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# Equifax Ignite

Bringing Data To Life

# Equifax Ignite

**What is it?** An integrated portfolio of proprietary data and analytic solutions and capabilities that helps *bring your data to life and tell its story.*



Equifax Ignite™

Unmatched analytic expertise

Robust development environment

Fuels the full analytic lifecycle

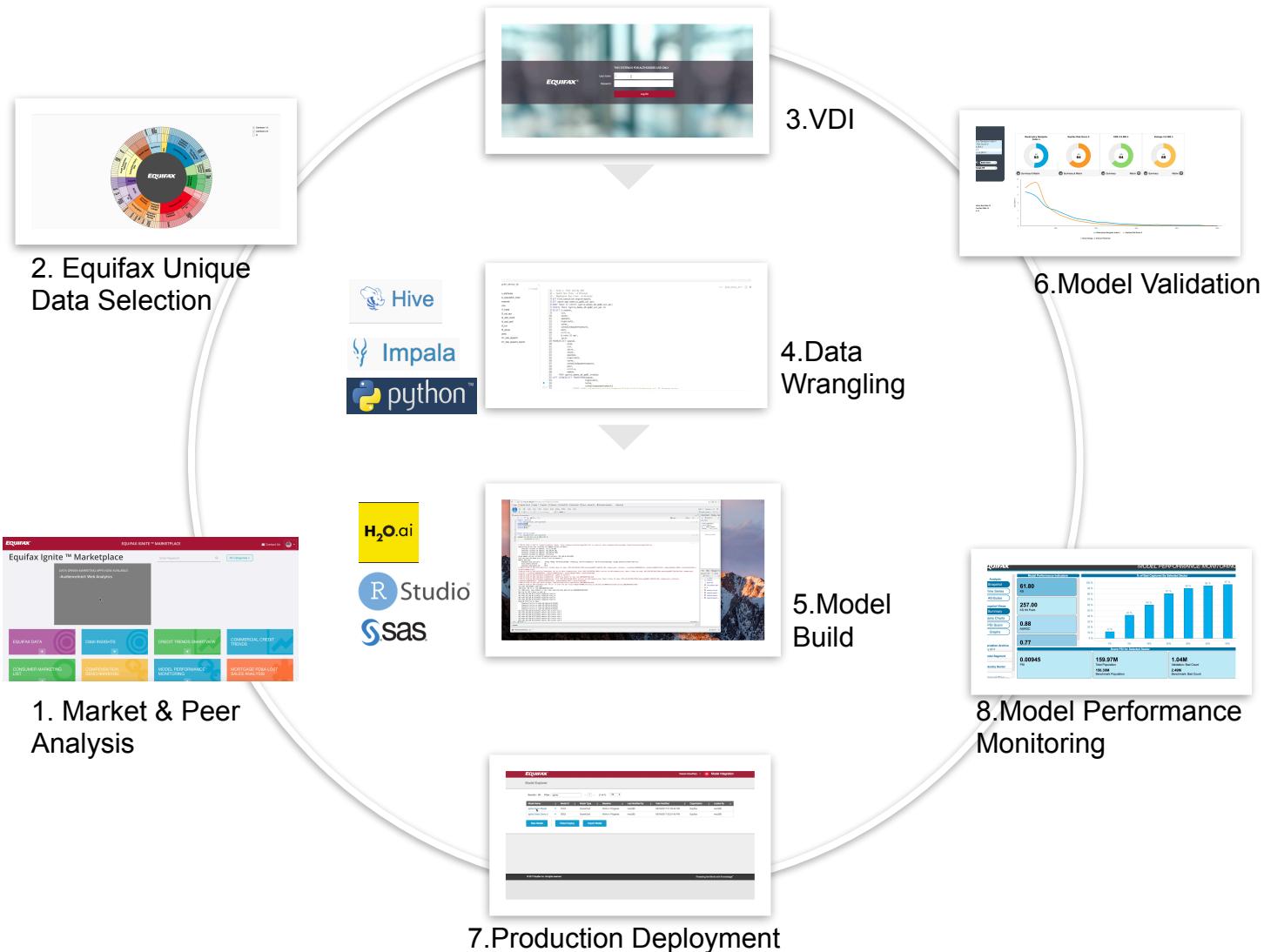
Three dynamic delivery channels

# Equifax Ignite Solution Overview

Three integrated tools and delivery channels. One solution.

	Equifax Ignite™ Models and Scores	Equifax Ignite™ Direct	Equifax Ignite™ Apps
How it helps you	<p><i>Address specific business issues with configurable solutions created by Equifax for you</i></p> <ul style="list-style-type: none"><li>▪ Consultative approach to designing an optimal solution for your unique business needs</li><li>▪ Combines data, scores, analytical approaches and decision strategies in an end-to-end solution</li><li>▪ More powerful than a custom solution but designed and delivered with the ease and speed of an off-the-shelf product</li></ul>	<p><i>Create your own models &amp; scores with “DIY” access to data &amp; tools</i></p> <ul style="list-style-type: none"><li>▪ High-speed analytical platform allows you to create insights using direct access to data, attributes, and analytical tools (SAS ®, RStudio ®, H2O.ai)</li><li>▪ Quick access to current and historical data</li><li>▪ Faster time to revenue</li></ul>	<p><i>Visualize Big Data with a marketplace of insight-driven apps</i></p> <ul style="list-style-type: none"><li>▪ Pre-built and configurable “apps” that deliver actionable visual insights for easy consumption by business users<ul style="list-style-type: none"><li>▪ Intelligence</li><li>▪ Activation</li><li>▪ Optimization</li></ul></li></ul>
Who it helps	<ul style="list-style-type: none"><li>▪ Executives</li><li>▪ Managers</li><li>▪ Analytics Teams</li></ul>	<ul style="list-style-type: none"><li>▪ Statisticians</li><li>▪ Data scientists</li><li>▪ Data analyst</li></ul>	<ul style="list-style-type: none"><li>▪ Business analysts</li><li>▪ Managers</li><li>▪ Executives</li></ul>
How it's delivered	Existing delivery channels	Self-serve platform	Online marketplace of apps

# Equifax Ignite In Action



## *Delivering Continuous Insight*

- *Development*
- *Deployment*
- *Monitoring*
- *Improvement*