

**STARTUP**

# Analyze this

**COMPANY:** REanalyze

**LOCATION:** Dix Hills

**INCORPORATED:** March 2011

**FOUNDER:** Rob Ende

**EMPLOYEES:** 1 full-time

**PRODUCT:** Supply-chain and business-analytics consulting

**LAUNCH INVESTMENT:** \$8,000, covering legal fees, web design and computer hardware/software

**FUNDING SOURCES:** Self-funded

**MAJOR CHALLENGES:** "I underestimated how long it takes to nurture prospects into clients," Ende says. "And how low the conversion rate is."

**PRODUCT STATUS:** Several active consulting projects; training seminars coming soon

You're not as smart as you think.

It's a bitter pill for many business managers, even Rob Ende, who launched REanalyze to help other managers better understand their critical business functions. Ende, a former Leviton Manufacturing and Arrow Electronics executive, thought he had the world of business analytics doped out – until he tried to sell himself as an analytics guru.

As businesses of all stripes struggle with the volume and speed of the information generated today, analytics is exploding. Major-leaguers from CA Technologies to IBM have toes in the performance-analysis ocean; uncounted startups bundle software solutions that crunch reams of internal and external data into at-your-fingertips factoids.

Massachusetts analyst International Data Corp. predicts the worldwide business-analytics software market will grow by almost 10 percent annually through 2017.

So there's demand. And Ende certainly understands how spreadsheet mismanagement invites bottom-line disaster, how comparing inventory and customer demand encourages efficiency and prosperity. He's got that part down to a science.

"Every business can use analytics to improve operations," he noted. "If we knew blank, we



**ROB ENDE: To help clients manage bottom lines, Ende justifies the means.**

could do blank ... fill in the blanks, and it becomes an analytics problem that's much easier to solve."

The lesson Ende learned upon founding REanalyze is familiar to most entrepreneurs, involving the differences between pitching a good idea and selling it.

"When I first started, I had six or eight prospects that I thought were locks to become actual projects," he said. "I think one of those actually converted to a project. A lot of people ask questions and are seem interested, but a million things happen between Points A and B. They need management's approval. The market shifts. They change their minds."

Fortunately for Ende, a few followed through. REanalyze now boasts several ongoing consulting projects, with the solopreneur building Excel-based models that help clients frame business problems as analytics problems. He referenced a current job involving a Long Island medical products distributor, for whom he's developing a demand-planning and inventory-management solution.

The distributor has a catalog thousands of items deep, Ende noted, so the first step was figuring out how much of which products to store, at the most reasonable cost.

"You have to make decisions about what to carry, how much to carry and how much it costs to carry it," he said. "They weren't tracking any of that."

So Ende is implementing various oversight protocols and helping the growing distributor select new inventory software from a list he compiled alongside company officials.

"I don't just make that decision myself," he noted. "They know more about their business and the intricacies that might make one package a better fit. I'm the expert and I make suggestions, but ultimately, they've got to own the decision."

Ende learned about inventory control and quantitative analysis during his stints at Melville-based Leviton, where he was the supply chain vice president, and Arrow, where he directed supply operations before the electronic-components distributor relocated its headquarters from Long Island to Colorado.

"As I advanced in my career, I discovered you spend more of your time on administrative issues – managing people, things like that – and less actually solving problems," he said. "I wanted to spend more time helping clients solve problems."

Working out of his home and the small space he rents at Mineola co-working hub LaunchPad Long Island, Ende is busily preparing a new slate of efficiency-minded services, including a series of Northeast seminars on reducing spreadsheet risks. Most companies use Excel documents and other spreadsheets for planning and budgeting, he noted, but the employees creating those critical guidelines have little to no training in spreadsheet modeling.

"They don't understand the best practices, so there are huge mistakes in the development of those spreadsheets," Ende said. "This is all about teaching management and the modelers how to use the right processes, tools and techniques, to remove those risks."

He has no immediate plans to augment his "very low overhead" operation with additional staff, though Ende is partnering with a Philadelphia-based spreadsheet consultant on those seminars – and is always looking for new chances to help clients smarten up.

"Analytics is the lens I see the world through," he said. "I'm always trying to use information to see things differently and help my clients see things differently. Business-wise, you've just got to keep planting those seeds and keep nurturing them."

"Eventually, stuff converts, even if it takes awhile."

**REanalyze**<sup>SM</sup>  
 Supply Chain and Analytics Consulting

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