

December 13, 2011



eThORITY® Joins Kuali Open Source Community as Commercial Affiliate

Equifax Company Brings 'Big Data' Analytics to Higher Education

CHARLESTON, S.C., Dec. 13, 2011 /PRNewswire/ -- [eThORITY](#), now a part of Equifax and a leader in higher education software, announced today a new alliance with the Kuali Foundation that will allow it to bring to Kuali members data modeling expertise, "user-obvious" technology, along with a successful history of serving institutions of higher education.

(Logo: <https://photos.prnewswire.com/prnh/20060224/CLF037LOGO>)

"The Kuali Community has been eager for this kind of collaboration and welcomes it with great excitement," said Jennifer Foutty, Executive Director of the Kuali Foundation. "eThORITY is not a new name among our institutions. Many are using their data experts and technology and believe eThORITY is the complementary and much-needed integrated solution necessary to derive even more value from Kuali administrative systems."

With eThORITY's low-maintenance architecture and highly visual user interface, technologists and business users become proactive data self-managers and information brokers rather than report writers. Intuitive creation of analytic content through "DataBooks," dashboards, and effective visualization metaphors sets eThORITY apart from traditional analytic tools.

President and Founder of eThORITY, Mike Psenka, commented, "Organizations want to spend their time easily identifying strategic insight within their data...not chasing it," said Psenka. "The higher education industry is in a transformational process, which is made evident by the growing popularity of the Kuali Community. We are thrilled to formally support the Kuali member institutions and other commercial affiliates with our analytics services and technology."

Kuali members will benefit from connecting eThORITY to any campus data source, including cloud-based and desktop applications. Institutions such as Colorado State University, University of Hawaii, and other higher-learning institutions are currently capitalizing on eThORITY's solutions.

About eThORITY

Based in Charleston, SC, eThORITY operates as Equifax's Center of Excellence for business analytics. It is a provider of eThORITY Enterprise, a "user obvious" enterprise business analytics platform that empowers end users and offers IT an easily maintainable solution. Beyond its CODiE award-winning enterprise class platform, eThORITY offers eXtensions: industry-specific modules designed to fill critical gaps in existing systems for human resources, academic medicine and higher education applications. Organizations choose eThORITY Enterprise because it provides real time end-user interaction with data in a secure,

state-of-the-art platform capable of scaling from a single department to thousands of users. eThority's solutions are in use around the globe at major research universities and leading corporations. For more information, please visit www.eThority.com, <http://twitter.com/eThorityBI> or call 1-800-846-9200.

About Equifax

Equifax is a global leader in consumer, commercial and workforce information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 17 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol [EFX](http://www.equifax.com). For more information, please visit www.equifax.com.

About Kual

The Kual Foundation is a non-profit organization that coordinates the efforts of colleges and universities to sustain and evolve administrative software that meets the needs of all sizes of higher education institutions, from small colleges to large research universities. The Kual Foundation began in 2004 as a cooperative effort among partners with a grant from the Andrew W. Mellon Foundation to develop an open-source, community-owned financial system. Success with joint development of the Kual Financial System has led to additional pooled investment projects, including Kual Coeus for Research Administration, Kual Student, Kual Rice, Kual Open Library Environment, Kual People Management for the Enterprise, Kual Mobility, and Kual Ready, with coordination by the independent, not-for-profit Kual Foundation Inc. The software developed by Kual projects is available, without fee, for anyone to use or modify under the Educational Community License.

SOURCE Equifax