

Frequently Asked Questions

1. What is this partnership?

The partnership is a broad, strategic alignment between FICO and Equifax to facilitate delivery of the new Data Decisions Cloud, an end-to-end suite that addresses key data and analytic needs across risk, marketing, and fraud to enable financial institutions to meet the needs of consumers faster and more precisely than ever before.

2. Why are Equifax and FICO working together?

FICO and Equifax have a long history of collaboration. Now, we're building on our previous success and heading into the future with the Data Decisions Cloud to address the market demand to increase customer engagement and meet business goals through applied AI and unique data. By capitalizing on each of our company's strengths and unique assets, we are working together to solve complex problems for customers – and ultimately consumers – in ways that are completely unmatched.

3. To what extent is the partnership driven by emerging trends?

The partnership is driven by global macro-trends including the importance of customer engagement, the explosion of big data, a shifting regulatory environment and the rise of applied AI. We recognize these trends are in their infancy and will continue to evolve over time.

4. What solutions are being offered?

The Data Decisions Cloud is an end-to-end decision management platform that will allow customers to explore, develop, test, and deploy powerful insights into production systems across the organization. In addition, three pre-built solutions are anticipated to be released this year:

- A connected system for real-time access to raw and trended data that enables the rapid creation and deployment of new predictive elements and promotes data science collaboration across the enterprise.
- A compliance-as-a-service solution that enables customers of all sizes to support their anti-money-laundering obligations across the customer lifecycle.
- A Prescreen Marketing Automation solution that helps small to medium-sized banks grow by creating FCRA-compliant prescreen offers from concept through execution and reporting.

5. What problem are you solving with this partnership?

The Data Decisions Cloud strategically addresses the following common challenges:

- Complex platform and data integration across disparate systems.
- Slow cycle times and low success rates when building new models and getting them into production.
- Inability to achieve desired ROI for data and analytic investments.
- A shortage of data science and IT talent and the associated high expense of analytic projects.

6. What are the anticipated benefits to customers?

FICO and Equifax are working on solutions that allow organizations to ingest large volumes of data, uncover new insights with analytics, build predictive models and quickly take action to execute these decision strategies. This approach creates a learning loop that has many benefits, including:

- A 360 degree view of the customer and risk across the organization.
- Increased revenue streams and improved ability to meet portfolio goals.
- Ability to innovate faster and rapidly deliver new products and services.
- Delivering seamless customer experiences.
- Increased analytic maturity and sophistication.
- Differentiation from competitors.
- Improved business agility and ability to respond to regulatory shifts.

7. What is new here and is it differentiated?

The Data Decisions Cloud will enable organizations to strategically advance their data and analytic sophistication and take action across the customer lifecycle to achieve their full business potential.

A connected and open platform and suite of cloud applications provides a 360-degree view of the customer, risk exposure, as well as cloud applications that are designed for specific needs and have rapid time to value. The end-to-end approach accelerates an organization's level "learning loop" and enables the company to proactively anticipate customer needs, and take action to fill those needs faster, giving them a competitive advantage.

8. When will these solutions become available?

The Data Decisions Cloud and initial set of cloud solutions are anticipated to be available in the second half of 2019.

9. What regions will these solutions be available in?

The Data Decisions Cloud connected platform capabilities are anticipated to be offered globally in all regions where Equifax and FICO currently do joint business. Two of the specific cloud solutions are planned to have initially limited regional availability:

- Equifax Compliance-as-a-Service, Powered by FICO is initially focused on the US and Canada.
- Prescreen Marketing Automation from Equifax and FICO is initially focused on the US.

10. Who is the target audience for this partnership and these supporting offerings?

The target audience for specific solutions varies. At a high level, the Data Decisions Cloud and supporting platform capabilities are best for mid-sized and credit unions and enterprise institutions in, but not limited to, financial services. The Prescreen Marketing Automation solution is designed for small to medium-sized banks, and the Compliance-as-a-Service solution is suitable for customers of all sizes.

11. Are there any customers using this combined solution?

Equifax and FICO have a long list of joint customers, many of whom are using Equifax data and FICO digital decisioning today. We will have more to share with you about customers using the Data Decision Cloud as it becomes generally available.

12. Will FICO and Equifax continue to sell their individual products, or will these new solutions replace them?

Equifax and FICO will continue to sell and support our existing products and solutions. Our mission is to meet our customers “where they are” to maximize their existing investment in data and analytic capabilities and provide them with the choice to consume the components that work best for their needs. At the same time, we will continue to invest in our products and services independently to further our market leading capabilities.

13. What data is being used in this partnership and how will it be used? Where did this data come from?

The data varies by solution:

- Connected platform experience: Phase 1 will use Wealth, Decision Data, Credit Trends, Triggers and Full File. Later Phases may include: Commercial, Property, Telecom & Utility, Employment & Verified Income data.
- Compliance solution: Uses several enriched datasets as well as key data sources – OFAC, Global Sanctions, Adverse Media and Politically Exposed Persons (PEPs).
- Prescreen Marketing Automation solution: uses Equifax traditional consumer credit data to run the prescreen criteria. The “What If” scenarios and output will use a set of predefined attributes, including select trended variables, and predefined risk scores.

14. How will this impact data security across both companies? Does this increase exposure? Will data privacy be affected?

Customers today can and do connect Equifax data and FICO decisioning on their own. The Data Decisions Cloud will pre-integrate these capabilities using the most stringent "security by design" and "privacy by design" cloud software development and deployment standards. FICO will continue to maintain its data independence and focus on providing FICO® Scores, digital decisioning and applied AI, and Equifax will continue to focus on delivering the best, most comprehensive and unique data available.

15. What are the benefits to the consumer? Should borrowers expect more access to credit or more barriers

We are focusing these solutions on providing financial institutions with the best data and decisioning capabilities in the cloud. Today, if a bank has outdated or disconnected internal systems, the result is a poor customer experience, inconsistent access to credit, and potential compliance challenges. By enabling organizations to better understand their customers, financial organizations may proactively meet consumers’ needs with more personalized offerings that are transparent, explainable and relevant. This improves the financial life of the consumer as well as improves business value for financial institutions.

16. I already have a solution from you, is this better? Should I move to this solution?

Equifax and FICO will continue to sell and support our existing products and solutions, and our goal is to "meet you where you are" to maximize existing investments and provide you the choice to consume individual components from the Data Decisions Cloud that work best for your specific needs.