



Profit Velocity Solutions' Michael Rothschild Quoted in Engaging New Book on Big Data Strategies

*Author Pam Baker's Breakthrough Text on Big Data Delivers Practical Insights
Based on Profit Velocity Methodologies*

SAN FRANCISCO, CALIFORNIA, USA, October 9, 2014 /EINPresswire.com/ -- [Profit Velocity Solutions'](#) CEO Michael Rothschild's thought leadership has been recognized in a well received textbook published by CEngage Learning, titled "Data Divination, Big Data Strategies." [The book](#), authored by Pam Baker and Bob Gourley, includes insight from some of the leading experts in Big Data, along with real-world use cases and information on how to get the most from a Big Data strategy that contributes to the bottom line with measurable ROI.

Drawing on groundbreaking insights from Rothschild and other leaders in Big Data, the textbook offers an insightful explanation of the true potential of Big Data as a productive business model. While the superficial use case of Big Data is to collect information, the book, armed with Rothschild's insights, explains precisely how that data should be collected, and what can be done with the data to benefit the enterprise in very real and measurable ways.

"Big Data is a virtually untapped asset for most manufacturers, a hunk of potential value that no one has quite yet figured out how to turn into lots more profit," said Rothschild. "There's a sense it can and will be done, but for now the exact how-to seems elusive." It is this elusive how-to that Rothschild and the book's authors explore in this groundbreaking book.

The book offers easy-to-understand guidelines directed at business users, dispensing with the technical jargon and focusing instead on business use cases and clear examples, and plenty of interviews to illustrate points. In addition to actionable information on mundane but necessary tasks such as how to acquire a Big Data staff, the book offers insights on how to explain the technology and its potential benefits to executives, how to create goals, and how to deal with privacy and security.

"Manufacturers with complex product portfolios have more data on hand today than ever before in history," said Rothschild. "But until these companies find a way to readily convert all those digits into timely, relevant business insights that lead to different choices being made – decisions that quantifiably impact the bottom line – nothing much of value has happened." When manufacturers ask relevant questions – such as, what is the highest short-term payoff from leveraging Big Data they already have on hand, and what decision-making processes would be enhanced if better information were available – then the Big Data revolution will truly be at hand.

Profit Velocity Solutions' [PV Accelerator™](#) serves as one excellent example of how Big Data can be tightly focused to deliver bottom-line benefits and increases in ROI. By introducing the Profit Velocity, the manufacturer goes beyond traditional profit-per-unit metrics, introducing the idea of measuring profit-per-unit-of-time in the manufacturing process. The result is a dramatic increase in ROA, bringing to light hidden profit opportunities, better control over the complex mix of customers, products and

assets than has ever before been possible, and allowing the manufacturer to extract more value from existing assets.

About Profit Velocity Solutions

Based in San Francisco, with offices in key manufacturing centers worldwide, Profit Velocity Solutions offers PV Accelerator™, which reveals hidden profit opportunities in the capacity utilization trade-offs facing sales, operations and finance in complex manufacturing companies. PV Accelerator™, which can be set up in just weeks, allows management teams to collaboratively make more intelligent choices about pricing, production, and sales management, leading to substantially wider margins and higher ROA. By supplementing traditional profit-per-product-unit margin analysis with the previously unavailable "missing metric" of profit-per-machine-hour, high-product variety manufacturers can tap previously hidden opportunities to accelerate cash flow and achieve major financial gains. For more information, visit us at <http://www.profitvelocity.com>.

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