

December 14, 2015



# Equifax Helps Set New Industry Standard for Automotive Dealer Application and Credentialing

**Self-service platform utilizes market-leading technologies from Equifax, DocuSign and Salesforce.com to onboard new customers within hours**

ATLANTA, Dec. 14, 2015 /PRNewswire/ -- Automotive dealers can now apply and be approved for access to Equifax consumer insights data in a matter of hours thanks to a new, streamlined onboarding platform. Leveraging technologies from DocuSign and Salesforce.com, along with its own proprietary technology and process innovation, Equifax has helped transform dealer credentialing from a long, paper-intensive procedure spanning several days or weeks into a more seamless, all-digital transaction that delivers approvals within hours of receiving the necessary documents from dealers.



This self-service platform utilizes Equifax's own commercial credit decisioning service, BusinessConnect™, to help automate data gathering and security credentialing. This accelerates overall onboarding cycle time by reducing the amount of data required, as well as the time applicants spend inputting application information. BusinessConnect™ is built on the Salesforce.com platform, and is a leading cloud-based commercial credit and collections application available for purchase through the Salesforce App Exchange.

"This represents a complete overhaul of the traditional manually intensive auto dealer onboarding process," said Equifax SVP of Operations, Patricia Rosenfeld. "We continually look for ways to help improve the customer experience, and we are particularly pleased about the dramatic improvements we've made in the credentialing process, which will directly benefit auto dealers and customers alike."

The process is further simplified by giving the applicant the ability to send and sign documents online utilizing DocuSign. In addition to helping eliminate the hassles, costs and often lack of security in printing, faxing, scanning and overnighting documents to complete transactions, DocuSign helps enable auto dealers to quickly and easily track the status of their applications at any point in the process. Document transactions are performed often in minutes, with fewer errors, and usually on the first try. Agreements are then retained in and easily accessible from the DocuSign cloud.

"The most successful auto dealerships will be fully digital by the end of the decade so they can meet consumer expectations of a fast, easy and secure experience that mirrors how

they do business in today's mobile world," said DocuSign Vice President of Business Development Glenn Griffin. "We're thrilled to see how Equifax has leveraged DocuSign's Digital Transaction Management (DTM) platform and eSignature service to help automate paper-based processes, accelerate auto dealer onboarding, and improve the experience for dealers, employees and customers alike."

The portal also was designed with the mobile user in mind. Applications can be submitted and tracked via virtually any mobile device.

"We are putting more control of the application and credentialing process back into the hands of the auto dealer," said Equifax VP of Commercial Sales, Scott Spencer.

"Leveraging our cloud-based credit platform BusinessConnect, this all-digital, straight-through process allows them to gain access to Equifax products quickly, so they can help grow their business profitability while assuming a sustainable level of risk."

### **About Equifax**

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 2015, Forbes named Equifax one of the World's 100 Most Innovative companies; Bloomberg BusinessWeek nominated it as one of its Top 50 companies; its CIO was named one of the top 100 by CIO magazine; the company ranked 13<sup>th</sup> in the Fintech 100 list; and it was recognized as a top 20 company to work for by the Atlanta Journal-Constitution and was named a 2015 InformationWeek Elite 100 Winner. For more information, please visit [www.equifax.com](http://www.equifax.com).

### **About DocuSign, Inc**

DocuSign® is changing how business gets done by empowering more than 100,000 companies and more than 50 million users in 188 countries to sign, send and manage documents anytime, anywhere, on any device with confidence. DocuSign replaces printing, faxing, scanning and overnighting documents with the easiest, fastest, most trusted way to make every approval and decision digital. Organizations of all sizes and industries are accelerating contracts, approvals and workflows with DocuSign's Digital Transaction Management (DTM) platform and eSignature solution. DocuSign keeps life and business moving forward.

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