RYANgroup ◇ IBI Data

CATEGORY
management

In my last article, I presented a 35,000 feet overview of *Big Data*. Now I would like to drill down to ground level, the way the correct processing of *Big Data* will impact your business in the short-term – **Category Management.** Yes, I fully understand that our industry has been talking about Category Management for well over a decade now. For a multitude of reasons companies failed to adopt, but now thanks to a survey conducted by TPG (July 2013), a clear set of what components Category Management entails have been established. The top six components the participants voted for in order were as follows:
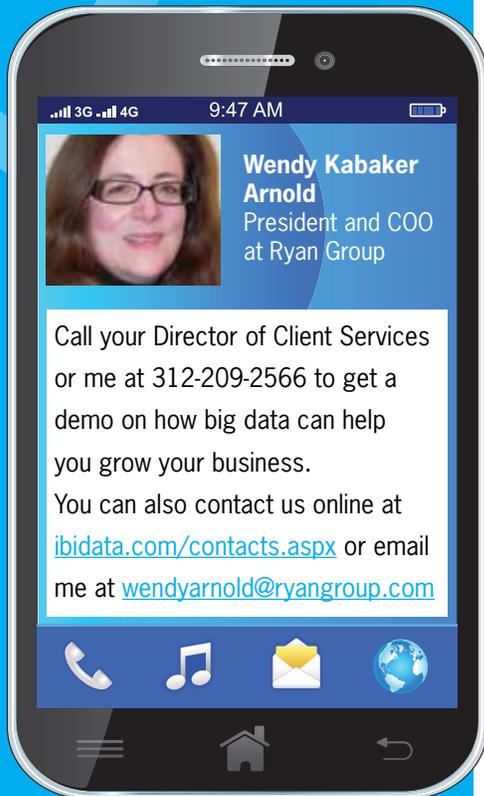
→ **Joint Category Planning**

→ **Insights**

→ **Data Sharing**

→ **SKU Rationalization**

→ **Innovation**

→ **Portfolio Management**

When I review the above components, to me it all comes down to collaboration. Remember in my last article McKinsey & Company indicated that collaboration (external and internal) is essential when it comes to *Big Data*.

Key data is already in place. Both parties, manufacturers and their distributor partners need to sit down at the table, share the data, analyze what is important, what is not important and develop a strategic game plan on how best to move forward complete with KPI (Key Performance Indicators). Candidly, music to the ears of my team here at Ryan Group/IBI Data since data, analytics and actionable insights is our specialty.

For example, **a great starting point would be to analyze shipments and determine parameters for the definition of a healthy slot.** From shipment data sorted by distributor location movers & shakers can be identified, and distribution gaps by market can be determined. Ryan Group/IBI Data can help you identify current end users that potentially might be candidates for business development solutions (existing or new items), etc. The possibilities are endless. However, here is the catch. It will take trained resources to achieve profitable results. **Why wait? Why not get started immediately.** Ryan Group/IBI Data can be your resource that provides the analytics detailed above, but better yet, thanks to our expertise, develop customized marketing solutions that will make you valued by your distributor partner.

In my next article I plan to provide some examples of data analytics like developing indexes and conducting compliance analysis that access market volume potential complete with operator targeting. **Big Data is here and Ryan Group/IBI Data is here to help you. After all, data is part of our name and has been for over 25 years.**

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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.