Any Intelligence, Any Time, Any Purpose:

- Enhanced deep dive analytics
- Fully integrated document and social content management
- Drillable Dashboard design and publishing for internal and external viewers.
A New Way to Work with Information

Founded in 1986, Salient Management Company develops performance management systems for complex high volume businesses and government organizations. Our vision is to enhance managerial performance by eliminating barriers to information quality and timely access to fact gathering and root cause analysis.

Salient differentiates by its overall ability to handle massive data sets without compromise (pre-summary, preset hierarchy, pre calculation), while responding to user queries in <3 seconds.

The technology incorporates these parts: The UXT® Analytical Database
UXT, Salient’s in memory analytic database, uses an associative data architecture, where all objects are associated by the data and the attributes they share in common. It is not limited to any particular activity, transaction type, process or KPI. Data from different processes fit together, Lego* style, to form a complete activity-based model of the enterprise value creation network.

Used most often as an integrative mart, UXT sits, hub-and-spoke style, among multiple data sources – legacy processing systems, data warehouses, ERP, syndicates, the Web, etc. It automatically computes activity values from the raw details of everyday transactions, allocations of indirect cost and revenue, and from data that describe conditions and constraints of the business environment.

A Visual Data Mining User Paradigm
Salient’s user interface works cooperatively with the UXT database. Built on the Visual Data Mining paradigm, the Windows™ based GUI gives each user immediate access to 100% of data relevant to his or her need. The idea is to merge modern computing power with the human mind’s capacity to form plausible hypotheses from widely diverse data, to identify anomalies in graphical views of patterns and trends and to pursue individual outliers into their unique history of cause and effect. Here are two quotes from a seminal thinker on VDM, Dr. Pak Chung Wong of North West Laboratories:

“… 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…

…The methodology is based on both functionality that characterizes structures and displays data and human capabilities that perceive patterns, exceptions, trends and relationships…”**

Visual Data Mining on the Web
Salient’s Interactive Miner UI is complemented by a browser driven subset of the Windows UI, the Salient Dashboard Miner (SDM®) a Dashboard Design / Publish / View / Drill combination that, similar to its Windows counterpart, allows users to drill interactively to root cause details.
Integrated Content Management
More recently, the company has integrated content management capability to enable organizations to stream documentary, collaborative and other unstructured information directly into the analytical intelligence environment. Salient’s “Knowledge Manager” software enables companies to communicate and institutionalize corporate knowledge and experience – such as user journals, instructions, video, etc. – and embed this knowledge directly within either or both of the analytical UIs.

Salient Collaborative Intelligence Suite (CIS) 5.0
Finally, Salient’s Collaborative Intelligence Suite unites all of the above technologies (and adds Salient’s ETL and its “360” add-on for back and forth data sharing with Excel™) into a single enterprise intelligence processing platform.

Summary
For more than a quarter century, Salient has been committed to a single mission: eliminating the barriers to access and use of information. Today, the company provides the world’s fastest and most expansive analytical computing capability for all levels of information consumers.

- Data mine in the cloud on any device
- Socialize the enterprise—share all your insights
- See more at once...up to 5 levels simultaneously
- Major navigation enhancements
- Follow the whole story with “Storyboard” bookmarks
- Improved Bookmark sharing

Suite:
- Salient UXT®
- SIM: Salient Interactive Miner™
- Salient Dashboard Miner™
- Salient Dashboard Viewer™
- Knowledge Manager™
- Salient ETL™

Salient Managed Services:
- Hosting
- Technical Support
- Remote Services

*Lego* is a registered trademark of Lego A/S
The Salient 5.0 Suite:
An End-to-End Performance Management Solution

Salient provides a turnkey performance management solution for the entire enterprise, from data integration and federation to instant analysis and mobile accessibility.

Our solution is:

- **Scalable**—Big Data is never too big
- **Specific**—Relevant details are granular, not aggregated
- **Fast**—Split-second answers
- **Easy to use**—Data discovery without IT support
- **Collaborative**—Fully integrated document and social content management

Globally Recognized

Gartner, Inc., Magic Quadrant for Business Intelligence Platforms, Rita Sallam et al., February 6, 2012. The Magic Quadrant is copyrighted 2012 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner’s analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.
The Salient 5.0 Suite includes:

**Salient UXT®**
A high-speed dedicated server platform capable of scaling up to billions of records.

**Salient Interactive Miner™ (SIM)**
An advanced visual data mining application with robust business analytics.

**Salient Dashboard Miner™**
A 100% web-based builder and viewer with drag & drop ease.

**Knowledge Manager™**
A collaboration center for enterprise-wide knowledge sharing.

**Salient ETL™**
An integration tool for mapping to databases within your existing infrastructure.

**Salient 5.0 Collaborative Intelligence Infrastructure**
Salient’s UXT is a totally automated analytical datamart that allows users to discover insights within Big Data. The super-scalable, in-memory data processing & visualization technology captures every detail that’s relevant to your decision-makers. This system represents a new approach to the problem of high volume information distribution, taking advantage of cutting-edge computing power, and using a variety of techniques to achieve new levels of scalability and maintaining peak performance simultaneously.

