

EQUIFAX[®]

Google Cloud

Finding Opportunity in the Cloud

How Modernized Access to Third-party
Data Drives Real Results

withinsight

Data-driven businesses like yours need two big things:

1

Fast, EASY access to data and insights that help you understand risk, find opportunities, segment strategically, and make smarter decisions.

2

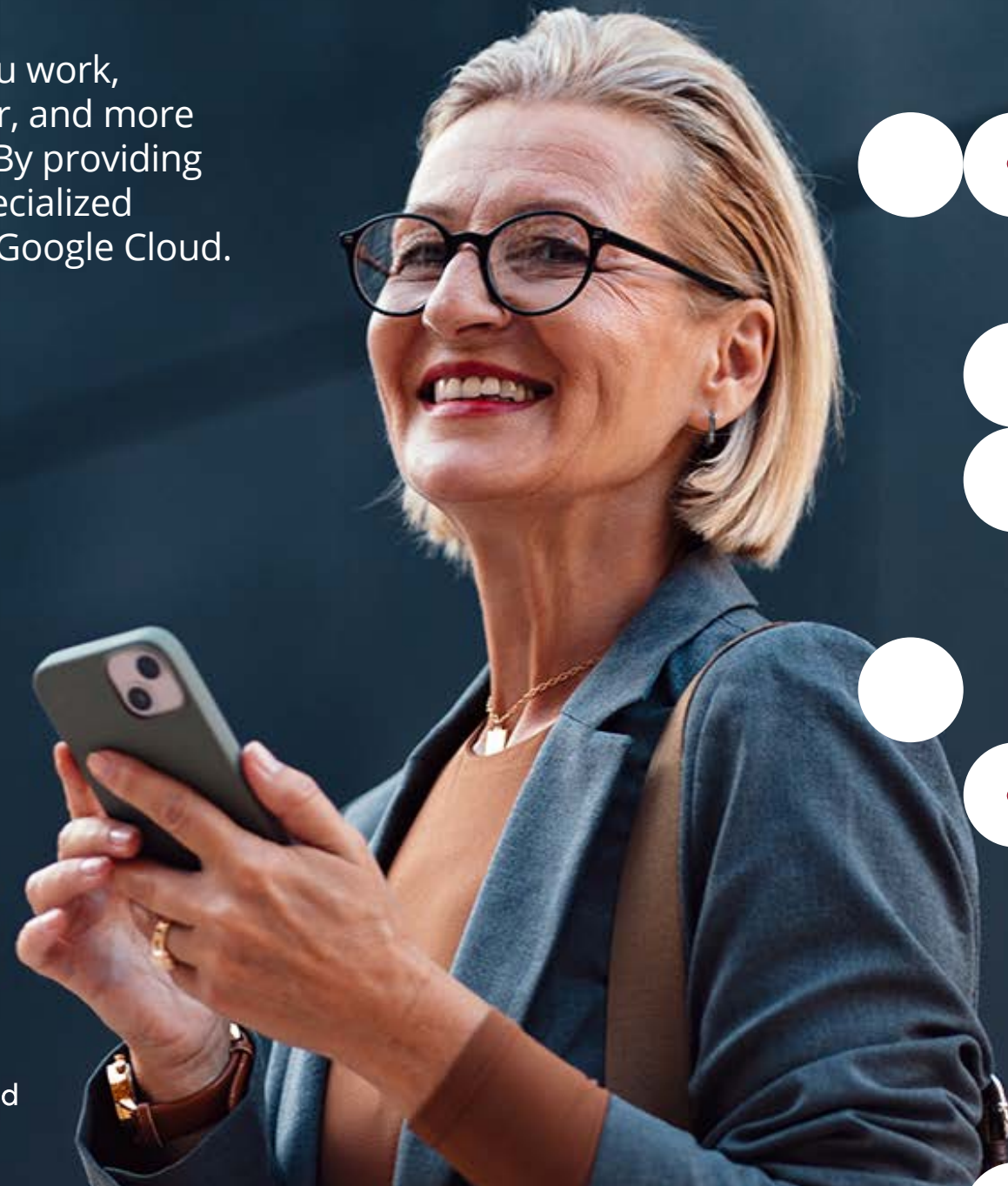
A modernized platform that allows you to easily use that data how and when you need it.

