# FusionIQ™

## The power of Experian at your fingertips in Salesforce.com

A Customer Relationship Management (CRM) service should tell you all you need to know about the company you are dealing with including its risk profile. The Experian FusionIQ™ app is Lightning-compatible and pairs the industry's most current, accurate risk information with each customer record right in your Salesforce.com CRM environment. It's convenient, efficient, and the way you want to do business.

## Business challenges

1. **Inconsistent data across internal systems**. It's challenging to get a 360-degree view of your customer because your risk data and internal customer data are in different locations.

2. **Slow turnaround times**. The Credit department has to fully vet prospects before making a decision. This manual process could result in the loss of a customer and a frustrated sales force.

3. **IT resource constraints**. Getting access to IT resources to make substantial changes to your Salesforce.com CRM is nearly impossible.

## Data where you need it, when you need it

You don't need 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 right in Salesforce.com. This data includes credit scores, payment history, public records, as well as all other key factors you need when deciding to either pursue new customers or grow existing accounts. So, whether your workflow starts from the Lead, Opportunity, or Account in Salesforce.com, credit data can be accessed at any part of your business process.

## Break down departmental silos

Imagine your future. Your sales, finance, credit and the other internal departments are finally working together to bring on new customers with speed and confidence, all under one roof. Your Salesforce.com Administrator can even control what type of data is exposed to the various users in order 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 whether its Classic or Lightning. It's 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.

## Already using Experian BusinessIQ℠?

The Experian FusionIQ app allows you to migrate the BusinessIQ 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 your 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.

## About Experian's Business Information Services

Experian's Business Information Services is a leader in providing data and predictive insights to organizations, helping them mitigate risk and improve profitability. The company's business database provides comprehensive, third-party verified information on 99.9 percent of all U.S. companies, as well as millions of companies worldwide. We provide market leading tools that assist clients of all sizes in making real-time decisions, processing new applications, managing customer relationships and collecting on delinquent accounts.

To find out more about the Experian FusionIQ app, contact your local Experian sales representative or call 1-877-565-8153.

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