**Salient UXT Server Capabilities:**

- Scales to billions of records
- Handles Big Data with split-second response times
- Draws from any data source
- Associative architecture eliminates the need for hierarchies
- Unifies all data sources

“We can get all of the data we need from a basic sales transaction in a format that makes sense to us.”

Andrea Lutes, Weinstein Beverage Company
Superior Density & Scalability
UXT is a super scalable in-memory multi-dimensional analytical data platform. It defeats traditional limitations of speed, granularity, simplicity and flexibility in use. 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 feature of the technology.

Superior 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 multidimensional 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.

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 that is useful for measuring value performance. UXT uses this data to render a true and full accounting of value that is added by transactions and/or limited by constraints.

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.

“Working with Salient’s solution streamlines the data analytics process, especially the ability to manipulate purchase groups and specific items and review their distribution amongst all the stores. Although we could gather this information with our previous system, it was a laborious process that required viewing several different reports.”

Kevin Pimental, Retail Automation Manager, Xtra Mart.
Salient Interactive Miner's (SIM) Visual Data Mining unifies the power of data discovery technology with human intuition and the mind’s ability to discern patterns within Big Data.

Understanding the “root causes” behind the results is the key to controlling value. Our Visual Data Mining technique removes the time it takes to ask the next question. So ask why five times, or as many times as it takes to get to the bottom of things. It’s all free form and totally granular; there’s no question that can’t be asked. There’s no answer that can’t be obtained.

SIM:

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

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**Enable Continuous Improvement**

- **Survey**
- **Refine**
- **Adjust**
- **Execute**

**Expose**

**Investigate to Root Cause**

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**Ask—Act—Repeat!**

Improvement in seconds, improvement every cycle.

- Survey the patterns hidden in huge data.
- Expose the “short list” of performance outliers.
- Drill into one member of the list.
- Connect past results to the decisions that caused them.
- Adjust performance levers (price, mix, duration, frequency, stock levels, staffing, budget etc).
- Execute.
- Repeat.
Game Changing Capabilities

**Storyboards**
Drill through a set of predefined views to identify root cause without reconfiguring settings. With Storyboarding, users can save bookmarks that follow a series of analyses to help colleagues institutionalize workplace processes and get to actionable information.

Bookmarks are starting points, or insights into the business issue for further investigation or evaluation. The Storyboard adds to the Bookmark by allowing for subsequent drilldowns to be defined by the author and helps control the investigative process.

**Multiple Sub Groups (“5 Bys”)**
5.0 makes it even easier and more intuitive for users to follow their instincts to root cause with the benefit of viewing 3, 4, even 5 levels using the same analysis.

**Bookmark Segmentation**
Salient users have 3 options for sharing Bookmarks: Global, Division and Private.

For large clients that want to give certain segments of their organizations access to Bookmarks, Salient has created an enhanced level of security by adding the “Division” segment. It can be used for separate operating business units or separate functions within the client. Of course, the client still has the capability of “Global” Bookmarks for sharing within the entire company, and “Private” Bookmarks for the individual user.

- **Global** – You can share with everyone
- **Division** – Select a few to share with
- **Private** – For your eyes only

**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 UXT Users Guide.

For example:
- Drop down arrows to indicate menu options
- Hover-over arrows and tooltips
- Tools menu groups graph options
- More intuitive icons on SIM toolbar
- Ad hoc filters/collections
Salient Dashboard Miner (SDM) allows clients to access, drill, and analyze their data from the web. It is a pure thin client (web-based) that sits on top of the UXT database that is flexible enough for everyday use and powerful enough to support information sharing and corporate collaboration. The SDM supports the classic dashboard model of “build and publish,” but goes many steps further. With SDM, you can go beyond the surface, interrogate findings, and identify the actionable details hidden within any dashboard.

**Easy-to-use**

Just point & click or drag & drop to build your own dashboards in minutes. You can change visual perspectives, generate lists of outliers, adjust filters and dates, drill down further into details and much more—all with the click of a mouse!

