
- Runs on standard Windows commodity Servers
- Flexible management options: on-premise or self-hosted with **Salient** remote managed services
- Hosted and fully managed by **Salient** on your choice of MS Azure or AWS with pass-thru pricing on the hardware hosting charges

Analysis-as-a-Service

Salient helps address your business's specific analytical challenges in areas such as category management, inventory management, and other key business processes. We offer customized solutions that enhance the capabilities of our base product to address your unique needs.

Our team can undertake projects based on your specific data requirements and parameters, providing tailored insights. Additionally, we offer analytical studies conducted by our consultants, providing an external perspective on your business performance. Some of our most sought-after custom insights include:

- Space optimization/best product mix
- Benchmark analysis
- Competitor sales comparisons
- Voids and out of stock exceptions/alerts
- Key Account and Chain Reviews

DOLLAR GENERAL

HyVee
EMPLOYEE OWNED

Kroger

meijer

Publix

RITE AID

sam's club

TARGET

Walgreens

Walmart
Save money. Live better.

Wegmans

WHOLE FOODS MARKET

SALIENT®

Interested in how **Salient** can improve your company's sales and profitability?

Schedule an exploratory call so we can learn about your unique needs.

Connect with an Expert