

April 13, 2017



# **Equifax Cloud-Based InterConnect® Platform Transforms Credit and Risk Decisioning, Receives Robust Review from Industry Expert**

ATLANTA, April 13, 2017 /PRNewswire/ -- Equifax Inc. (NYSE:EFX), a global information solutions provider, today announced its redesigned platform, InterConnect®, was reviewed by leading decision management consulting firm, Decision Management Solutions. Created to revolutionize the industry standard for accuracy and speed-to-market, InterConnect empowers frontline business users through a modular insights environment that defines, automates and deploys decision strategies with more speed and agility than ever before.



"Building on Equifax data and insights as the foundation, the InterConnect technology helps businesses drive consumer acquisition decisioning through its flexible microservices platform for more actionable outcomes," said James Taylor, CEO and Principal of Decision Management Solutions and recognized decision management and modeling expert. He also noted the cloud-based infrastructure enables ease of future configuration and eliminates the need for a physical solution which could help reduce a company's overall decisioning investment and allow businesses to drive more profitable outcomes.

InterConnect is powered by four decisioning tools for businesses to either leverage a complete end-to-end solution for businesses or integrate only what's needed to support their current environment:

- Insight Gateway™ – streamlines transactional access to diverse data sources and development of conditional waterfalls;
- Attribute Navigator™ – manages data catalog and enables development of customized attributes;
- Model Integration Tool™ – provides rapid integration, audit and deployment of custom predictive analytics;
- Rules Editor™ – empowers users to easily create, test and edit rules policies without reliance on IT staff.

In the review, Taylor noted the InterConnect flexible architecture helps solve unique business challenges with varying levels of technology and complexity requirements. Tom Lenahan, Vice President of Global Platforms for Equifax said, "Customers worldwide have counted on InterConnect – our premier decision management platform – for more than a decade. We continue to evolve the platform to help businesses make more informed risk

decisions during the acquisition process."

InterConnect is currently available in multiple geographies including the US, Canada, UK, Spain, Peru, and Chile. Markets coming soon include Argentina, Paraguay, Uruguay, Mexico, Australia.

View the full report from Decision Management Solutions [here](#).

### **About Equifax**

Equifax is a global information solutions company that uses trusted unique data, innovative analytics, technology and industry expertise to power organizations and individuals around the world by transforming knowledge into insights that help make more informed business and personal decisions. The company organizes, assimilates and analyzes data on more than 820 million consumers and more than 91 million businesses worldwide, and its database includes employee data contributed from more than 7,100 employers.

Headquartered in Atlanta, Ga., Equifax operates or has investments in 24 countries in North America, Central and South America, Europe and the Asia Pacific region. It is a member of Standard & Poor's (S&P) 500® Index, and its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. Equifax employs approximately 9,500 employees worldwide.

Some noteworthy achievements for the company include: Named to the Top 100 American Banker FinTech Forward list (2015-2016); named a Top Technology Provider on the FinTech 100 list (2004-2016); named an InformationWeek Elite 100 Winner (2014-2015); named a Top Workplace by Atlanta Journal Constitution (2013-2016); named one of Fortune's World's Most Admired Companies (2011-2015); named one of Forbes' World's 100 Most Innovative Companies (2015-2016). For more information, visit [www.equifax.com](http://www.equifax.com).

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/equifax-cloud-based-interconnect-platform-transforms-credit-and-risk-decisioning-receives-robust-review-from-industry-expert-300439442.html>

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