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## Kelly's Corner

**B**ig data is a BIG topic. Do a quick Google search and in 1.03 seconds over 327 MILLION results appear ... now THAT'S big! So is it big business or big buzz? Is it a verb? A noun? An opportunity?

### WHAT IS BIG DATA REALLY?

In its simplest form big data means taking large data sets and analyzing them to look for trends and patterns. But that is just the beginning and, while I'm certainly not an expert in that arena we are fortunate to have several RSPA members that ARE very knowledgeable in this space. This issue features several industry thought leaders sharing their different perspectives on big data. I'd encourage you to read this month's feature articles to gain access to their thoughts on big data, as well as other information on more traditional POS solutions.

Speaking of thought leaders and harnessing power, over the last few months I've spent a lot of time on the road and at shows talking with members. Sure, big data and IOT and omnichannel are the latest buzzwords, but you know what else is on the minds of members? Evolving business models, good foundational business practices (like hiring and marketing), security challenges and continuing to find ways to add value to the customer. RSPA is continuing to help source content to help you in these areas and more. I'll tip my hand a bit and share that we are VERY excited about two upcoming launches to provide our members with knowledge:

- The debut of our new RSPA Smartbrief, a digital newsletter to deliver the most relevant industry news to you daily, starting later in May.  
and
- The fantastic educational lineup that you'll find at RetailNOW® 2017. Due to popular demand, we are heading back to Las Vegas and will be at the Paris Hotel August 6-9. A full agenda, hotel information and a link to register will be available in early May at [www.GoRSPA.org/RetailNOW](http://www.GoRSPA.org/RetailNOW).

I genuinely believe that Big Data, like most anything in life, is what you make of it. Large or small, service provider or merchant, no matter what part of the globe you call home, looking at data and making better decisions is something everyone can benefit from. How do YOU intend to harness the power of Big Data?



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