

# OneSearch™

Designed to help you increase productivity.

OneSearch is our revolutionary probabilistic search match technology. This new modern technology delivers improved match rates and turnaround times, making it easier for clients to find an exact match.

Using a machine learning neural network, our matching quality will continue to improve and evolve over time. OneSearch provides improvements to match speeds up to 10 times faster than traditional search match technology.

With overall improved match rates, faster turnaround times and more exact matches, OneSearch will help our clients find the right business the first time.

Delivery method: OneSearch Online, OneSearch Batch

## Business challenges

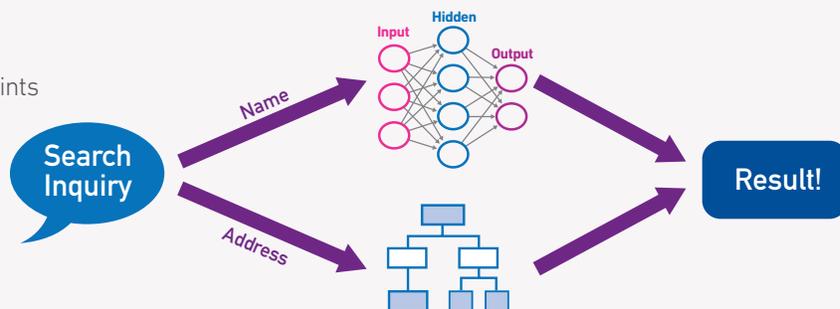
Today's business landscape is constantly evolving and your competition is increasing. You need technology you can count on and technology you can be confident in. OneSearch is Experian's innovative search match technology that brings Deep Learning and AI right to your fingertips. OneSearch gives you the confidence you need to make the right decisions on the right company.

## Benefits of OneSearch

- **Modern** — By using **Deep Learning**, Experian is able to enhance matching, integrate client feedback quickly, and continually improve and evolve over time.
- **Predictive** — Using a statistical approach, we are able to have a broader set of data elements, allowing for more **exact matches the first time**.
- **Confident** — With probabilistic search match technology at its core, OneSearch located up **20% more exact, confident matches**.

## Probabilistic Technology

- Measures the probability that two data points represent the same value.
- Designed to work with a broader set of data elements and variations.
- An objective search/match based off statistical data.



## Working with Experian

At Experian, we give our clients the most holistic view of small-business risk to drive efficiencies, mitigate risk, and improve profitability. Every day, our data scientists apply the latest technology including AI modeling techniques to a wealth of traditional and alternative business and consumer data sources, to provide the most comprehensive blended insights into the health of small and emerging businesses in the market.

From the moment you engage with Experian, you'll get the peace of mind that comes from relying on a company with the industry's most stringent security and governance policies, as well as the confidence of consistent and rapid customer service enjoyed by thousands of customers.

Experian is the only credit bureau that has been recognized by *Forbes* as one of the most innovative companies in the world for five years in a row.

## About Experian Business Information Services

For more than 125 years, Experian® has used the power of data to help unlock opportunities for businesses and consumers. With more than 16,500 employees in 39 different countries, Experian proudly offers blended data assets, giving you access to hard-to-find small and micro businesses. Funneling numerous data sources — including BizSource<sup>SM</sup>, member trade, alternative and consumer — our breadth and depth of information helps you fine-tune marketing efforts, identify new profitable customers, assess risk, improve data modeling and conduct market research to break into new segments.