



Equifax Ignite®

Equifax Ignite™ Marketplace

Data has a story. We help you tell it.

Big data is raw, dense and complicated. And pulling out the relevant insights can be confusing and time consuming. What if there was a way to unlock the potential of big data, quickly visualize the insights and get the stories and the pictures you need to help drive decisions and strategies for your business?

Turn big data into actionable insights – quickly and easily

Equifax Ignite™ Marketplace is a collection of pre-built, configurable data visualization applications which accelerate your ability to source and understand large amounts of industry-specific data in pictures, rather than spreadsheets. With visualizations that represent aggregations of billions of data points, this intuitive, easy-to-use interface can help you visualize and understand dynamic insights across all facets of your business – without requiring any data science or IT expertise.

A picture is worth a thousand data points

Data visualization tools make your data easy to read and understand; with colour maps, charts, graphs and more that you can fine-tune via an intuitive interface.

Key benefits

Simplified access

Quickly analyze large amounts of industry data* from multiple sources all in one place on your phone, tablet or laptop.

Relevant data and insights

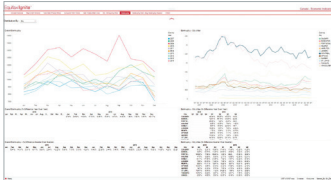
Access the insights you need for benchmarking, performance and markets without IT assistance.

Analytics at a glance

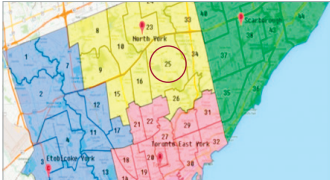
Easily visualize the status of and changes in business environments from your phone, tablet or laptop.

* Equifax data and third-party data is aggregated and anonymized with no personally identifiable information.

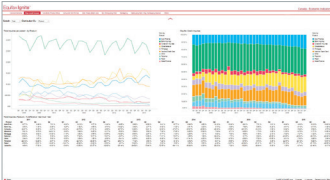
Portfolio Benchmarking



Prospect by Postal Code



Key Credit Trends



Macro Economic Indicators



Get your data working for you

No one has time to wade through large volumes of disparate, confusing data. And now you don't have to! Equifax Ignite Marketplace is launching with three app products in 2017 and more planned for 2018:



Economic Indicators

Find out where the market is trending with current and historical insights into Canada's consumer credit industry. This product includes macro-economic variables in conjunction with credit trends on national credit cards, revolving and installment loans, as well as personal, retail, sales, auto finance and mortgages.



Portfolio Insights 2

Assess the health of your portfolio with insights from a comprehensive bank of information from over 600 suppliers, from established financial institutions and credit card companies to automotive retailers.



Debtor IQ

Get a comprehensive view of your accounts receivables with detailed analysis of customer payment behaviour, portfolio credit risk and visualization of portfolio, industry and market trends.

“Equifax Ignite Marketplace allows executives and senior managers to see data through apps, that they can download and view in their own enterprise.”

**Bill Johnston, Vice President,
Data & Analytics, Equifax Canada**

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