

industry market reports

Veris develops and manages customized industry market reports and statistical programs that collect, analyze, and report on highly confidential data needed by association executives and their member companies to understand the size, trends, and movements within their industry.

This information can be accumulated online, via email, phone, or fax. Veris collects and aggregates data from a broad variety of sources to produce any or all of the following:

- market size and state of the industry reports
- production and detailed end-use sales reports
- capacity and inventory reports
- customized market share reports and dashboards for participants
- interactive web-based submission and reporting applications

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Due to the sensitive nature and confidentiality of industry sales data, Veris has numerous security procedures and guidelines that we implement for each survey project, such as:

- restricted access to any confidential information to only Veris-approved staff
- encryption of communication over the web
- strict enforcement of guidelines to prevent disclosure of any individual company data
- adherence to each client's data retention policy

In addition to the security of the data, Veris also implements procedures to verify the integrity and accuracy of the data, including:

- follow up on data quality questions resulting from analysis of company and industry trends
- annual on-site or off-site data reviews
- extensive reviews of industry data before publication

OBJECTIVITY / objektivitee / *n.* fact or quality of being accurate, unbiased and independent