



DATA SHEET



Accurate Information

- Analytics and reports receive data from VeriSign Retail Data Services
- Timely data normalized and cleansed from across the network of retailers

Customizable

- Analytics and views or reports to address complex business challenges, such as promotional effectiveness, pricing, and store segmentation and optimization

Deep Industry Expertise

- Consultants bring to bear years of experience within the consumer goods a retail environment
- Capable of devising a retail information strategy to address short and long-term needs around retail data analysis

VeriSign® Analytic Consulting Services

Leading participants in the consumer goods and retail supply chain are moving toward a more demand-driven business model driven by access and analysis of timely, granular demand signals from across the supply chain. VeriSign, through its Retail Data Services is providing many consumer goods manufactures with daily updates of critical information, such as POS data, from across multiple key retail partners. Analysis of this information allows key account management teams to collaborate with retail buyers and focus on issues impacting sales, such as out-of-stock occurrences by store. To help with the analysis of POS and other demand signals across their network of retailers, many of these companies turn to VeriSign.

VeriSign offers Analytic Consulting Services that enable retailers and consumer product companies to achieve greater sales and supply chain performance through customized assessments of this demand data. The VeriSign team specializes in developing custom analytics to solve complex business challenges, from assortment and space optimization to clustering segmentation and pricing analysis.

VeriSign consultants help customers apply data into the Retail Data Services Advanced Analytics Library, and also develop customized analytics and views or reports to address various processes, such as:

- Analysis of Trade Promotion Effectiveness
- Price Elasticity Modeling
- Store Segmentation and Space Optimization

VeriSign can also support customers with integration of data from the Retail Data Services into existing enterprise systems.

The experienced team of consultants works with consumer goods manufacturers to build custom scorecards, purposed analytics and retailer-ready presentations. VeriSign consultants also assist senior executives in devising a retail information strategy to address short and long-term needs for the acquisition and consumption of retail data streams.



Where it all comes together.™



The VeriSign Analytic Consulting team delivers custom analytic reporting to address the complex realities of the consumer goods and retail environment.

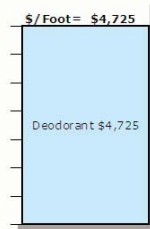
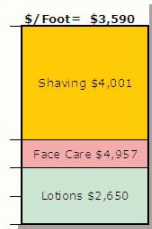
Project-oriented analysis is delivered complete with recommendations and implications of proposed actions.

Summary of Recommended Changes

Estimated Performance	Item Count	Total Sales \$000	Total Units (000)	Section Size (Feet)	Facings	% of Total Sales \$	% of Total Units	% of Total Footage	Performance-to-Space Index	Sales \$/Foot (\$000)
PERSONAL CARE	211	\$33,261	16,768	8.0	341	100%	100%	100%	100.0	\$4,158
Deodorant *	112	\$18,901	9,475	4.0	188	57%	57%	50%	113.3	\$4,725
Shaving/Face/Lotions/Bath	99.6	\$14,360	7,293	4.0	152	43%	43%	50%	86.7	\$3,590
Shaving	44.4	\$8,402	4,464	2.1	79	25%	27%	26%	98.8	\$4,001
Lotions	34.8	\$3,975	2,117	1.5	53	12%	13%	19%	65.5	\$2,650
Face Care	20.4	\$1,983	713	0.4	20	6%	4%	5%	102.1	\$4,957

ITEM COUNT	Current	Proposed	Change
PERSONAL CARE	192	181	(11)
Deodorant	78	93	15
Shaving	37	37	0
Lotions	32	29	(3)
Face Care	30	19	(11)
Bath	15	3	(12)

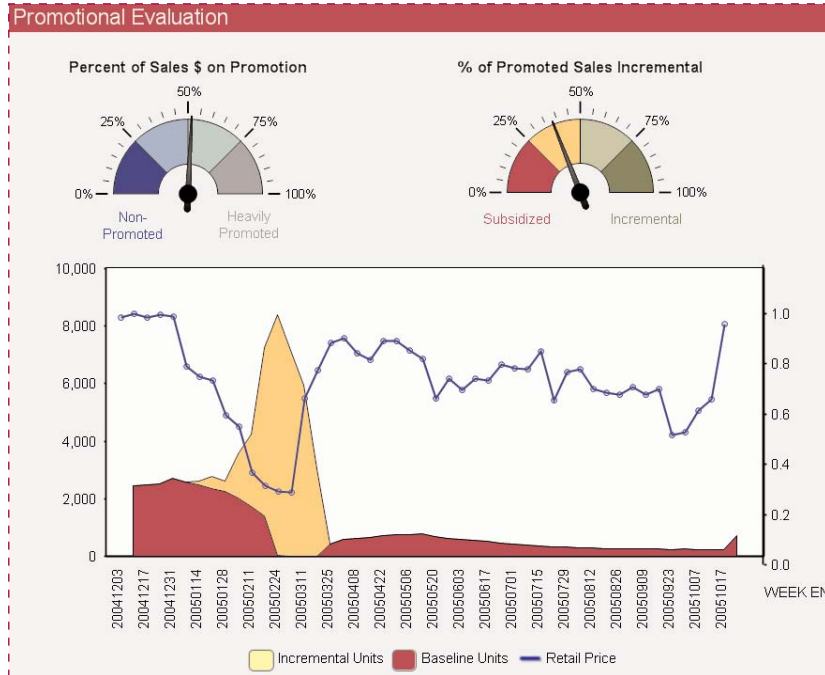
The proposed changes are expected to deliver \$4.3 million of incremental sales per year.



The proposed changes include heavy item deletions from Face Care and the removal of the Bath items, with a modest decrease in the number of Lotions. These changes provide enough room for Shaving to be moved into the top of that 4' section and Deodorants can be expanded to a full 4' set, with 11 new items added.

CONCLUSION: Even when expanded to a full 4' section, the Deodorant category is expected to out-perform the other businesses relative to its share of space.

Evaluate promotions and pricing



To learn more about VeriSign Analytic Consulting Services, visit us at www.VeriSign.com/supplychain