

**Topic: Use of benchmarks from UTD**

**How did you accomplish this topic during your implementation?**

NA.

**What resources/tools/vendors were used to accomplish this task?**

Proprietary automatic feeds integrated into our score carding tools.

**Was there any benchmarking activity?**

NA.

**What lead you to use this method?**

NA.

**What worked and what didn't work?**

NA.

**What recommendations do you have for others attempting to use your method?**

Ensure you understand the UTD values, product categories and smoothing algorithms before using the information to make business decision. Also, ensure your customers understand the possible limitations of the UTD data set.

**How did you measure the effectiveness of this method?**

NA.