



EQUIFAX[®]

Equifax Ignite Archives on Demand

Fast, on-demand access to historical credit and alternative data via the cloud

Accessing historical consumer data for model validation and other analytic projects can be burdensome, requiring a lot of resources and time, often weeks or longer. When your projects are eventually deployed, their precision may already be declining.

Now you can get to market faster by shrinking that timeline from weeks to days, or even hours, with Equifax Ignite[®] Archives on Demand.

Fast access with minimal “wait” time

Traditional methods of accessing archived data involve submitting multiple data requests, which can take weeks to fulfill and deliver. You then access the data via batch files that must be separately downloaded, managed, analyzed, and stored.

Equifax Ignite Archives on Demand transforms this outmoded process by giving you fast, direct access to historical Equifax consumer credit and alternative data via the Equifax Ignite cloud. Simply review the available data options, select the data you want, and submit your request.

Instead of waiting weeks to receive the data, you can access it in roughly 48 hours and immediately begin using it.

Equifax Ignite is the game-changer

Unlike traditional processes where archived data must be moved into a separate environment for analysis, Equifax Ignite Archives on Demand delivers your data directly within Equifax Ignite, an inclusive, cloud-based analytics environment.

Key benefits

Get fast access to market-leading archive data from Equifax, in roughly 48 hours

Shave weeks, even months, off production timelines by slashing “wait” times

Customize archives projects by using an easy, self-serve interface to select data options

Leverage differentiated traditional and alternative data from Equifax

Experience faster processing and delivery of actionable data and insights within an inclusive, secure cloud-based environment

Access nearly 20 years of archived data, on demand

Support a variety of real-world use cases including model development and validation, marketing and prescreening, strategic business expansion, and more

Everything is purpose-built to streamline your data access and analytic efficiency so you can:

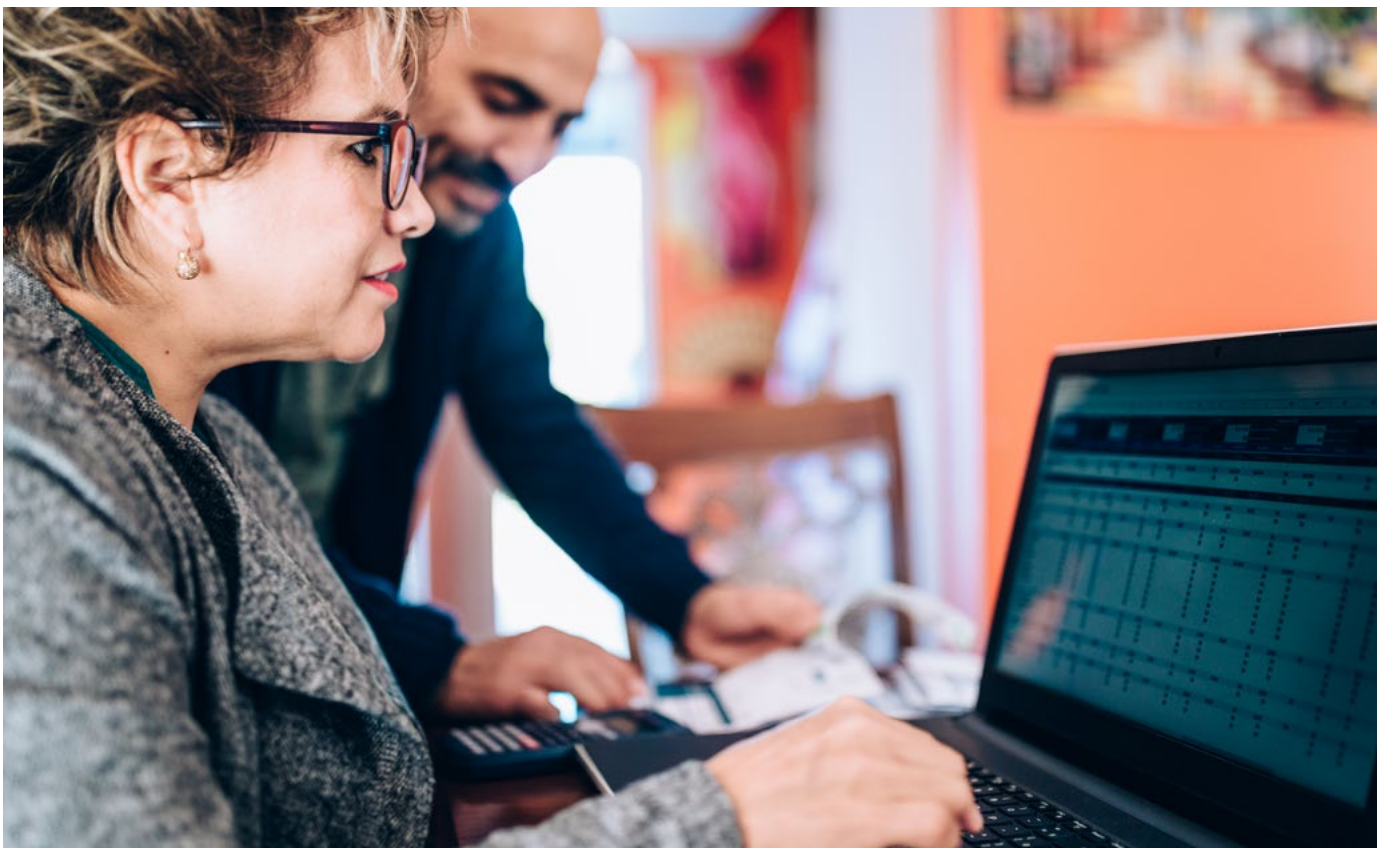
- Deploy high-performing models and analytic projects faster, ahead of competitors.
- Intelligently adjust and optimize performance by quickly validating existing models.
- Infuse go-forward analytic decisions and strategies with proven, highly predictive consumer insights.
- Understand and stay ahead of fast-changing consumer behaviors.

