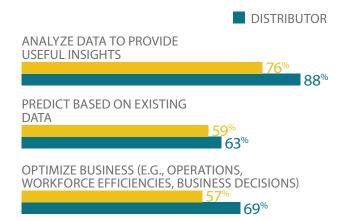
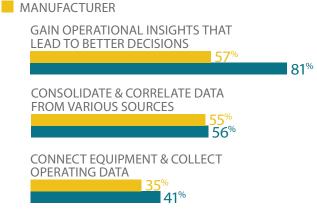
BIG DATA A-GLANCE

WHAT ARE NAED MEMBERS DOING WITH BIG DATA?





MONITOR EQUIPMENT FOR PROACTIVE **MAINTENANCE** 41%

BIG DATA CHALLENGES

DISTRIBUTOR

MANUFACTURER

POOR DATA QUALITY OR LACK OF CONFIDENCE IN THE DATA

31% 31%

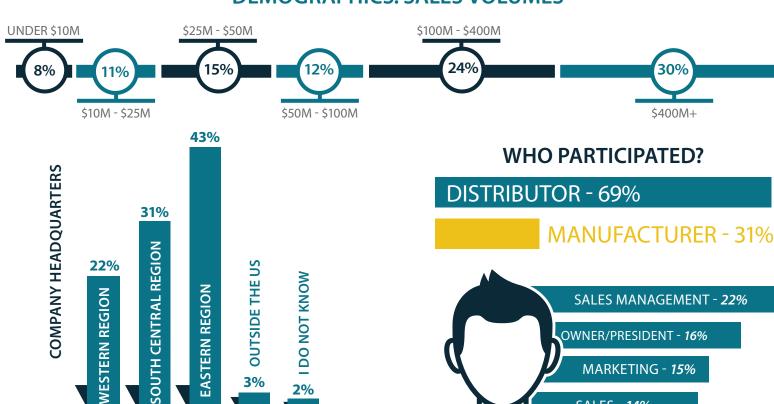
RELIANCE ON MULTIPLE VENDORS; **NO INTEGRATED SOLUTIONS**

TALENT

ACQUISITION IS IMPACTING OUR ABILITY TO UNDER-STAND & REALIZE THE POTENTIAL **FOR OUR COLLECTED DATA**

ORGANIZATIONAL BARRIERS PREVENT EFFECTIVE CROSS-

DEMOGRAPHICS: SALES VOLUMES



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.

SALES MANAGEMENT - 22% OWNER/PRESIDENT - 16% MARKETING - 15% **SALES - 14% BRANCH MANAGER - 9%** REGIONAL MANAGER - 6%