Faster access to historical and geographic consumer data
With Archives on Demand

To remain competitive and reduce risk in this ever-changing financial industry, you need to be able to easily validate risk models, market to the right customers, and analyze the impact current economic conditions may have on your portfolio.

Historically, doing this required heavy reliance on financial analysts — a process that could take months to complete. But with Archives on Demand, our cloud-based, self-serve platform that gives you fast access to historic and geographic data, that's no longer the case.

With Archives on Demand, you can combine and prioritize data from the complete collection of diverse Equifax data assets — to ensure you're capturing the right information for more strategic decisions, accurate model validation, reduced risk, and stronger, faster marketing.

Get the data and insights you need — with way less complexity

An easy-to-use interface and pre-defined models and attributes packages eliminate the complexity of archives projects, enabling you to request data based on specific zip codes or states. And the self-serve environment allows you to customize archives requests, monitor progress, and save criterion for future use across risk assessment, academic research, and branch expansions.

Key benefits

Access 50 years of archived data — on demand, without analyst support.

Cut process and delivery time in half with a cloud-based, self-serve platform.

Optimize origination and underwriting by validating existing risk models.

Improve marketing effectiveness with a deeper understanding of changing consumer behaviors.

Simplified, on-demand access to archives data enhances business growth
While archives data isn't new, Archives on Demand takes a fresh approach to accessing it — leveraging cloud-based technology and a **user-friendly interface that speeds the project lifecycle from around two months to just a few days.** Now more than ever, you can easily get the deeper view of consumer financial behaviors you need to uncover market trends, improve marketing efforts, and validate your current risk models.

- **Self-serve interface:** Customize archives projects based on a variety of criterion, like models, attributes, states, zip codes, and more.
- **Differentiated data:** Leverage Equifax data assets on demand to validate models and make more strategic decisions.
- **Cloud-based platform:** Experience fast processing and delivery of actionable data and insights in a secure, reliable, and flexible environment.

Key use cases
Risk assessment — Select specific customer types and attributes in certain geographies and compare against the results from your current models to ensure offers, terms, and limits are profitable.

Academic research — See the trends and impacts of micro- and macro-economics of a given area and timeframe.

Branch expansions — Assess the financial health and demographics within specific areas to determine whether opening a branch would be beneficial or risky.

How it works

1
Select your criteria by leveraging pre-set models and attributes packages, uploading or selecting desired zip codes or states, and/or requesting specific archives periods.

2
Submit the project request. Upon submission, the request is instantly sent to an Equifax fulfillment analyst for processing.

3
Once processed, a report is returned, stripped of all personally identifiable information (PII), so models can be built and validated without compliance issues.

If you're not already using archives data and validating your models, you should be.
For more information about how Archives on Demand can help your business, contact your Equifax representative today or visit

equifax.com