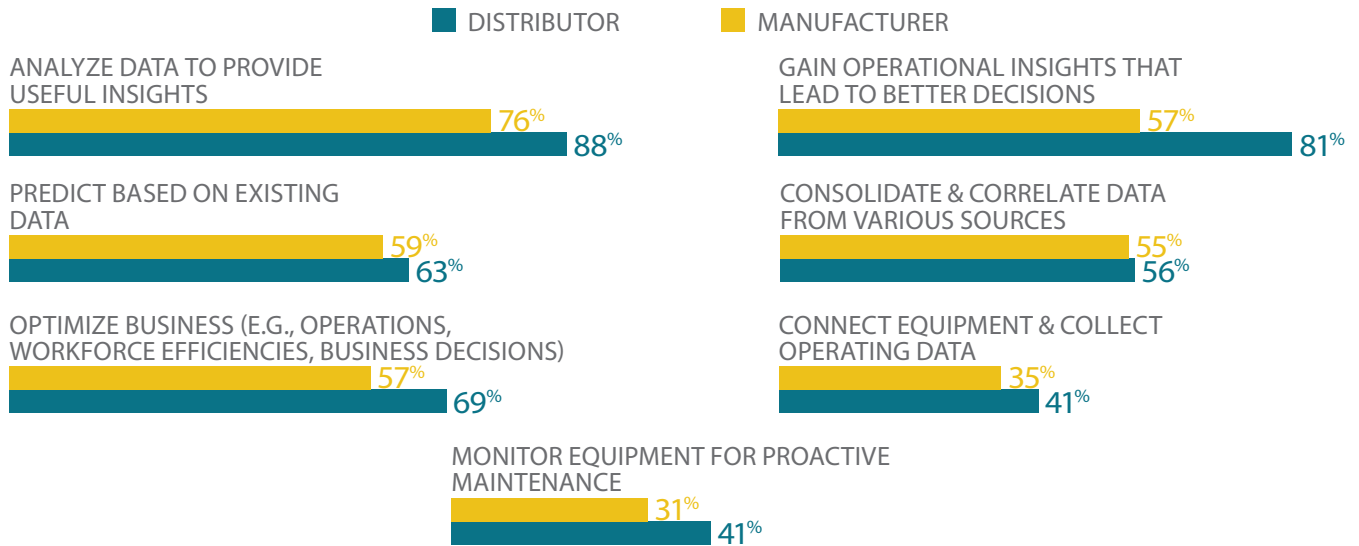
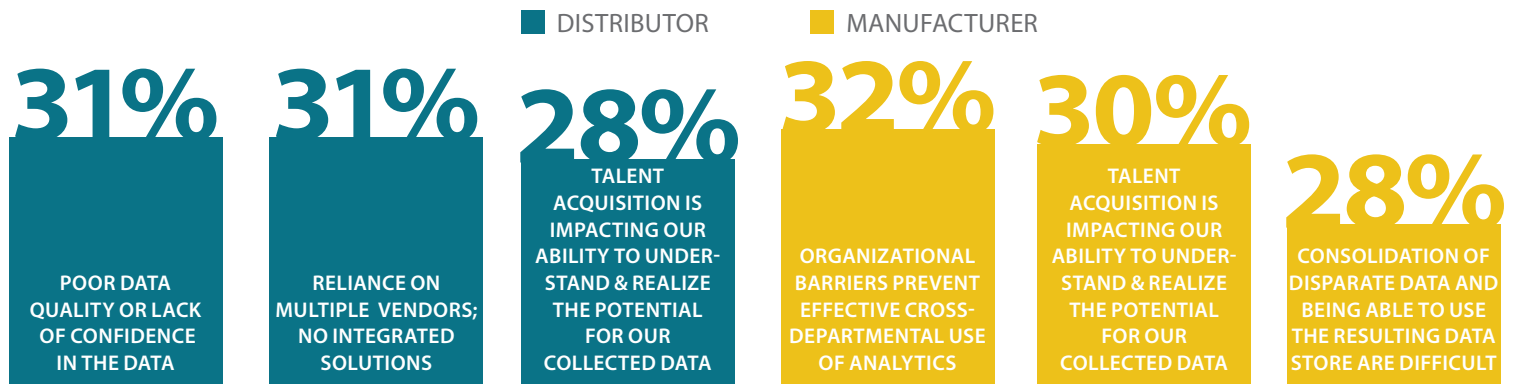


