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Companies Gain Transparency Across the Quote-to-Cash Process with New Equifax Business Solution Integrating Credit, Collections and Sales Management

ATLANTA, Sept. 26, 2011 /PRNewswire/ -- Equifax is answering the need for a 360 degree view of customer engagement by providing companies with a software application that ties together credit and collections decisioning with sales, marketing and service. By combining these components of customer relationship management on one platform, QTC Advantage™ gives companies a one-stop solution that enables them to quickly find prospects, set smart sales terms, extend appropriate credit limits and shorten collections cycles.

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

QTC Advantage offers real-time access to Equifax data on U.S. and Canadian businesses and consumers associated with those businesses, as well as data from other sources that enables companies to quickly evaluate and manage customer and vendor portfolios. Equifax's program helps lower operational costs and increase productivity by automating credit, collections and other account management functions including:

- B2B credit decisions across sales channels, including mobile devices
- Credit scoring rules, workflow, notifications, updates and alerts
- Business verification
- Collections call prioritization

"QTC Advantage is a highly secure, cloud computing application that allows online collaboration and alignment among sales, credit and collections functions throughout the quote-to-cash cycle," said Dan Csont, Chief Marketing Officer of Equifax's North American Commercial Solutions. "With no hardware or software to install or maintain, it is a fast, easy and affordable way to track and manage all aspects of customer data."

Equifax's new commercial solution also includes analysis tools that give companies the ability to easily create reports or dashboard views showing relevant benchmarks and comparisons. In addition, the more mundane and time-consuming tasks such as reviewing credit applications or sending collection notices are online and automated.

Equifax is offering pre-packaged subscription service bundles as well as customized options that enable companies the ability to choose a solution that best fits their needs. For more information about QTC Advantage and other Equifax Commercial Information Solutions products and services, call 1-888-201-6879 or visit www.equifax.com/commercial.

About Equifax Commercial Information Solutions

Equifax Commercial Information Solutions is the leading provider of small business intelligence. We provide the information and expertise necessary for companies to best understand and manage their dealings with small business customers, prospects and suppliers. Our best-in-class commercial credit risk data, combined with highly predictive scoring, corporate linkage, and innovative technology, enables companies to make quick, confident credit decisions and minimize potential losses. Leveraging our EFX ID(R) keying and linkage technology, companies can also gain greater visibility into their supply chain as well as improve the precision of their sales and marketing efforts - from customer acquisition to retention and expansion. For more information, please visit <http://www.equifax.com/commercial>.

About Equifax

Equifax is a global leader in consumer and commercial 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 and 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 under the symbol [EFX](#). For more information, please visit www.equifax.com.

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