

Intellectual Property License for Credit Attributes

Get the attributes you need with the flexibility and value of an IP license

As the industry leader in attribute development, Experian® offers an intellectual property license for our Premier AttributesSM and Trended 3DTM. Get the right attributes for your business when and how you need them.

Overview

Credit attributes are the building blocks of models and decisions. Are you currently using attributes for custom model development, to develop your own attributes, or for segmentation and decisioning? An intellectual property license provides you with the flexibility to develop custom attributes or models your way.

Challenges

Custom attributes and models are key to staying ahead of your competitors and increasing profitability. Having access to the right data sources to develop highly predictive attributes is challenging. Not only does your analytics team need to understand the data, they also need to account for rapidly evolving economic, reporting, and regulatory changes.

Although some organizations have experience developing attributes, most do not have decades of expertise in developing and managing credit attributes that utilize the latest technology. And once development is complete, implementation and auditing also require in-depth expertise.

Attribute governance is also a challenge. Ongoing attribute maintenance and monitoring, as well as the comprehensive documentation needed for audits, is often resource intensive and takes away valuable resources from other priorities.

Benefits

Our industry-leading attribute sets are developed, documented and maintained to meet the highest standards.

An intellectual property attribute license enables you to:

- Develop highly predictive custom models
- Access filter specifications to develop custom attributes using industry standard definitions
- Modify our standard attribute specifications to develop custom attributes that meet your needs
- Accelerate development of custom analytics without the overhead of maintaining an attribute library
- Code attributes anywhere – on your system or a third party vendor system
- Explain how attributes and filters are defined and calculated to support regulatory audits
- Understand how attributes shift over time with included attribute governance reports
- Get access to a future attribute version (full license holders)
- Ensure consistency across all analytics teams within your organization by utilizing standard definitions for attribute and analytics projects

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What's included?

A full or partial IP license is available for Premier Attributes and Trended 3D and includes:

Attribute and filter specifications: Access our normalized filters which allow for greater flexibility in developing and deploying custom attributes. The result is better decisioning and more predictive models.

Access to one newly developed attribute set or special release in the contract year: Our development continuum ensures attributes are updated to consider the latest industry trends, regulatory requirements and any new data elements.

Attributes are the building blocks for your models and strategies. We are continually evolving our attribute sets to ensure they are relevant for the latest market conditions and incorporate the latest data and regulatory changes.

Attribute governance: Comprehensive attribute governance is complex and can take up valuable time and resources. It requires specific expertise in understanding attribute shifts, as well as identifying the impact those shifts have on lending decisions.

Our exceptional attribute governance includes:

- **Ongoing attribute monitoring and maintenance:** A rigorous and disciplined focus on continuous monitoring and maintenance that can stand up to regulatory scrutiny.
- **Attribute governance reports:** These reports are delivered quarterly or annually to help you understand shifts in attribute values, data reporting changes and economic trends. They are available with any of our bureau attribute sets, as well as your custom attributes. We offer standard reports on a large random sample population, or you can request reports customized to your specific portfolio.

Comprehensive documentation: Every attribute license includes detailed specifications for both filters and attributes.

Expert auditing support: Our team works closely with you to ensure accurate results when implementing attributes in a non-Experian® environment.

Get started today

An IP license can help you stay ahead of dynamic market conditions and support you in meeting regulatory audit requirements. Contact your Experian® representative or call 1 888 727 8330.