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Equifax and Zementis Introduce Solution That Streamlines Deployment of Predictive Analytic Models

ATLANTA, May 8, 2014 (GLOBE NEWSWIRE) -- Equifax Inc. (NYSE:EFX), a global information solutions company, and Zementis, a leader in predictive analytic solutions, today announced a new solution that will help banks, telecommunications and other companies reduce deployment time for predictive analytic models, resulting in reduced costs and improved profitability.

Equifax will embed Zementis' scoring engine, called ADAPA®, into its decision management platform, called InterConnect®, and fully adopt the Predictive Model Markup Language (PMML) standard.

InterConnect is an Equifax, industry-leading solution for helping with automating account openings, credit-risk decisioning, cross-selling and fraud mitigation during the account acquisition process.

"Our new relationship with Zementis will help Equifax provide the ability to streamline implementation of both simple and complex predictive models -- from development to deployment into our customers' decision processes," said James Reid, Vice President of Technology for Equifax. "This solution will help our customers deploy, audit, integrate and execute predictive models with greater ease at a lower cost, which will ultimately help increase their profitability."

"The PMML standard delivers the promise of true interoperability, offering a mature standard for moving predictive models seamlessly between platforms," said Dr. Michael Zeller, CEO of Zementis. "It is our pleasure to work with Equifax, a leading analytics company, in our mission to transform predictive solutions into dynamic business assets. Our working together will help Equifax customers rapidly deploy models built from virtually all commercial or open-source data mining tools, and to take advantage of smart, real-time decisions in their day-to-day operations."

In addition to helping banks, telcos and other companies employ predictive models faster; the new solution provides other features. These include:

- Enhanced decision management across the customer life cycle by embedding predictive analytics that help to deploy credit and marketing scorecards and decision trees;
- A user-friendly, web-based scorecard editor that complements existing modeling analytics tools. This feature will help facilitate the deployment of credit or marketing scorecards from development to production; and

- Scalable software as a service (SaaS) platform that effectively and efficiently executes credit or marketing scorecards that are standardized and vendor neutral.

About Zementis

Zementis, Inc. is a leading software company focused on the operational deployment of predictive analytics and data mining solutions. Zementis was recognized by CIO Review as one of the "Top 20 most promising Big Data companies in 2013" and named "Cool Vendor in Data Science" by Gartner in 2014. Its ADAPA® and Universal PMML Plug-in scoring engines are designed from the ground up to benefit from open standards and to significantly shorten the time-to-market for predictive analytics in any industry. For more information, please visit <http://www.zementis.com>.

About Equifax, Inc.

Equifax is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 19 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. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500 as well as the FinTech 100. For more information, please visit www.equifax.com.

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