

MODELS AND SCORES

EQUIFAX IGNITE™

YOUR DATA HAS A STORY TO TELL. WE HELP YOU TELL IT.

Businesses today have access to more data than ever before. But transforming that data into actionable insights can be a tremendous challenge. You need faster and easier ways to integrate data, apply governance, determine what's useful and act on your insights. What if there was a way to unlock the potential of this data and generate insights to drive better decisions in your organisation?

Power of a custom solution with the ease of an off-the-shelf product.

Equifax Ignite Models & Scores combines unique Equifax data assets with new capabilities to provide powerful insight.

Through advanced analytics such as explainable machine learning models and enhanced risk scores, Equifax Ignite enables the development of precise, targeted insights about consumer and commercial behaviour that can help you solve complex challenges and make better decisions at every stage of the customer lifecycle.

It offers the power and precision of a custom solution, yet it's designed and delivered with the ease and speed of an off-the-shelf product.

How does it work?

Data

The ability to on board, store and analyse traditional, alternative & transactional data creating new insight.



Linkage

Driving customer insight generation through the linking of all people, places and behaviours.



Population

Full population analysis, meaning we can offer you more powerful insights.



Prediction

Cutting edge advanced analytic capability at our fingertips. Text mining, Machine Learning, EFX Neuro Decision Technology™.



UPLIFT

**Precision. Better decision
and better yield.**

EQUIFAX®

BENEFITS

Equifax Ignite is a new capability delivering unparalleled analytical insight.



Global Expertise

Offering the power of Equifax data and analytic experts from around the world, locally.



Market Data

Tapping into the richest source of market data.



Industry Expertise

Deep expertise around big data, credit risk, marketing and fraud analytics.



Delivery Channels

Providing and operationalising insights by dynamic delivery channels using the latest big data technologies.

FEATURES



Address specific business issues with configurable data & analytic solutions created by Equifax for you.



Profiling & Insight

Providing you with insights into your customer mix and where new markets may lie by using our rich data on the Australian population.



Segmentation

Grouping consumers into actionable personas, providing insight into behavioural, financial, attitudinal and geodemographic traits to inform business strategies. We bring together full population market data, survey data and your data.



Predictive modelling

Predict behaviours, events and characteristics that customers may exhibit using the latest statistical, machine learning techniques and big data technologies, gaining the edge on competitors using traditional approaches.



DATA IN ITS MOST POWERFUL FORM

Contact your Account Manager to find out more about how Equifax Ignite can help you.

equifax.com.au