



# Ascend Intelligence Services™

Advanced analytics for the speed of today

How much could you increase profitability with better-performing models and strategies, developed and deployed quickly — and with no upfront costs? With risk and marketing models experiencing severe disruption, you need access to the latest data and visibility into your model's health, as well as the ability to update models rapidly. With adaptable, responsive models, you can make sound business decisions quickly.

To stay ahead of the latest economic conditions, you need high-quality analytical models, running on large and varied data sets, that empower you to act quickly and decisively.

## Overview

The world is in a state of constant change, and businesses have to be nimble and flexible. But analytics can be tedious, reactive and repetitive, with data scientists spending too much time on manual, data-wrangling tasks. Traditional models are too slow to develop and deploy, and they underperform during sudden economic upheavals.

## Our solution

Ascend Intelligence Services™ is Experian's revolutionary managed analytics service that supports model and strategy development, management and deployment. It's a fully managed analytics service delivered digitally by Experian® data scientists. Accelerating both time-to-market and time-to-value, Ascend Intelligence Services improves cost efficiency and frees up data scientists' time.

Our innovative solution is part of Experian's trusted Experian Ascend Technology Platform™, delivering unique capabilities across data, analytics and artificial intelligence — including advanced machine learning methods. You get access to Experian's data and expertise across the entire modeling life cycle via an easy-to-use web portal.

Modules within Ascend Intelligence Services include:

### **Ascend Intelligence Services Challenger™**

A powerful, dynamic and collaborative model development service.

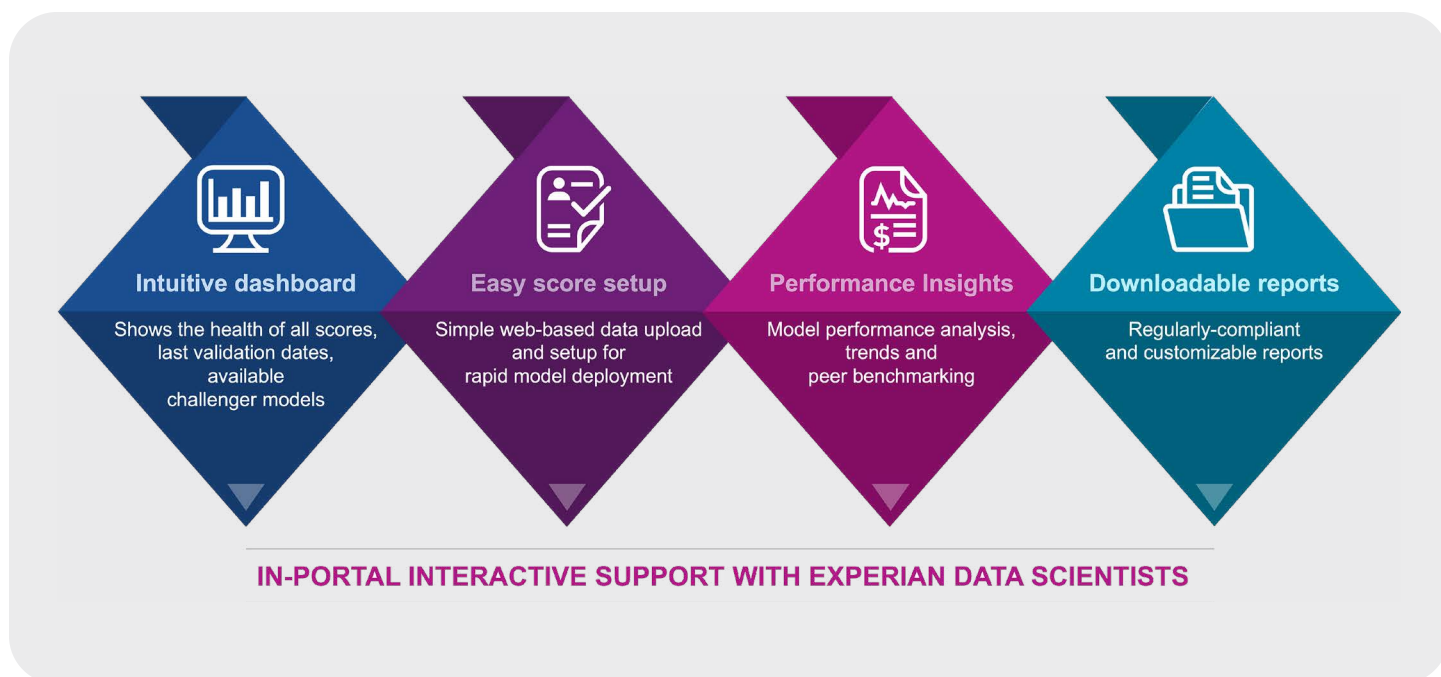
Ascend Intelligence Services Challenger™ enables you to rapidly prebuild a model and quantify the benefit to your business. Once you review and approve the model, we customize, build and deploy it for you. You can upload your data through a convenient web portal. Your data is automatically combined with Experian's bureau data to create the modeling data set. An Experian data scientist will then build your model and decision rules. Ascend Intelligence Services Challenger allows for rapid iterations at scale, enabling us to build and recommend the best model for you from multiple options. As Experian builds your model, you can review, comment on and approve the model, all from within the web portal. The score is available for testing through

an API endpoint and can be deployed in production with a few easy steps. Ascend Intelligence Services Challenger can also periodically retrain your models to ensure their continued effectiveness. Reports are customizable, downloadable and regulatory compliant.

### **Ascend Intelligence Services Pulse™**

A proactive model monitoring and validation service.

Ascend Intelligence Services Pulse™ helps you monitor and validate the health of models that drive your business decisions. This is vital for navigating an unpredictable economy. With Ascend Intelligence Services Pulse, you get a convenient model health dashboard that includes a model health index, performance summary, stress-testing results, model risk management reporting, model health alerts and more. Identify model disruption early so you can more swiftly remediate any issues. Based on best-practice approaches, Ascend Intelligence Services Pulse runs a standard set of analytics to automatically complete validations and model stress-testing results. Ascend Intelligence Services Pulse automatically builds challengers for your champion models, providing you with an estimated performance lift and financial benefit. If you like the challenger, we can rapidly customize it to meet your specifications, then deploy it.



## Benefits

Ascend Intelligence Services provides better, faster and more efficient management of credit risk, fraud and marketing models. Our managed service empowers you to:

- Design more effective models with access to more than 18 years of consumer credit information and scores from Experian Ascend Technology Platform.
- Develop models faster using the most advanced modeling methods and artificial intelligence.
- Save time and resources with rapid model deployment.
- Maintain your models with periodic model retraining.
- Stay ahead of the competition by proactively monitoring performance against peer benchmarks.
- Gain insight into performance and meet regulatory requirements with customizable reports.
- Access valuable expertise: Experienced experts are here to help you build, validate, monitor and retrain your predictive models.

### A no-risk proposition

Start focusing your resources on profitability instead of model management. With no upfront fees and minimal setup, we work closely with you to help you get started right away. We'll rapidly build and/or monitor your models to demonstrate the estimated financial benefit.

We're confident that our innovative solution will meet your needs — so you'll only pay if you see proof of value. Call 1 888 727 8330 to get started today.

[Learn more here](#)