- Fast, flexible and drillable
- Drag & Drop building
- Common workspace tools for quick workflow
- Follow your train of thought 100%
- Web-based
  - Share your dashboards with everyone
  - Data mine in the cloud on any device
  - Easy, secure sharing on the web

**Share Published Views to Web & Mobile Devices**

Dashboard Viewer makes traditional Dashboard Reporting available for everyday business users. This is a great way to share information with customers, suppliers or partners. Dashboards can be viewed on mobile devices such as smart phones and tablets.
SDM Features

**Drill Down Capabilities**
Salient Interactive Miner enables quick segmentation and analysis of a business. Users can break apart data however they want to drill down. These two staple functions of SIM are also featured in SDM to give the user unparalleled data mining capabilities in a dashboard.

**Interactivity with Analysis**
Interact with each view to see underlying data that are represented on the graph through “rubberbanding” of scattergram members or time periods in a trend view. SDM also allows manipulation of data in a numbers view.

**Knowledge Sharing**
SDM integrates Knowledge Manager into its offering so that users can post and view notes, documents, comments, images, etc. associated with dashboards, dimension members, and the system in general. It also has a data dictionary and a robust search engine within the tool to give the viewer the full context while using a dashboard. Your company can also capture information from both inside the organization (workers) and outside the organization (partners, vendors, customers) using Knowledge Manager.

Much like Collections, Knowledge Manager information is shared between SDM and SIM, which ensures consistency when going from one application to the next.

“The hours saved by quickly accessing information will more than pay for our software investment.”

Kevin Sullivan, CIO, HPC Foodservice
Salient Knowledge Manager

Socialize 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 social networking plug-in for Salient Interactive Miner and Salient Dashboard Miner. 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.

Who posted that?
Each user now has a detailed profile available so that you can quickly and easily follow-up with colleagues on relevant insights.
Salient ETL™

Data integration is drag-and-drop easy.

Integrating more business processes in more parts of the business is "drag & drop" easy with Salient 5.0. 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 complete enterprise integrated 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
Salient Managed Services

Many companies today are opting to outsource the hosting and monitoring of their Salient Performance Management Solutions. If your company is making plans to move in this direction, Salient Managed Services is the perfect choice.

Salient assumes responsibility for the monitoring and support of your Salient solutions and managing their ongoing development. Your company benefits from a reduced investment in infrastructure, continuous attention to server availability and software updates; administration ensures that you can leverage advances and new solution development.

Managed Service

Salient offers reliable, scalable service along with easy to budget cost transparency for projects of all sizes and scope – from small, straightforward ones to long-term service partnerships.

Salient's managed services portfolio includes:

- **Remote Monitoring & Quick Response**
  - Provides organizations with monitoring of Salient infrastructure located on their own networks or bundled with Salient Infrastructure Hosting to provide a total worry-free solution.
- **Infrastructure Hosting**
  - Provides any size organization with 24/7 access to its Salient infrastructure at a dedicated hosting facility offering the highest level of data security and continuity.

### Remote Monitoring & Quick Response
- Monitoring of uptime/system availability
- Instant trouble-shooting of data synchronization issues between host systems and Salient servers
- Salient will perform server software updates and server dongle license updates
- Application maintenance and application change management services

### Infrastructure Hosting
- 24/7 hosting of Salient-centric application infrastructure in a dedicated facility offering the highest level of data security and continuity
- Implementation hosting and application hosting
- Salient takes responsibility for all hardware
**Business Benefits:**

- Monitored and supported system availability
- Upgrades, migrations, and other critical IT services to support the solution
- Testing and implementing the latest Salient solutions
  - Guaranteed availability, fast responses, and personal consultation to ensure that business processes are supported – anytime, anywhere
- Tailored services to meet the evolving needs of your organization
- Less fixed IT costs over time

Salient works with you to improve performance and efficiency with transparent and tailored metrics. And now, you can put your Salient infrastructure in safe hands, as well.

“Salient gives us the ability to have much more insight in our purchasing and buying, as we have real-time numbers. Because of this, we can better manage our perpetual inventory with greater visibility, and therefore to better track our shrink, and to see where it’s been historically. And even more important than tracking all this information, it helps us to better understand what to do with that information.”

Richie Morgan, President, Holiday Quality Foods
Salient Managed Services: Hosting and Support

Salient’s Managed Services provide clients with the highest level of reliability for total peace of mind. We have qualified professionals available for proactive monitoring of your Salient system’s infrastructure, and also offer hosting capabilities in a secure, state-of-the-art facility. Your company will benefit from a reduced investment in infrastructure as well as from the continuous attention to server availability, software updates and administration.

