



BIG DATA FOR SERVICE PROVIDERS

HOW CAN YOU GET IN ON IT?



BIG DATA MEANS BIG MONEY – HOW CAN YOU GET IN ON IT?

Big data can mean big money for you as a service provider. By offering big data services to your customers, you can help their businesses succeed, and establish yours as a vital component of that success. Let's take a look at how.

Canon
CANON SOLUTIONS AMERICA

WHAT IS BIG DATA?

Let's start by making sure we're all on the same page. What exactly is big data? Simply put, big data refers to data sets that are too large to be handled by run-of-the-mill office software, which might only be able to import 1,000 data records per minute. Examples of big data might include information harvested from software, website, customer relationship management tools or social media regarding:

- Inventory levels
- Customers' likes and dislikes
- Seasonal fluctuation in sales and preferences
- Business trends
- Productivity and turnaround times
- Customer demographics
- How visitors interact with a website or online ordering portal

Big data is information that is gathered in large volumes about a business' sales, products or customers. That data can then be broken down and analyzed to gain insights and information. When you use big data to help your customers, you're helping them make better informed and more profitable decisions for their business, which in turn adds value to the service you offer them. It is also important to note that every data collector/distributor needs to make sure it is gathering and using data in compliance with the many state and federal laws and regulations.



The Many Uses Of Big Data

Big data can be used in many ways to enhance a business. Here are six common uses for big data:

1. Personalization and customization

Big data can be used to personalize and customize communications with your customers. From details like their names or home cities to knowledge of their preferences and purchase history, customer data can be used to great effect in personalizing communications.

2. Targeted content

Big data allows for targeted content. Using information gathered from big data, customers can be broken down into groups based on demographics, preferences, purchase history and so on, allowing a business to tailor the content each group sees.

3. Localized marketing campaigns

Big data can give businesses the information they need to localize their marketing campaigns. For example, a print shop with several branches around the state or country could use big data to send new customers information that's specific to their local branch.

4. Identification of key trends

One of the greatest strengths of big data is its usefulness in analyzing key trends. For example, a business could use big data to track which social media posts are getting the most likes or shares, or to look at buying trends throughout the business year.

5. Analytical and results measurement

Big data is at its core analytical. Big data allows businesses to measure everything from the results of sales campaigns to team productivity. This overview of what's working and what isn't helps organizations make better-informed business decisions.

6. Behavioral analysis

Big data can be used to analyze customer behavior. From how they interact on social media to the buying cycle, big data offers an insight into customer behavior. This information can be used to better understand customers' wants and needs.

Using Big Data In Integrated Campaigns

Big data and integrated campaigns are natural companions. Say for example your customers incorporate personalized Quick Response (QR) codes in their print campaigns, using their existing customer data to figure out who to send the personalized codes to. That's using big data.

Or how about established companies like Vistaprint, that use big data to approach the best prospects for their print services?

The bottom line is, data is your friend. Whether you're using it to further your own business, or to help your customers improve theirs, data is a way of building better connections and making print and integrated campaigns more highly targeted.

How To Succeed With Big Data Services

If you want to harness the big money potential of big data, here are five steps you can take to achieve success:

1. Identify and determine a need from your customer base

Talk to your customers. Look at what they frequently ask you for, or say they need help with. For example, would your customers benefit from data analysis to help understand the results of a marketing campaign? Or do they need better insights into their customers before a campaign starts?





Canon

CANON SOLUTIONS AMERICA

One Canon Park
Melville, New York 11747



For more information about our service offerings, call or visit
1-800-355-1385 CSA.CANON.COM