



Experian FusionIQ™ app

Seamless. Consistent. Integrated.
Put the power of Experian at your fingertips in Salesforce.com.

A Customer Relationship Management (CRM) system should tell you all you need to know about the company you're dealing with — and that includes its risk profile. The Experian FusionIQ™ app pairs the industry's most current, accurate risk information with each customer record in your Salesforce.com CRM. That's convenience. That's efficiency. That's the way you want to do business.

Common business challenges

- **Inconsistent data across internal systems** — It's a struggle to get a 360-degree view of your customer when your risk data and internal customer data are in different places.
- **Slow turnaround times** — Credit is seen as a roadblock to turning around decisions quickly, which can result in the loss of customers and a frustrated sales force.
- **IT resource constraints** — Getting access to IT resources to make substantial changes to your Salesforce CRM is nearly impossible.

Data where you need it, when you need it

You don't have to jump between disparate systems to get the critical business information you need to make fast and accurate risk decisions. With the Experian FusionIQ app, you'll get a 360-degree view of your accounts in Salesforce.com. This includes payment history, public records and credit records — all key factors when deciding whether to pursue new customers or grow existing accounts. Whether your workflow starts from the lead, opportunity or account in Salesforce, credit data can be accessed at any part of your business process.

Break down departmental silos

Imagine your future. Your sales, finance, credit and other internal departments are finally working together to bring on new customers with speed and confidence, all under one roof. Your Salesforce administrator can even control what type of data is exposed to the various users to limit exposure of too much information.

Virtually no IT resources required

The Experian FusionIQ app is designed to integrate automatically with your existing Salesforce.com platform. Out-of-the-box features give you access to reports, alerts and decisioning with virtually no additional coding required. Configure existing Salesforce.com features such as workflow, notifications and reporting to streamline your credit evaluation process.

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Already using Experian BusinessIQSM?

The Experian FusionIQ app allows you to migrate the BusinessIQSM services you're already using into the Salesforce.com platform to eliminate bottlenecks and speed decision-making.

- View Experian risk data, such as credit scores, public record data, Corporate Linkage and trade-payment information, within the Salesforce.com environment.
- Increase operational efficiencies by allowing different departments to share customer information and automate the decisioning process.
- Use score changes, public record filings and payment status change alerts to proactively identify your riskiest accounts as well as those with the most up-sell potential.
- Lower the cost-per-sale by shortening turnaround times.

To find out more about the Experian FusionIQ app, contact us at 1 800 520 1221 or visit www.experian.com/business-information/fusioniq.