What if you could not only get these, but have it all in one place?

Multisource Data from Equifax.

Now Available via Google Cloud.

We're meeting you where you work, making things faster, smarter, and more hassle-free than ever. How? By providing real-time access to highly specialized Equifax datasets natively on Google Cloud.



Robust Consumer and Business Profiles Fueled By:

- Rich firmographic data
- Credit behavior and market trends
- Aggregated time-series consumer credit data
- Household economic and financial insights
- Anonymous borrower and loan-level data

How This Differentiated Data Helps at Every Stage of the Customer Journey



Discovery

Market-level intelligence provides a deeper understanding of financial risk, new opportunities, and macro credit trends.



Customer Growth

Economic and demographic data provide a more robust picture of customers to support cross-sell and loyalty programs.



Prospecting

Total wallet insights help refine and expand target audiences to include new customers and prospects with ideal financial profiles.



Risk Management

Financial durability and market data help uncover potential risks, limit losses, and understand which customers may need support.

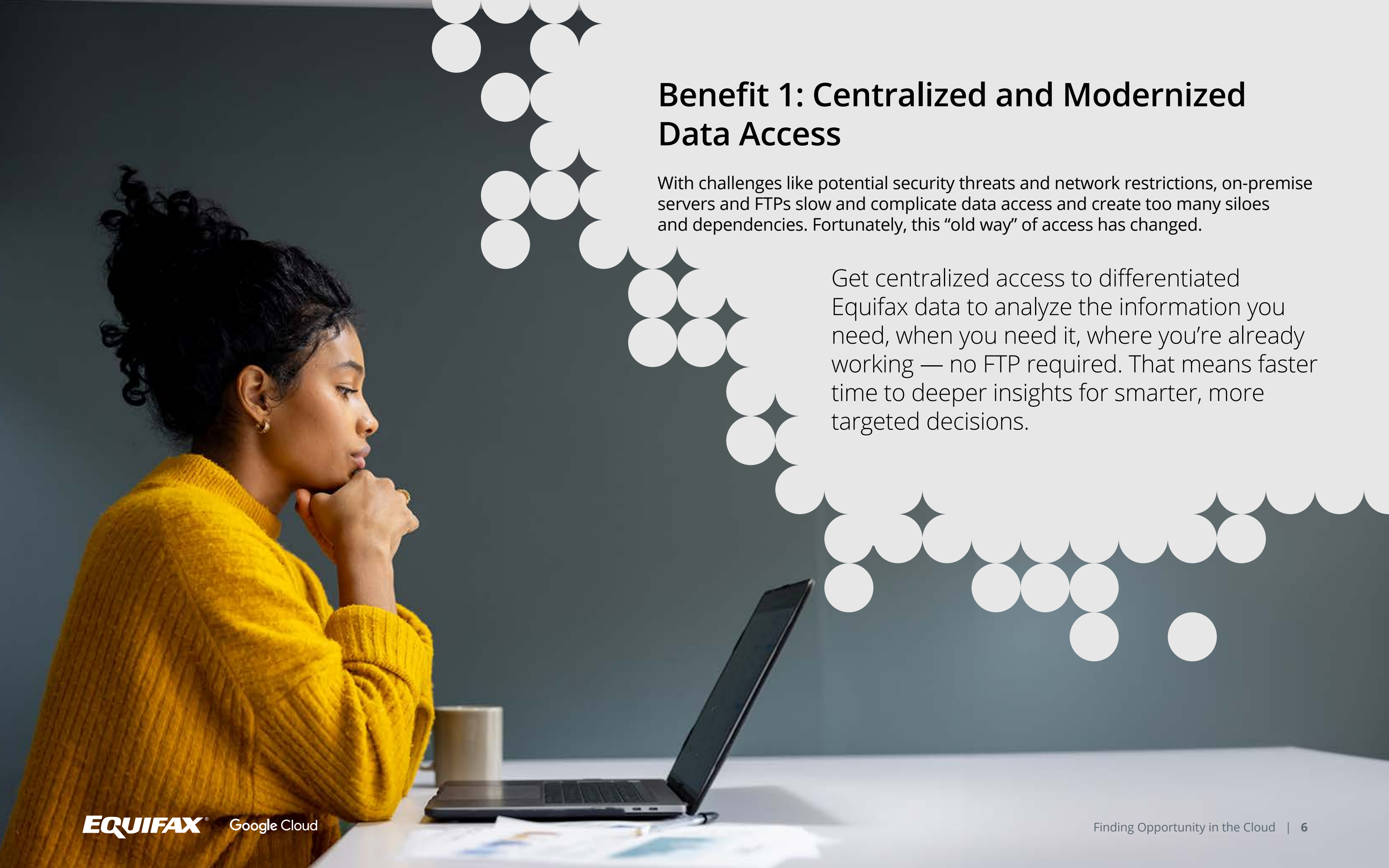
Let's look at how accessing Equifax data solutions via a modernized platform — like Google Cloud — puts opportunity within sight.

