Key benefits
Save time and resources with one-stop access to leading commercial and consumer credit data
Automate B2B credit decisioning for faster decisions, in seconds
Enable sales teams to prequalify leads with the push of a button
Get a comprehensive view of customers with real-time access to unique Equifax data, PayNet data, and data from other leading credit reporting agencies

Access multiple data sources with one app
Manual credit risk processes can be resource-intensive and cumbersome, since the decisioning data must be separately accessed and managed from multiple sources.

BusinessConnect for Credit is different. It’s “data agnostic,” meaning it can incorporate third-party data from many sources, not just your data and ours. Within a single app, you can access and use your own customer data, Equifax data, data from all the leading commercial and consumer credit data providers and more. The list is constantly growing, and it can even be configured to accept data from other CRMs.
With integrated access to multiple commercial data sources, you can plug critical information gaps and build a better, view of customers to help with:
• Point of sale decisions
• Account upgrades
• Credit line increases/decreases
• Customer/portfolio monitoring

**Make faster, more transparent credit decisions**
BusinessConnect for Credit also enables you to automate credit scoring rules, workflows, notifications, updates, account monitoring and alerts — all directly within Salesforce.

This helps integrate and streamline credit processes within your CRM, enabling credit risk teams to boost decisioning speed and precision at the point of sale. It also improves customer transparency and visibility across the organization, which helps put everyone on the same page.

Available features include:
• Automated credit scores and suggested credit limits based on defined rules
• User-defined scorecards and credit policies with point-and-click configuration
• Online credit applications with e-signature
• Credit report and default risk monitoring
• Flexible portfolio monitoring reports and dashboards

**Implement with ease**
Since it’s built natively within the Salesforce platform, BusinessConnect for Credit provides industry-leading security, uptime and native functionality such as workflow management and reporting. All your data is saved within Salesforce for a single source of information on your customers across the enterprise.

What's more, the app is easy to implement, configure and use. All you need is an Internet connection and you can be up and running. You can:
• Easily manage data using an ISO 27001-certified, secure computing platform
• Reduce capital expenses and operational costs associated with IT and data infrastructure
• Seamlessly deploy the app within your existing Salesforce organization — or if you are not a Salesforce user today, we will set up the app within a brand-new Salesforce instance for you
• Minimize upfront costs and resources — Equifax will implement and configure everything

**Tailor the app to meet your needs**
Knowing that underwriting processes vary based on organization, industry and other factors, we can customize BusinessConnect for Credit to address your unique needs.

Our experienced professional services team works with you to analyze your existing processes and configure the application to meet your needs. We customize the app for you, so you don't have to change your processes.

**To request more information:**
equifax.com/business/businessconnect/