



Equifax Ignite[®]

More Data. Better Insights. Faster Implementation.

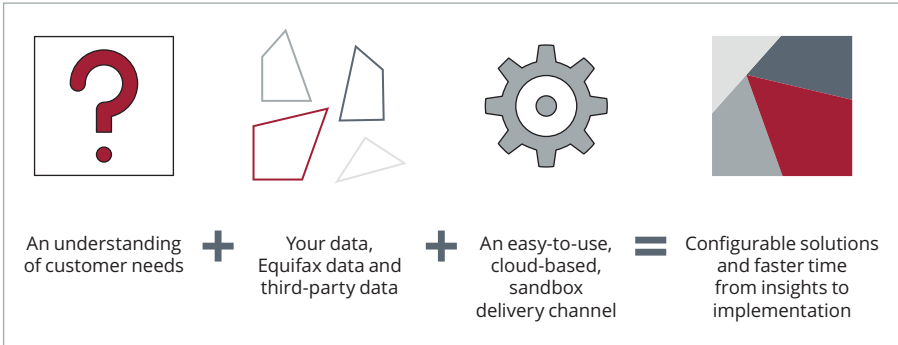
Businesses today have access to more data than ever before. But transforming that data into actionable insights can be a tremendous challenge. You need faster and easier ways to integrate data, apply governance, determine what's useful and act on your insights.

Equifax Ignite™ Direct helps you turn insights into action by combining data, technology and analytics in a secure research and development environment. Powered by our premier data and advanced analytics platform, Equifax Ignite Direct is an easy-to-use, cloud-based sandbox environment where your data analysts can access the data they need to develop, test and explore predictive models.

From marketing to risk origination to account management, Equifax Ignite Direct is beneficial across the entire customer lifecycle and can significantly help reduce the time from insight to implementation.

Key benefits

- Self-serve platform ideal for use by statisticians and data analysts
- Faster access to the latest data available
- Equifax data* and third-party data*
- Ability to key and link all data for easier grouping and analyzing
- Faster analyzing, modeling and insights
- Instant feedback and iterations
- Full universe reporting that helps eliminate sample bias
- Minimal IT involvement
- More flexibility to develop and test models
- Multi-layer security and data governance
- Role-based access and auto-generated documentation



Key features of Equifax Ignite Direct



Data and Analytics

- Actionable insights are generated and optimized more quickly
- Link and trend unique data from multiple sources
- Develop key insights through attribute and score creation



Innovative Technology

- Advanced Equifax technology allows businesses to build, test and implement new models and strategies quickly
- May be used with limited or non-existent internal IT support



Integration with Other Tools

- We know you prefer to work with certain tools
- Flexibility to integrate with industry-leading tools
- More than a sandbox environment; it's an end-to-end solution



Key Use Cases

- Available through tailored packages including:
 - Marketing
 - Acquisition and risk segmentation
 - Account management
 - Collections and recovery

FASTER ACCESS TO UNIQUE AND DIVERSE DATA SOURCES

With Equifax Ignite Direct, you can access a wide range of data and use the built-in keying and linking capabilities to generate additional views of your target consumer. And, because our data ecosystem is secured and protected, you can explore, build and test models in an environment that meets your compliance needs. Equifax Ignite Direct includes three types of data:

1. **Your data** – Your existing clients' data which you already have consent to view
2. **Our data** – Our aggregated and anonymized data with no personal identifying information
3. **Other data** – Alternative aggregated and anonymized data sources such as vehicle registrations, property assessments and credit card research

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