1 Centralized and modernized data access

2 Find and scale insights with an AI-ready approach

3 Data security at your fingertips

4 Cloud-native is more Cost Effective



Benefit 1: Centralized and Modernized Data Access

With challenges like potential security threats and network restrictions, on-premise servers and FTPs slow and complicate data access and create too many siloes and dependencies. Fortunately, this “old way” of access has changed.

Get centralized access to differentiated Equifax data to analyze the information you need, when you need it, where you’re already working — no FTP required. That means faster time to deeper insights for smarter, more targeted decisions.

Benefit 2: Find and Scale Insights with an AI-Ready Approach

AI is becoming more prevalent. And scaling insights with first- and third-party data is easier with AI-ready solutions. But it's not recommended to use these intelligence tools without a clear strategy in place.

Easily manage and combine highly specialized Equifax datasets with all types of other data (structured, unstructured, etc.). Plus, use it all in machine learning (ML), AI, and business intelligence (BI) tools to get even more predictive analytics and usable insights.



Benefit 3: Data Security at Your Fingertips

Data governance requires a unified approach; one that centralizes and encrypts your data to help control access. But this is increasingly difficult to implement and manage — especially when the data you need is siloed and not easily accessible.

Cloud-native Equifax data has advanced security and encryptions in place to help you manage and enhance regulatory compliance. And it's fully integrated in one location for intelligent governance that ensures your data is secure, accessible, and usable.

Benefit 4: Cloud-native Is More Cost Effective

Storing large amounts of data. Having people on staff to manage it. Building a compliant environment. These needs add up, and the costs of achieving them — plus scaling it all — seem ever-increasing.

Without on-premise servers or ETL (extracting, transforming, loading), it's less expensive to store data. And with data backup in the cloud, there's less impact from user error. That means more cost-effective, consistent access to Equifax data — to glean insights and activate faster.

Success with Insight

So, what could all this mean for your business? Here are some real results from customers already using Equifax data solutions:



A multi-state regional bank **uncovered 67K+ highly targeted business prospects** and saw an ROI of 8x only six weeks into the campaign.



A retailer specializing in patio furniture and décor **identified markets with a greater concentration of households with high estimated discretionary spending capacity.**



A broker-dealer **revealed material differences between credit segments and predicted loan loss reserve fluctuations** when analyzing the impact of the CARES Act and stimulus payments.

From idea to activation, get centralized, fast access to the specialized data you need, when and where you need it, to:

Unlock deeper insights. Activate targeted decisions. Work smarter and faster.

Innovate Boldly. Adapt Confidently. Lead Decisively.

Data-driven Outcomes Start with Equifax

To learn more about how you can accelerate business growth through modernized data access, contact your Equifax representative today.

equifax.com/business/partners/googlecloud

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