RYANgroup ◇ IBIData

BIG DATA
means big rewards

Big Data, the buzz at the President's Conference hosted by IFMA and IFDA was about category management. There were several sessions about IFMA/TPG's Full Plate™ Category Management process, including an update of some of the pilot programs that have been implemented. There are many challenges on the road ahead before Category Management is fully embraced by our industry. One common challenge that came to light, which has our team at The Ryan Group/IBI Data excited, is the importance of translating research and data into actionable insights. **Data, analytics and actionable insights are our specialty!**

Big Data analysis is at the core of category management. Our team recognizes that Big Data represents the future of business, but believes everyone is making it out to be more complicated than it actually is. With proper information management, cutting edge analytical tools, and a fundamental understanding of the foodservice industry, we can turn your raw data into profitable insights and action.
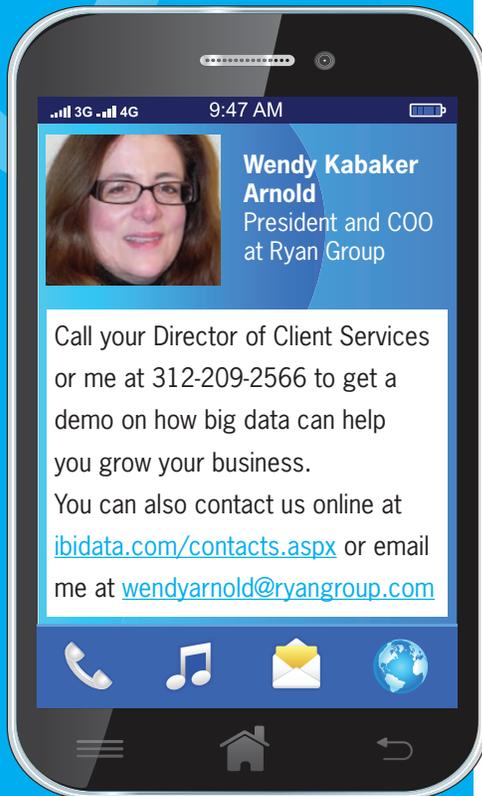
What is Big Data, really?

Extremely large data sets collected from various resources that may be analyzed computationally to reveal patterns, trends and connections.

End Goal: Actionable data points that can assist management in making better decisions as it relates to achieving a competitive advantage and growing their business profitability.

Wondering where to get started? Well join the club. Depending on what survey you read, a majority of companies across all industries have Big Data projects in place and are beginning to put funding behind their initiatives. However, confusion still reigns about how best to get started. At the end of the summer, McKinsey & Company, a leading global management consulting company outlined the three major hurdles they believe companies are currently facing:

→ The value of Big Data.

→ Collaboration versus silos.

→ Learning curves = time and money.

Let the Ryan Group/IBI Data be your Big Data partner. We can help you understand the value and applications of Big Data to your business. For more than 25 years we have collaborated with manufacturers, distributors and customers to collect data on marketing activities, distributor shipments, trade payments and customer/GPO purchase data. Now we can put those learnings to work for you by creating actionable marketing solutions including telemarketing, loyalty and sampling programs – all with real measurable ROIs.

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Wendy Kabaker Arnold
President and COO
at Ryan Group

Call your Director of Client Services or me at 312-209-2566 to get a demo on how big data can help you grow your business.
You can also contact us online at ibidata.com/contacts.aspx or email me at wendyarnold@ryangroup.com

Let the Ryan Group/IBI Data be your Foodservice Big Data guide. Look for future articles about the ways you can leverage Big Data.