



Equifax Ignite®

# Equifax® Portfolio Insights

## Put Your Performance In Clear View

Would you like to quickly visualize how your organization measures up against the competition? Do you know how your consumer accounts are performing using a simple and intuitive interface? Portfolio Insights™ is a web-based visual analysis tool from Equifax that helps you easily see how your credit portfolio measures up across all aspects of the consumer credit lifecycle.

**Risk and age band comparisons with drop down filters help to deepen your analysis.**

**10.22 % Market Share**  
Analyze product line performance, hover over each bar to explore underlying metrics.

**Visualize cross country performance, with colour grades showing areas of concern.**

## Visuals that tell a story

Portfolio Insights is part of Equifax Ignite™ Marketplace, a collection of pre-built, configurable data visualization applications that present large volumes of data in insightful infographics, rather than spreadsheets. The intuitive, easy-to-use interface enables everyone in your organization – from executives to data analysts – the ability to see and understand your industry performance in clear and compelling ways by using full-colour charts and graphs.

## Use Portfolio Insights to:

- ✔ **Help make stronger decisions** by monitoring changes in your portfolio in relation to market trends.
- ✔ **Gain the insight and flexibility** required to help calibrate your product strategies and internal processes.
- ✔ **Better compete** with your peers based on most recent portfolio trends nationally.
- ✔ **Directly measure trends** over time and changes in market with vintage-level performance tracking.
- ✔ **Use presentation-ready visuals** to help communicate your findings.
- ✔ **Measure your performance** against a set of defined competitive peers for Account Volumes, Balances, Limits, Utilization & Delinquency measures.
- ✔ **Group these measures by product and/or lines of business:** National Credit Cards, Revolving Loans (PLC), Student Loans, Mortgage, HELOC, and Instalment Loans (Auto).
- ✔ **Visualize and understand the data** by Risk Bands, Provinces, Products and Consumer Age bins.

## Get the most out of your data

Portfolio Insights uses a breadth of anonymous, aggregated consumer credit performance data from your customers' and members' portfolios, along with exclusive and differentiated Equifax data that's not available anywhere else. Equifax data comes from over 600 organizations including financial institutions, national credit card companies, telecommunication providers and automotive retailers. This breadth of information, made accessible through Equifax Ignite technology, is the power behind Portfolio Insights's analytical ability and accuracy.

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## Let Equifax help you



Get a clear view on market performance, intelligently informing your account strategies.



Focus resources on highest priorities and knowing when/ where to take corrective action.



Assess delinquency trends across multiple product lines.

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