2015 BIG DATA AT-A-GLANCE

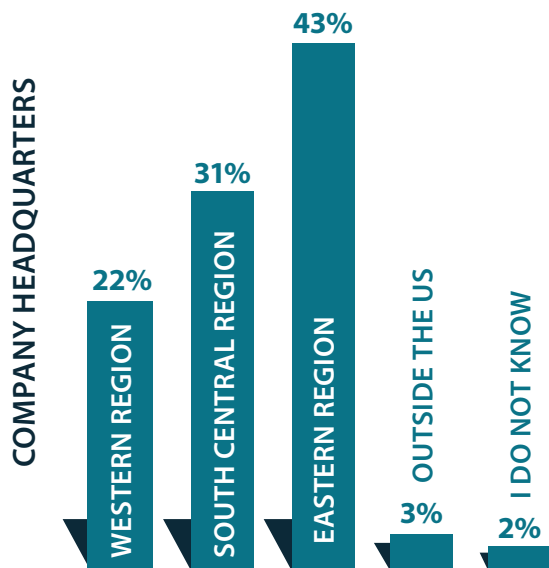
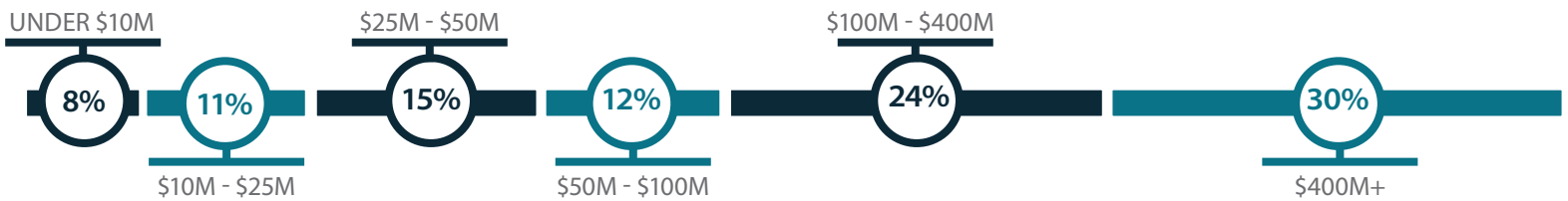
WHAT ARE NAED MEMBERS DOING WITH BIG DATA?



BIG DATA CHALLENGES



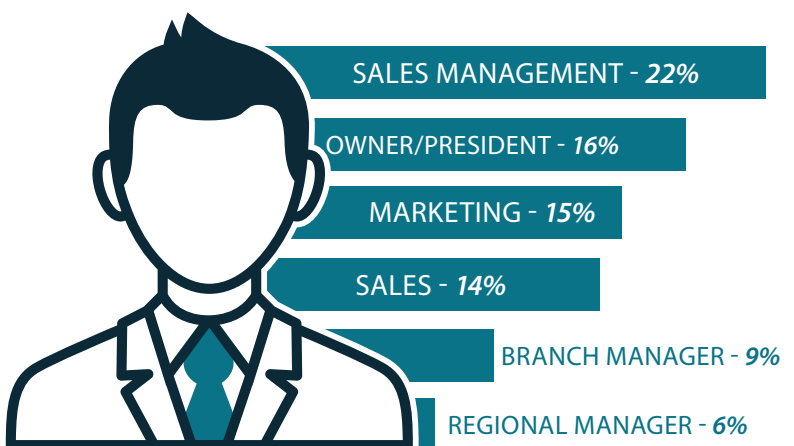
DEMOGRAPHICS: SALES VOLUMES



WHO PARTICIPATED?

DISTRIBUTOR - 69%

MANUFACTURER - 31%



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.