Salient’s Managed Services portfolio includes:

Remote Monitoring & Quick Response

- Monitoring of Salient infrastructure located on your network or bundled with Salient Infrastructure Hosting for a worry-free solution.

- Infrastructure Hosting
  - Salient’s dedicated hosting facility offers the highest level of data security and continuity.

Salient’s secure, state-of-the-art hosting facility:

Your Salient servers are hosted at a 625-acre former U.S. Army base that includes numerous buildings and bunkers for commercial and industrial storage operations. The facility, which is operated by Salient partner Finger Lakes Technologies Group Inc. (FLTG), features over 60 storage bunkers each providing 1,600 to 2,000 square feet of protected space for sensitive operations or long-term storage. The facility’s staff is certified in all Cisco network solutions.

Facility features:

- Newly constructed 600-mile all-fiber network
  - Highly secure gated area with security-card access and locked racks

- Reliable power
  - Redundant sources and backup generators

- Fire suppression
  - Component-safe (gas)

- Climate Control
  - Redundant coolant system

Available systems:

- Types of Servers
  - Salient UXT

- Single or array based on client needs
  - Salient iMinder

- Allows internet access utilizing Salient Interactive Miner (Windows client) via browser
  - Web Server

- Allows Internet access to Salient Dashboards (Web-based)
Dedicated Hosted Systems:

- For larger systems -- requires full utilization of all servers
- Individual Cisco physical firewall
- Layer 3 gigabit switching
- Servers as specified per client
  - Dell with Windows Server OS
  - Failover server(s) available
- Disc-based data backup, encrypted off-site rotation

Virtual Hosted Systems:

- For smaller systems -- utilize shared, yet secure, Virtual Machines
- Shared resources:
  - Cisco physical firewall
  - Layer 3 gigabit switching
  - Virtual server(s)
    1. Specified per client need
    2. Windows Server OS
    3. Failover VM available
- Data Backup
  - Disc-based
  - Encrypted off-site rotation

Management:

- 24/7 monitoring
- Complete system maintenance
  - Some maintenance may require downtime. Salient will work with client to schedule off-hours.

Internet:

- Unlimited high-speed fiber bandwidth for Salient hosted services
  - Transfer of data and Salient application usage
- Secure FTP
Remote UXT® System Administration Service

The assigned Salient Technical Support Specialist will monitor Client’s UXT Server environment at predetermined intervals for functionality and performance:

**Proactive Monitoring of Server Environment:**

- Verify system updates and server availability
- Perform diagnostic analysis of server performance
- Optimize server performance/parameters
- Escalate maintenance of hot-fixes, patches, and scheduled upgrades exclusive to Salient solutions (software, utilities and tools)
- Coordinate SIM upgrades with Client’s IT for rollout to the user community
- Perform Acquire functions as required (data rebuilds/reloads)
- Notification of daily update status.

**Routine Monitoring of User Environment:**

- User connection activity analyses
- Deploy User Messaging as required.

**Download Central & Utility Administration:**

- Maintain file/version availability
- Deploy utilities as required (Key Collection, Pull Sales, etc.).

Remote UXT System Administration service is available to Client between 8:00a and 5:00p (Client’s local time), Monday through Friday.

Standard Client Support and Maintenance Services remain in effect.

Remote UXT® System Upgrade Service

Salient Technical Support Specialists will communicate with the client’s technical contact to determine the instructions and planning schedule for the UXT Server upgrade:

- Perform software product version download
- Review step-by-step instructions of the UXT Server and SIM™ upgrade process
- Coordinate UXT Server downtime window for upgrade execution
- Coordinate SIM upgrade execution by Client
- Conduct pre-upgrade Server backup process
- Perform UXT Server and Administrator Utility upgrade
- Post upgrade follow-up with Client

Remote UXT System Upgrade service can be purchased for Production and Test, single server or array server environments.

Standard Client Support and Maintenance Services remain in effect.
The Salient Difference

Salient makes it possible for everyday business managers to use intelligence without sacrificing time from their regular duties. They can drill down to root cause and make faster, easier and more timely corrections to improve results continuously.

<table>
<thead>
<tr>
<th>Salient Performance Management</th>
<th>Typical Business Intelligence (BI) Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business-Ready</strong></td>
<td><strong>Tool-Kit</strong></td>
</tr>
<tr>
<td>The solution is already built to be “business-logical” 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” 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 non-summarized 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>
</table>