Relief for the Unrelenting Pressure on Pricing, Margins and Profits

These are challenging times in consumer packaged goods. Even with an improving economy, value-conscious shoppers are giving up brand loyalty in favor of discounts, private labels and low-priced alternatives. Cutting prices for temporary victories in the battle for shelf space and the shopping cart comes at the cost of reduced growth, thinner margins and lower profits. Meanwhile, the business intelligence systems in which you’ve invested so heavily aren’t helping you make more profitable pricing, placement and trade promotion decisions.

Too Much Information, Too Little Intelligence

The problem, according to nearly half of retail decision-makers, is that companies like yours lack either the data you need or the analytics capability to put it to work. Without this, you can’t know how a specific promotion affected volume or margin, which offers delivered the best results, or if you could have moved product without cutting price at all.

When the data does exist, there’s either too much of it or it’s not timely or relevant to your situation. Query responses are painfully slow. And getting a useful new report can require IT involvement—and days of waiting. That’s not very helpful when you need answers and decisions now.

Get Instant Answers to All Your CPG Questions

Margin Minder® CPG sales analytics software from Salient provides instant answers to every question related to product sales, empowering employees at every level in your company to make fact-based decisions that maximize profitability.

“"The beauty is how quick it is. Within 5 seconds of every click you’re looking at every possible item about your business that you can think of...down to the store level.”

Regional Vice President, Baked Foods
Bringing Powerful Sales Analytics to the People Who Need It

Margin Minder is analytics software purpose-built for fast-paced CPG sales operations. That means it’s specifically designed to provide instant answers to any questions your brand, product or marketing managers could ask about CPG sales performance, pricing and profit:

- How much did you sell? What was your volume by geography, channel, customer or brand? How does that compare to a previous day, week, month, quarter or year? Are you meeting forecast?
- What is the optimum price or discount to maximize volume and profitability? Which promotions or offers are working or not working? What is your break-even point?
- Are you making money? What margin is a product returning? Does that vary by store? Are new items cannibalizing profits? What’s your exact dead net profitability?

Industry-Leading Speed, Ease, Precision and Scalability

Margin Minder surpasses generic business intelligence systems in delivering everything you need to make fast decisions on product pricing, promotion, placement and distribution:

**Speed:** Get answers to any query in 3 seconds or less. In-memory processing produces the fastest query time in the industry, for near-immediate visibility into CPG sales information.

**Ease:** Where other systems limit you to canned reports or require IT support for custom queries, Margin Minder enables every employee to access powerful sales analytics.

**Precision:** Get specific and relevant answers to ad hoc questions. Drill down to details that show cause and effect.

**Scalability:** Margin Minder lets you correlate and analyze up to billions of records across all your data sources, no matter how many you have or in whatever silos they reside.

**Integration:** With simple connections to third-party data sources such as D&B, Nielsen/IRI, Census, weather and more, Margin Minder makes integration of third-party data as easy as add and go.

Helping CPG Companies Like Yours Make More Profitable Decisions

Margin Minder is used by leading CPG and retail companies worldwide and over the past 25 years enjoys a 96% retention rate. Clients include 17 of the top 20 Bottlers, 3 of the top 4 Beer Companies and the #1 Baker in the U.S. In third party analyst surveys, Margin Minder consistently ranks above SAP, Cognos, Oracle, Tibco, SAS, QlikTech, Tableau and other providers of generic BI tools for overall product quality and customer satisfaction.

“Margin Minder is a BI product specialized to our industry. They use our terms, speak our language. That’s a very big advantage versus any competitive product.”

BI, Global CPG Company

About Salient

Salient Management Company helps companies succeed by empowering employees at all levels to make fact-based decisions that maximize profitability. Salient analytics software incorporates visual mining technologies developed over 25 years to deliver instant answers to even the most complex business questions.

Top rated for product quality, performance and product support, Salient enjoys a 96% retention rate among a customer base including leading CPG and retail companies worldwide.