How can your business access Equifax Ignite?

Equifax Ignite® is an inclusive, cloud-based analytics ecosystem that unlocks speed and business agility so you can get analytic models to market faster. It includes everything you need to produce actionable analytic insights — and seamlessly transfer those learnings to other systems and platforms — in one spot. You’ll quickly understand what’s working and what’s not, how to make intelligent adjustments, and the next best step for your business and your customers.

So, what’s the best way for your business to access this powerhouse resource?

5x faster processing power to speed up analytics with Equifax Ignite
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**Everything available within a single inclusive cloud-based environment**

- Includes direct access to multisource Equifax data
- Includes ability to integrate other third-party data sources
- Analytic tools available
- Data visualizations
- Unlimited data storage
- All data keyed and linked
- Automated upload and download
- Aggregated data exportation
- File management and tokenization services
- Includes consulting services
- Includes training
- Includes direct feedback loop
- Code repository
- Allows aggregated file downloads
- Compute and storage costs included
- Off the shelf packaged data sets
- Interactive charts/graphs
- Allows data testing/exploration
- Current and historical data
- Data preparation, visualization
- Attribute and scoring development
- Business intelligence and code language tools
- Subscription-based services

✓ Included with some Marketplace Apps, not all.
# Equifax Ignite Direct

Access the full power and scope of Equifax Ignite within an inclusive online environment.

**WHO**
Ideal for large enterprise organizations or any business that has an advanced analytics strategy, data scientists, and business users.

**WHAT**
A Google cloud-hosted platform with access to everything including Equifax Ignite multisource data assets, analytic tools, AI and machine learning techniques, and the integrated direct feedback loop.

**WHY**
Work smarter and faster throughout the analytics-to-production process, getting models to market in weeks versus months, making intelligent “in-play” model adjustments, sparking analytic experimentation and innovation, and more.

## Key features

- Automated keying and linking provides up-to-date and holistic consumer views
- All data assets are available for benchmarking
- On-us/off-us flags available
- Pre-built code repository for access to global flags, code repository, insights, and standard reports for quick onboarding
- Federated data lake enables sharing of data in minutes

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Slash time from pre-approval to offer delivery by up to 60%*

*Equifax proprietary research

Faster analytic deployment, actionable market insights, and improved business agility.

Learn more
**Data as a Service**

Seamlessly access and share data in the cloud, from your platform to ours.

**WHO**
Ideal for businesses already using a data marketplace provider such as Snowflake, Amazon Web Services, and more.

**WHAT**
Access Equifax Ignite data available within the cloud-based platforms and services that you're already using.

**WHY**
Eliminate the need for analytic experts and data scientists to extract, transform, and load data, while seamlessly incorporating third-party data into your cloud platform to address a number of analytic and account management use cases.

**Key features**
- Provides separation of storage and computing for increased scalability
- Equifax Ignite analytic and visualization tools are integrated into compatible data-sharing platforms

Faster analytic deployment, actionable market insights, and improved business agility.

Learn more
Marketplace Apps
Data is delivered in the form of visualizations — graphs, charts, maps. No data science or IT expertise required.

**WHO**
Ideal for any size and type of business, including smaller companies with limited analytic resources.

**WHAT**
An online marketplace of data-driven apps, like a smartphone app store. Each app includes a collection of pre-built, configurable data visualizations that use interactive charts and graphs to help you quickly source and understand large amounts of industry-specific data.

**WHY**
Easily empower business users like executives and marketers with advanced analytic insights to support consumer credit market analysis, benchmarking, research, and more.

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Key features

- Data visualizations accessible anytime via computer or tablet
- 10+ years of time-series data available
- Available monthly as a data feed and app
- Detailed segmentation re: geography, demographics, vintage, score migrations, income, and more
- 20 tradeline types

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Key credit trends

Prospect by postal code

Faster analytic deployment, actionable market insights, and improved business agility.

Learn more
**Archive on Demand**
Get on-demand access to 20 years of archived data.

**WHO**
Great for small to mid-sized financial institutions with limited data and analytic capabilities, or any business needing fast access to comprehensive historical consumer economic data.

**WHAT**
A fully automated, “self-serve” user interface that delivers archives in days, not weeks. Simply review all available data, and select what you need for your analytic projects. **BONUS:** You get ALL data for the requested dates and geographic locations, including new data you may not have considered using before.

**WHY**
Quick, easy access to archived data simplifies a previously painstaking process for smaller financial businesses while supporting optimized model validation and improved business agility.

### Key features
- Easily connect to the eCommerce platform from Equifax for ordering
- Standardized inputs and outputs simplify the user experience
- Inexpensive, easy-to-implement starter options available to small banks and credit unions

Access 1,000s of attributes and 20 years of historical data from Equifax

Faster analytic deployment, actionable market insights, and improved business agility — how will you access Equifax Ignite and take your business to the next level of success?

Contact Equifax TODAY to learn more.

[equifax.com/ignite](http://equifax.com/ignite)

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