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

Options at-a-glance

Click on the product names to learn how they could align to your unique needs, analytic expertise, and technology level.

	1 **Equifax Ignite Direct**	2 **Data as a Service (DaaS)**	3 **Marketplace Apps**	4 **Archives on Demand**
	• Includes access to curated environments • Prospecting and industry-based environments for Automotive, Higher Education, Financial Services, and InsurTech	• Snowflake • Google Cloud • Amazon Marketplace	Includes: • Industry trending • Benchmarking • Financial • Diversity • Consumer credit • Other data	
	Everything available within a single inclusive cloud-based environment	*Pre-configured data dashboards and data sets available via cloud-to-cloud data-sharing platform*	*Pre-configured data dashboards and data sets available via Equifax marketplace*	*Access historical and geographic consumer archived data on demand*
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.

1 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

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

2 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

3 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.

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

Prospect by postal code
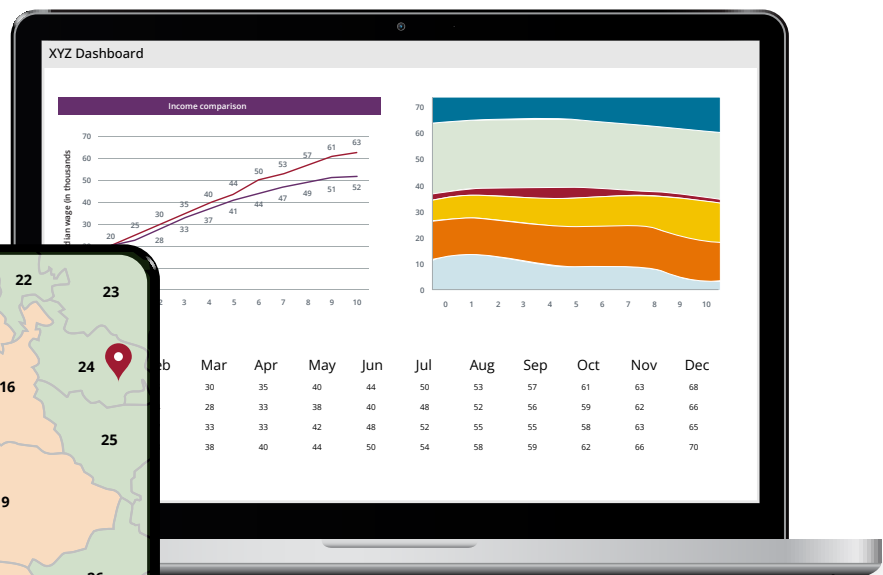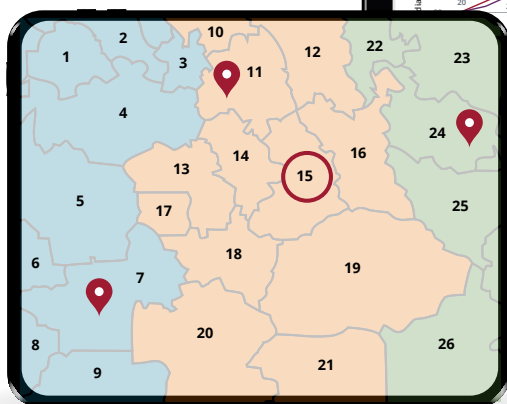
Key credit trends

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

Learn more

4 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