The NAED’s Channel Advantage Partnership (CAP) Council funded primary and secondary research. For primary research, NAED fielded an online survey of electrical distributors and manufacturers in the winter of 2014. More than 250 respondents shared information about their experience with big data in their company.

**WHAT ARE NAED MEMBERS DOING WITH BIG DATA?**

- **Analyze data to provide useful insights**
  - Distributor: 76%
  - Manufacturer: 88%

- **Predict based on existing data**
  - Distributor: 59%
  - Manufacturer: 63%

- **Optimize business (e.g., operations, workforce efficiencies, business decisions)**
  - Distributor: 57%
  - Manufacturer: 69%

- **Gain operational insights that lead to better decisions**
  - Distributor: 57%
  - Manufacturer: 81%

- **Consolidate & correlate data from various sources**
  - Distributor: 55%
  - Manufacturer: 56%

- **Connect equipment & collect operating data**
  - Distributor: 35%
  - Manufacturer: 41%

- **Monitor equipment for proactive maintenance**
  - Distributor: 31%
  - Manufacturer: 41%

**BIG DATA CHALLENGES**

- **Poor data quality or lack of confidence in the data**
  - Distributor: 31%
  - Manufacturer: 31%

- **Reliance on multiple vendors, no integrated solutions**
  - Distributor: 28%

- **Organizational barriers prevent effective cross-departmental use of analytics**
  - Distributor: 32%
  - Manufacturer: 30%

- **Talent acquisition is impacting our ability to understand & realize the potential for our collected data**
  - Distributor: 28%

**DEMOGRAPHICS: SALES VOLUMES**

- **Under $10M**
  - Distributor: 8%
  - Manufacturer: 11%

- **$10M - $25M**
  - Distributor: 12%
  - Manufacturer: 24%

- **$25M - $50M**
  - Distributor: 30%
  - Manufacturer: 30%

- **$50M - $100M**
  - Distributor: 63%
  - Manufacturer: 57%

- **$100M - $400M**
  - Distributor: 15%
  - Manufacturer: 12%

- **$400M+**
  - Distributor: 2%
  - Manufacturer: 3%

**WHO PARTICIPATED?**

- **Distributor - 69%**
- **Manufacturer - 31%**

- **Sales Management - 22%**
- **Owner/President - 16%**
- **Marketing - 15%**
- **Sales - 14%**
- **Branch Manager - 9%**
- **Regional Manager - 6%**

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