

How can you offer data that separates you from other providers?

The quality of your data solutions may be what differentiates you from the competition. You want to offer customers comprehensive data with fewer false positives delivered quickly and efficiently—and in a format that easily integrates into their workflow. To achieve this, you need to address some challenges:

Expand the depth and coverage of your data

The value of a criminal database is largely determined by how many data sets it encompasses. Even a small piece of information may affect your customers' ability to ensure safety and security. To offer higher quality data, you need access to more records in more areas of the country so you can provide a more comprehensive criminal background.

Increase speed of data return

Your customers are looking for the ability to make informed decisions—the faster you can help them do that, the more critical your data will be to improving their bottom line. If your delivery system and processes can provide data results faster and more efficiently while addressing downtime or delays more effectively, you'll have an advantage over other data providers.

Reduce false positives

False positives can have a significant negative impact on your customers' screening efficiency. Delivering an incorrect match can expose them to the types of risks that screening is meant to avoid. If you don't have the right data-matching tools in place to prevent false positives, how can you deliver higher quality data than your competitors?

Deliver more ready-to-use data results

Every time you have to interpret data results for a customer, it costs you both time and money. Differences in the rap sheets from various court jurisdictions can make it difficult for your customers to implement them into their workflow. Reports often include unusable data that can clutter the screening process so the format and the terms in which you deliver results are just as important as the data itself.

What if you could:

Provide access to one of the industry's most comprehensive criminal databases?

Return your customers' data requests faster and more efficiently?

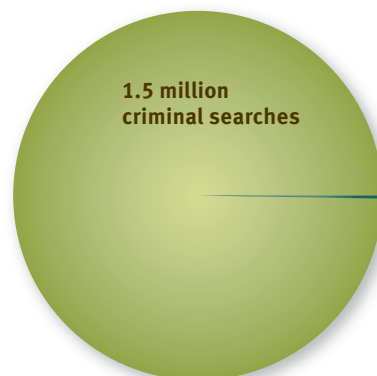
Reduce the number of false positives your customers receive?

Offer a custom report that combines all rap sheets into a single format and filters any of your customers' variables?

Now you can. See the reverse side to learn how TransUnion can help you improve the quality of your data.

Impact: More reliable data

Since the beginning of 2008, only 0.05% of the more than 1.5 million criminal records TransUnion has run required additional interpretation or returned missing data.



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Offer your customers higher quality data with TransUnion

TransUnion combines one of the industry's most comprehensive criminal databases with sophisticated matching logic, efficient delivery methods and a customized, user-friendly reporting format to help you provide your customers with higher quality data. This allows you to differentiate yourself from the competition by offering more effective data solutions.

Advanced delivery methods

TransUnion offers some of the most advanced delivery methods to help you provide data faster and more efficiently. Our enhanced XML platform makes searches go quickly and returns results in less time. You can also customize your customers' results and establish priority order for the data elements. As a result, you can deliver the data your customers need quickly in a format they can easily integrate into their workflow.

Fewer false positives

We have sophisticated matching tools, including photo identification, to reduce the number of false-positive background matches. TransUnion leverages proven experience and advanced technology to recognize common variables beyond

traditional identifying information such as name, address and phone number. Identifying information is also categorized to eliminate much of the poorly matched data that can lead to false positives. The result? Your customers receive fewer false positives without sacrificing quality.

User-friendly reporting format

By offering a standardized rap sheet that covers all 300 data sets, TransUnion enables you to offer a single reporting format for all the different sources of criminal background data. You can also filter results to identify key data elements and suppress unwanted or unneeded information. This helps your customers easily interpret the data you provide and implement it into their workflow quickly and efficiently.

To learn how TransUnion can help you provide your customers with higher quality data, contact your local TransUnion representative today, call 800-568-5665 or visit transunion.com/rentalscreening

Here's how TransUnion provides you with data that will separate you from your competitors:

Comprehensive Public Records Database

offers more than one billion criminal records from more than 300 county, state and federal data sets.

Data Acquisition Team

continually searches for new sources of criminal background information to add to our database.

Categorization

returns results in priority order to increase efficiency and eliminates poorly matched data to reduce false positives.

Summary Data

enables faster delivery by helping customers choose which data they want to view in detail and summarizes the remaining information.

Enhanced XML Platform

provides faster searches, integrates more easily with your existing systems and delivers timelier results so your customers can make faster, more informed decisions.

Matching Logic

leverages proven credit rating tools and expertise to go beyond traditional identifying data to help obtain a positive match.

Criminal Research Team

calls courts and checks records to manually match unclear results.

Standardized Rap Sheet

gathers all available rap sheet data and presents it in a single, easy-to-read format.

Data Filtering

gives customers the ability to eliminate data elements they don't need, making it easier for them to implement results into their workflow.

As a global leader, TransUnion brings together data, technology and an in-depth understanding of your challenges to create advantages for businesses, consumers and communities. This powerful combination of information and insight will help you provide data that helps your customers screen applicants more efficiently and more effectively so they can make more informed decisions and better manage risk.

ACHIEVE MORE WITH TRANSUNION