



DATA SHEET



Proven Process

- Employs a simple and efficient approach—not time-consuming
- Focuses on strategic issues impacting the business

Proven Templates

- Designed to summarize large volumes of retail data to deliver key insights
- Refined through more than 5 years of application across nearly 100 different product categories

Industry Experience

- VeriSign team of category review consultants bring years of experience in retailing and consumer packaged goods

VeriSign® Category Review Services

For many category captains, the prospect of delivering a category review means the difficult and time-consuming process of sifting through volumes of retail data. Many consumer goods companies—even those with a strong commitment to the principles of category management—struggle to find the time and the resources to deliver a comprehensive category review. That is where VeriSign consultants can help.

VeriSign Category Review Services assist retailers and suppliers to collaboratively manage product categories through a focus on understanding consumer-driven demand data. These services provide trading partners with the information and analytic insights needed to drive enhanced business results.

VeriSign Category Review Services leverage proven processes and templates that focus on developing a deep understanding of the consumer and the competitive environment. Backed by the technology infrastructure needed to handle large volumes of retail data, VeriSign consultants deliver fully-populated category review templates, complete with narrative highlighting key issues and opportunities. This allows category management personnel to focus on devising the strategies and tactics that will drive future results.

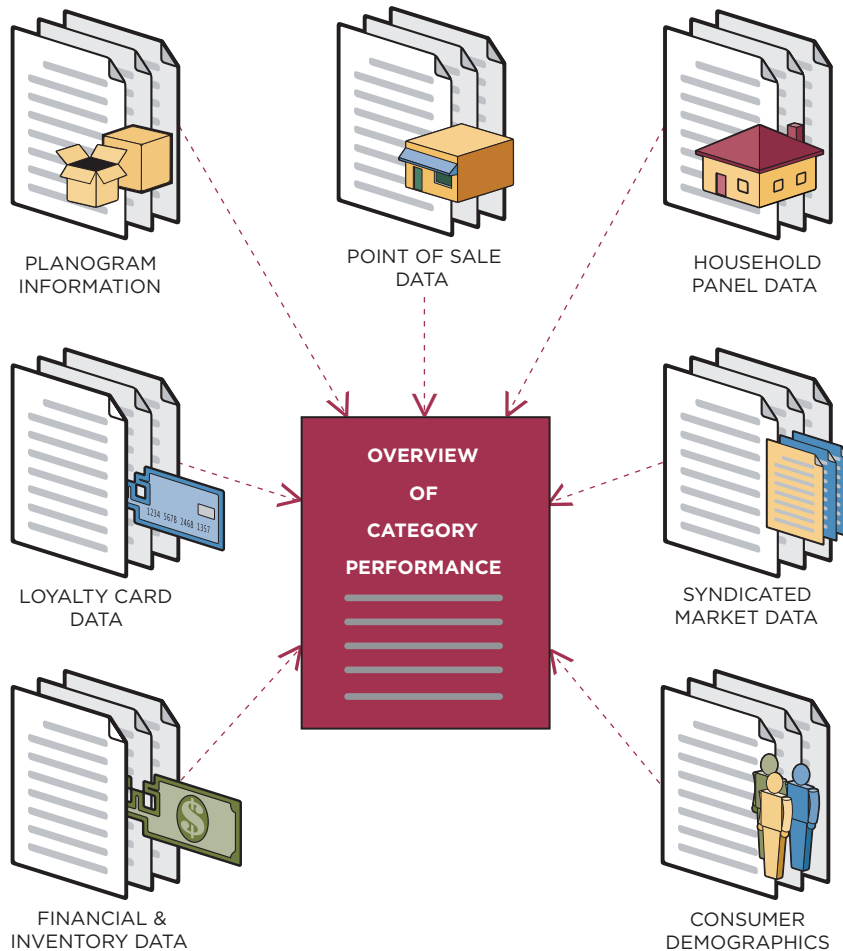
The comprehensive service offering includes:

- Process design and facilitation
- Analytical template design
- Historical data population
- Presentation of key findings
- Strategic plan development



Where it all comes together.™

Many types of information from many sources are required to deliver a comprehensive review of category results.



+ Complete Information for Comprehensive Category Reviews

Any category review is only as good as the information used to create it. Through its Retail Data Services, VeriSign has the ability to integrate critical demand data from multiple sources to give a comprehensive, strategic overview of category performance. And as the retail industry continues to expand the breadth and depth of demand data, through initiatives such as RFID, VeriSign is uniquely positioned to provide an infrastructure that can scale to the increasing requirements of secure information exchange.

To learn more about VeriSign Category Review Services, visit us at www.Verisign.com/supplychain