

Your criminal background data could be your key to increasing profitability

In an industry where new revenue opportunities can be rare, your profitability relies heavily upon your ability to manage costs. You need data solutions that not only offer more value for your data budget, but also help you increase efficiency in other areas of your business. As a result, you can reduce costs across your entire operation.

Identify new revenue opportunities

Product development can be expensive and offering new services to your customers and prospects can be challenging. But other opportunities to increase revenue are rare. Reducing the costs and risks associated with developing and rolling out new service offerings could have a significant impact on your ability to increase revenue.

Reduce operating costs

Data inefficiencies such as false positives and usability issues often lead to increased costs. If customers receive inaccurate data, they will likely call your customer service staff to resolve the issue, which costs you time and money. Similarly, if the data your customers receive can't be easily deployed to their IT systems, your staff must spend time and resources addressing issues that could have been prevented.

Get more value when buying data

When you buy data solutions, there are several factors that affect how much value you get for your investment. Reseller markups, strict long-term contracts and add-on charges can make it difficult to manage your budget effectively. It's important to have options. That way you can get the data that's right for you with a billing structure that gives you more value and meets your budgetary needs.

What if you could:

Reduce the investment risk associated with rolling out new service offerings?

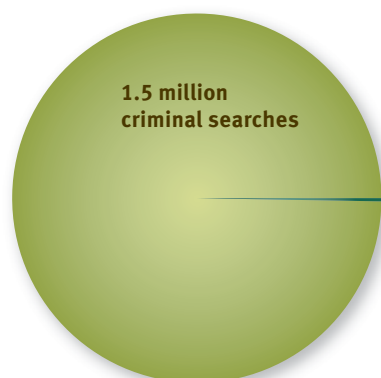
Deliver more reliable, ready-to-use data and reduce calls to your customer service center?

Bundle your data solutions and get add-on tools and services for no extra charge with the billing that best fits your data usage?

Now you can with TransUnion. See the reverse side to learn how we can help you increase your profitability.

Decrease customer service calls to increase your profit margin

In 2008, the total number of customer support calls TransUnion has received is less than 0.19% of the total number of criminal searches we've conducted—more than 1.5 million.



less than
0.19% customer
support calls

Better manage costs and create new revenue streams with TransUnion

TransUnion can provide you with unique solutions to offer your customers and enable you to more confidently develop and roll out your own new service offerings. Our solutions are designed to help you streamline your processes, give you more value for the data you buy and identify opportunities for growth. This helps you keep costs down so you can resell data at a higher profit margin while finding and developing new revenue streams.

More data options and start-up pricing

We help you more confidently pursue new revenue streams by making it more practical to develop and roll out new services offerings. We understand the risks involved and we offer tools to help manage those risks. Our flexible pricing options enable you to reduce the initial investments needed to launch new services and penetrate new markets. We also provide you with more easily manageable data, which helps you manipulate data sets and create new ways to package solutions so you can differentiate your offerings from the competition.

Data that's ready to be used by your customers

Our data solutions help you better manage operating costs by reducing the time and resources you spend managing usability issues and customer service calls. We have tools to reduce false positives and help ensure FCRA compliance so you can deliver high-quality, low-maintenance data to your customers. This helps free up your staff and IT resources to focus on other operational needs.

Better value for your data

We offer bundled solutions, and value-added tools and services with no add-on charges or hidden fees. This includes dedicated account management, monitoring and support, consultative research and access to the more than one billion criminal records. We also offer flexible billing options with no long-term commitments to better fit your data budget and enable you to pay only for what you use.

To learn how TransUnion can help you reduce costs and increase revenue, call 800-568-5665 or visit transunion.com/rentalscreening.

Here's how TransUnion helps you increase profitability:

Matching Logic and Tools recognize common variables beyond names, create a comprehensive rap sheet, provide photographs, eliminate poorly matched data, and improve the rate of positive matches.

Data Filtering enables you to establish customized specifications of the variables you want incorporated into your results.

History Search taps into cached data to give you results from as far back as 90 days.

Flexible Billing enables you to choose the services and pricing structure that best fits your needs—including service bundles—and helps you manage your budget more efficiently with no long-term commitment.

Consulting Services help you develop your tools and identify opportunities for growth. This includes dedicated account management and monitoring and data research teams.

National Eviction Search encompasses all 50 states where eviction data is available and delivers results in bulk, separating you from the competition and providing you with another option for a service offering.

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