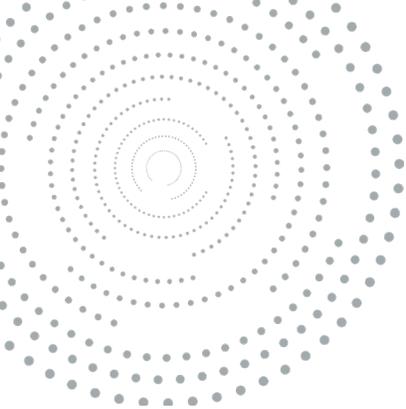


BUILDING
BUSINESS VALUE
WITH SUPERIOR
CUSTOMER INSIGHTS





THE EQUIFAX **VALUE COMMITMENT**



As a trusted leader in business and consumer information with unmatched expertise on SMBs, Equifax is committed to giving B2B firms, like yours, the insights and efficiencies needed for **timely, confident business decisions**. This is the story of how we do it.

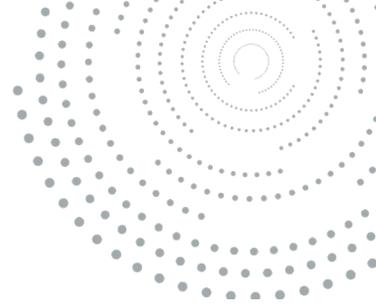
WHAT MAKES **EQUIFAX DIFFERENT?**

Today, growing B2B firms need **optimized processes** that deliver **precise insights** and **actionable answers** to their business questions.



THE DAYS OF THE **"DATA DUMP"** ARE GONE.

HERE'S WHY EQUIFAX DOES THIS BETTER THAN ANYONE:



YOU GAIN B2B INSIGHTS TO MAKE CONFIDENT BUSINESS DECISIONS.



More than 26 million U.S. business identities, including more than 15 million businesses, **verified** as active and "marketable."



Going the extra mile to combine verified identities with rich, multi-layered business profiles.



Unmatched **SMB coverage**, especially with firms \$20M and below in revenue.



Linked commercial and consumer insights that provide a **single, holistic view** of businesses and their owners.



YOU GET ACTIONABLE ANSWERS TO YOUR BUSINESS QUESTIONS.



Deep business intelligence via market insights and benchmarking, scoring models and attributes, and much more.



Analytical expertise **across multiple industries and disciplines**.



A **consultative approach** that identifies where, when, and how Equifax can support your firm's business objectives.



Infrastructure and data-science expertise that turn **Big Data** into a competitive edge.



YOU ARE ABLE TO OPTIMIZE PROCESSES TO DO MORE WITH LESS.



A **holistic, 360-degree view** of business relationships and behaviors to help maximize your sales, marketing, credit, and other resources.



End-to-end solutions help you with decision making across the customer life cycle, from strategic planning and acquisition to customer management and collections.



Cleansing, enriching, and consolidating your customer data to create an enterprise-wide **"single view of the truth."**



Leverage the cloud to deploy flexible, cost-effective process management solutions that drive cross-departmental collaboration and visibility.



YOU HAVE SUPPORT TO DRIVE PROFITABLE BUSINESS GROWTH.



Go **"beyond the data dump"** to get insights and answers to B2B sales, marketing, risk, and business intelligence questions.



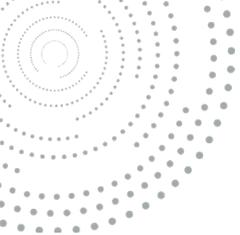
Acquire customers and build deeper customer connections through our network of business, consumer, and workforce solutions.



Unlock, understand, and profit from the SMB market by leveraging our in-depth expertise.



Get access to **domestic and international business information** in a single platform for greater efficiency and more useful insights.



HOW EQUIFAX EMPOWERS YOUR TEAM

Equifax delivers tangible value throughout the enterprise.



THE SALES & MARKETING GENIUS

WHAT YOU NEED: A clear, comprehensive, and current view of customers and prospects, along with the ability to make the right offers at exactly the right time.

WHAT EQUIFAX DELIVERS: The ability to segment, target, and cross-sell prospects and customers with more precision, respond more quickly to opportunities, maximize revenue growth, and close sales on the go.



THE CREDIT & FINANCE GURU

WHAT YOU NEED: To identify, analyze, and manage financial risk – without sacrificing revenue or missing new business opportunities.

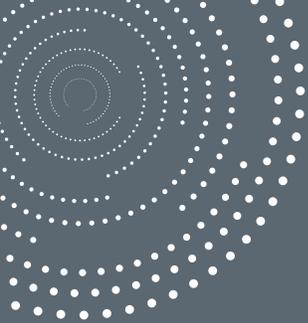
WHAT EQUIFAX DELIVERS: The ability to become a sales enablement shop by delivering a confident, fast credit decision – even when selling to an SMB with little-to-no credit history.



THE DATA & ANALYTICS PRO

WHAT YOU NEED: The right information to share with and support internal stakeholders and to empower stakeholders with smart, timely business decisions.

WHAT EQUIFAX DELIVERS: Access to a vast business, consumer, and employment data network, along with the right analytical services to turn data into decisions – all with greater operational efficiency.



THE EQUIFAX ADVANTAGE

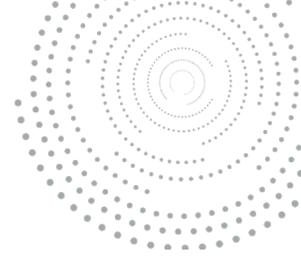
WE MAKE **SMART BUSINESS SMARTER**

Equifax helps B2B firms like yours make better decisions.

We help you know your customers, grow your business, and protect your profits. We focus on what's important to you and what it takes to achieve your full business potential.

This is what makes Equifax unique. This is why Equifax creates true business value – and **truly profitable growth**.





EQUIFAX

Contact Equifax Commercial Information Solutions today to learn how our verified business identities, rich business insights, and cloud technology can benefit your company.

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