Access more of the data you want, at your fingertips

Different from standard archive data requests that return exactly what you request (nothing more, nothing less), Equifax Ignite Archives on Demand gives you **full access to all our consumer data for your requested dates and/or geographic location(s)**. This includes new data types, attributes, and features that you may never have considered before, which you can then use to innovate, experiment with, and further enhance your analytic performance.

As for the data itself, you get on-demand access to nearly 20 years of archived exclusive data from Equifax, including:

- Data features
- Models and attributes around credit
- Bankruptcy risk
- Financial behaviors
- Channel preferences
- Alternative data from utility, cable, cell phone payments, and short-term loans
- Income
- Employment
- Wealth
- Assets and lifestyles
- Spending capacity
- Buying propensity and more



Use cases



Risk assessment

Select specific customer types and attributes within set time periods and geographies, and compare them against your current model output to better separate low-performing and high-performing prospects and offers, ultimately reducing risk and boosting profitability.



Model building and model validation

Analyze a tailored mix of historical data to see how specific segments performed over time and easily download those insights to help pinpoint and model new target audiences, and make smart adjustments to current models.



Campaign performance

Upload your campaign data into Equifax Ignite and analyze current performance data with historical data to identify actionable insights and adjustments that can help improve conversion rates for “in-play” campaigns and future campaigns.



Portfolio management

Compare your existing portfolio data against historical data on an ongoing basis within the Equifax Ignite environment to identify trending risks and opportunities and craft agile go-forward strategies that drive better customer experiences and portfolio growth in a fast-moving market.



Location expansions

Use historical data to research business expansion strategies. This will help you better understand past performance within specific locations and how consumer credit behaviors are evolving (improving, declining, or holding steady) over time in those areas.

Within a single location, you can request the data, access it in roughly one day, immediately experiment with it using the latest analytic tools, easily upload your own data for comparison, adjust the outcomes of your analyses in real-time using an integrated direct feedback loop, and download your learnings in a simple click.

No more complicated downloads or uploads. No more switching back and forth between different analytic environments.

Contact us **today** to learn more!

equifax.com/ignite