

# Marketing Claim Verification Smart Systems Rating Program





## What is the Smart Systems Rating Program?

UL Solutions Smart Systems Rating Program is a criteria-based rating program for smart building systems. This UL Solutions Marketing Claim Verification is based on a comprehensive assessment of a smart system or product based on six dimensions.

Smart systems that are assessed through the program receive a level rating of Smart System/ Product Verified – Silver, Gold, Platinum or Diamond based on the assessment results.

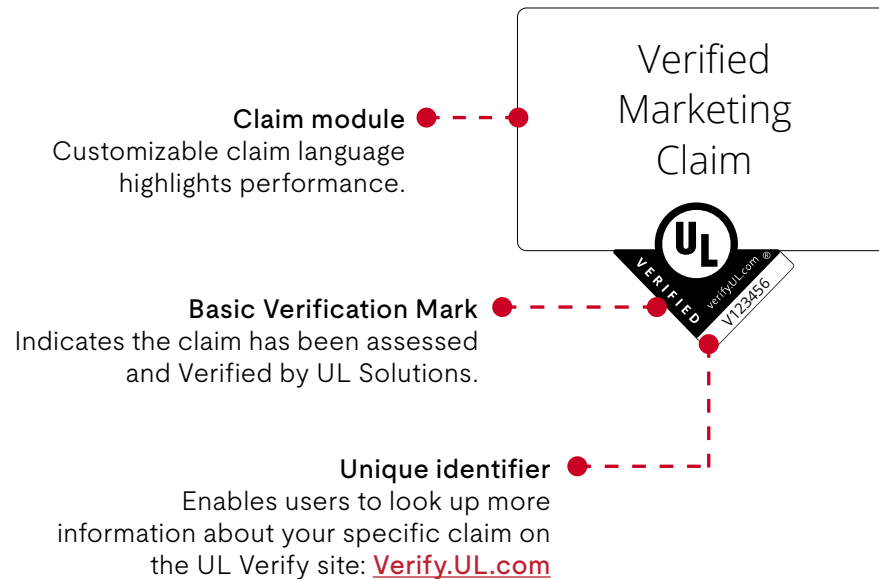
The dimensions are carefully chosen to cover the most important aspect of what makes systems smart – communications and interoperability, resiliency, cybersecurity, control and automation, digital experience, and functional value. Upon successful assessment, UL Solutions will issue a verification Mark that can be publicly accessed and used for marketing claims.

Today, smart building technology value expectations are growing. Commercial buildings are continually being operated more as an asset than an expense, and the building needs to serve the business's operation rather than just house the operation. The need for the building to serve the business's mission is creating higher operational expectations in owners and operators, which drives demand for solutions that meet the promises set by smart building specifications and financial operating cost projections. Original Equipment Manufacturers (OEMs) technologies are the foundation of a successful smart building, and the foundation of the expected seamless link between design intent, performance, and occupant satisfaction.

## What is a UL Marketing Claim Verification Mark?

UL Marketing Claim Verification is an objective, science-based assessment that confirms the accuracy of marketing and performance claims.

A Marketing Claim Verification Mark is issued upon the successful verification of a marketing claim through testing, auditing or inspection.



## What are the benefits of the Smart Systems Rating Mark?

UL Solutions is in a unique position to provide a smart rating verification Mark in addition to its other services to strengthen the manufacturers' market share and customer satisfaction by helping to:

- Expand product relevance by addressing the evolving needs of our customers
- Improve the product development life cycle through holistic assessment
- Promote growth through product differentiation with UL Marketing Claims Verification
- Align with specific organizational initiatives
- Ensure that minimum smart capabilities are met
- Verify features and future readiness
- Adhere to market, technology and regulatory trends
- Maintain a competitive advantage by identifying key features



## Why choose UL Solutions for Marketing Claim Verification?

Consumers worldwide demand transparency from the brands they choose. As a global safety science leader, UL Solutions applies deep technical expertise, creates customized offerings and delivers objective product performance assessments. We help elevate your brand above competitors, build credibility, quickly bring innovative products to market and leverage a Mark recognized worldwide with tools that build trust and confidence.

- We work with customers at every step of the process and everywhere in the world, thanks to a global network of testing laboratories, partners and experts.
- We deliver a consumer-friendly UL Verify database of UL Verified marketing claims to help differentiate and promote your brand's achievements.
- An independent, objective, science-based assessment confirms marketing claims' accuracy.

- The presence of a UL Verified Mark makes consumers' decisions easier and relays reliability, performance or feature benefits to customers and end consumers.
- UL Marks appear on tens of billions of products, and 66% of U.S. retailers prefer the UL Mark over other testing, inspection and certification (TIC) marks, according to a recent U.S. Value Chain study.
- The UL Verified Mark helps customers create a premium offer and avoid market commoditization.

**For more information on this program, visit us [online](#) at any time.**



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