

# BusinessIQ<sup>SM</sup> 2.0

Modernizing and automating your risk management.

BusinessIQ 2.0 is an innovative, powerful analytical web-based application designed for small, mid-sized, and enterprise risk management. To meet the ever-changing needs of our clients, we continue to grow and modernize with you. BusinessIQ 2.0 delivers a truly differentiated set of features, surpassing the competition through its newly transformed technology framework and redesigned user interface. Experian Business Information Services still offers the same great reliable reports you already know and love, and we've added enhanced search functionality. OneSearch<sup>TM</sup>, our newest search and match technology, helps you find the right business quickly, with minimal data input.

## Business challenges

Today's business landscape is constantly changing, and your competition is increasing. You need a tool that provides real-time access to predictive risk data so you can run your business with confidence. BusinessIQ 2.0 is Experian's powerful, innovative web-based application that brings the industry's best practices and top analytical intelligence right to your fingertips. BusinessIQ 2.0 gives you powerful tools to automate decisions, manage risk and prioritize collections.

## Benefits of BusinessIQ 2.0

- **Modern** — New tools need to be simple, intuitive and user-friendly. With BusinessIQ 2.0, **powerful meets simple**. It offers easy-to-use search functionality and a modern web experience with new side navigation, coupled with our traditional commercial credit reports you know and trust.
- **Sophisticated** — Achieve short- and long-term business goals by incorporating **automated decisioning** strategies from judgmental and rules-based scorecards to custom model scores.
- **Innovative** — A newly redesigned **robust cloud-based application** gives you the ability to incorporate analytics and custom models into your everyday workflow.

## Working with Experian

At Experian, we give every client 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 and AI modeling techniques to a wealth of 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 the industry's most stringent security and governance best practices, as well as the confidence of consistent and rapid customer service enjoyed by thousands of customers.

And 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.



Product sheet

## BusinessIQ 2.0

### 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.

To find out more about the BusinessIQ 2.0, contact your local Experian sales representative, call 1 800 520 1221 or visit [www.experian.com/biq](http://www.experian.com/biq).