



EQUIFAX®

Business Verification and Enrichment

Connect the Dots to Protect Your Business

October 2021

New Business Relationships

The Past: A handshake over a cup of coffee was enough to establish business relationships.

The Present: Everyone is more cautious...financially, fraud awareness, compliance requirements...and more.



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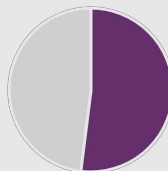
Get actionable B2B insights. Grow commercial portfolios.

It's no surprise...

The increase in small business lending continues to increase and it's ever more important establish new relationships — while reducing risk and improving satisfaction by leveraging differentiated commercial data.



In 2020, the dollar amount of commercial loans funded rose by **22%** year-over-year.¹



Compared to April 2020, the small business lending index is up **52%** as SMBs seek new funds to help grow their businesses and emerge from the pandemic.²

¹ [Credit Union Times](#)

² Equifax D&A

Where is the Risk



Economic Risk: Ability to ensure good cash flows.

Compliance Risk: Are you legally allowed to do business with this account.

Fraud Risk: Is this business account have malicious intent.

Financial Risk: Is this a new business or have a risk of debt repayment

Reputational Risk: Ability to ensure good cash flows.

Operational Risk: Inefficiency, lost revenue / accounts, manual processes...etc.

Connecting the Dots

Credit Assessment

The first step in forming any relationship is determining if the business is financially solvent.



Compliance Assessment

In all types of lending checking to see if the business is someone you're allowed to do business with is key.



Connecting The Dots



Fraud Assessment

Whether it's true fraud or a business over-valuing their assets assessing malicious intent is key.



Decision Making

Determining when is the right time to say yes, versus doing more analysis.

Verifying a business is about evaluating each aspect of the account and making an informed decision.

The Platform and Data Connect The Dots



Platform and Analytics Engine

- Artificial Intelligence and Machine Learning
- Ability to bring in multiple data sets
- Established data lake



Data Input

- Firmographics
- Financial Data
- AML / KYC Verification Data
- Verification and Fraud Data

Equifax Commercial Data Assets



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Get actionable B2B insights. Grow commercial portfolios.

Gain access to precise, actionable **B2B insights**

to optimally define strategies, optimize your onboarding and account management, expand into new markets, and effectively grow your business.

Incorporating commercial payment data, trended data attributes, and NeuroDecision™ Technology can provide a

50%


lift in predictiveness of risk.¹

Equifax has helped improve commercial match rates by more than

30%

to accurately identify and target commercial businesses.²

¹ Equifax D&A
² Paynet



Make the right decision
with verified business
information.



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