

# Edward Don & Company

The power of Experian

## Edward Don & Company

### About the Client:



Owned and operated by the Don family since 1921, Edward Don & Company is the world's largest distributor of equipment and supplies to the foodservice industry. Clientele is comprised of approximately 50,000 active accounts in the United States and internationally. Edward Don also works on a diverse set of business opportunities — from large foodservice construction projects to mom-and-pop startup restaurants that require personal guarantees to support the extension of credit.

### Summary:



One of Edward Don's biggest challenges was their need to efficiently manage a quickly growing portfolio of commercial accounts. Their goal for new account acquisitions was to provide credit the same day they received a new application. With over 100 new accounts per week, there was high demand for an efficient, automated decisioning solution to streamline credit approvals.

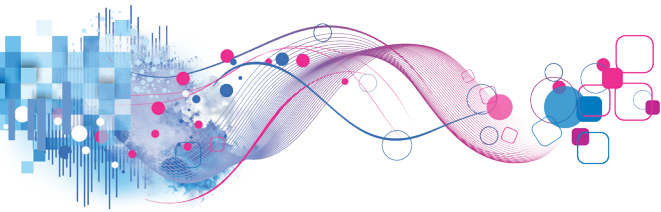
**“Our goal was to use limited resources when setting up new accounts and if possible, make a decision within 30-minutes or less. We wanted to avoid the slow and costly process of calling trade and bank references.” — John Fahey, Managing Director of Credit & Treasury**

### Key Challenges:

- Portfolio management: With over 100 new applications per week, Edward Don was growing rapidly.
- Onboarding process: They needed to go from a manual process to an automated one to streamline the credit decisioning process.
- Credit approvals: Edward Don needed to provide a credit decision the same day the application was received.

### Key Strategy:

- Implement an automated decisioning scorecard to help streamline the onboarding process and deliver high-quality results. Edward Don implemented DecisionIQ<sup>SM</sup> to achieve their goal of having an automated decision delivered within 30 minutes.



## Key Metrics:



DecisionIQ helped give the credit department time back in their day to focus on what truly needed their attention. With automated custom decisioning policies, Experian® was able to fill process gaps and help them achieve their onboarding goals.

## Product Solution:



**Product Name:** DecisionIQ, Intelliscore Plus<sup>SM</sup>, commercial and consumer data

### Product Custom Details:

Edward Don first began working with Experian in 2007. At the time, Decision Insight<sup>TM</sup> helped incorporate their credit policy into an automated online environment to aid in quick decisioning. As Experian's commercial suite of solutions evolved, more predictive scores and user-friendly tools became available to better assess risk and manage accounts more effectively. Edward Don tested the Intelliscore Plus score and it performed well against their commercial portfolio. As a result, they migrated to DecisionIQ — Experian's next-generation decisioning solution available in BusinessIQ<sup>SM</sup>.

## Sales Process Summary:



### Motivating Factors:

Going from manual to automated to achieve streamlined onboarding.

### What worked:

With more predictive scores and enhanced decisioning tools, Edward Don is now able to manage their new account onboarding process more efficiently. Two DecisionIQ scorecards were built to help satisfy their diverse blend of customers. One scorecard uses commercial data to assess risk on large foodservice construction projects and on large to medium-sized businesses requesting credit. The second scorecard uses a blend of commercial and business-owner data to help secure credit for small or startup restaurants.

Edward Don also uses a custom decisioning model that combines credit risk and account profitability to create a blended score for sales order review and release processes. To manage risk with current clients, credit risk data is combined with accounts receivable data; high risk accounts are updated regularly throughout the year.

Finally, Edward Don continuously strives to find new ways to integrate Experian data into existing credit and collection processes. The continued focus on process improvement allows Edward Don to produce double-digit sales growth year-over-year while keeping new account acquisition expenses low.

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“Understanding the current market and being able to quickly adapt to changes is vital to achieving growth... Experian's Business Information Services provides us with market-leading tools and the freshest data available to help us stay competitive and make more informed business decisions. We're also excited to add other scores, like the SMI score, to further enhance our credit decision process.” — **John Fahey, Managing Director of Credit & Treasury**

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