

ENABLING TECHNOLOGY

TruIQ Data Enrichment

Faster data. More control.
Bigger impact.

OVERVIEW

TruIQ™ Data Enrichment provides unlimited, on-demand access to pseudonymized TransUnion credit data within your private environment. And through its proprietary linking application, connects your 1st and 3rd party data with pseudonymized TransUnion credit data without creating the risk of sensitive data leaving your environment or relying on 3rd party data processors.

The result? Faster data, more control, and bigger impact throughout the analytic lifecycle, allowing you to explore data and garner insights faster.

KEY BENEFITS

Speed up the analytical lifecycle

Reduce time to insight and refine strategies by jumpstarting your analytic lifecycle, bringing all your data into one place

Create a well-rounded view of the consumer

Develop a more accurate picture of the consumer by easily accessing and linking pseudonymized TransUnion credit data with your 1st and 3rd party data

Reduce the risk of data exposure

Reduce the risk of data breaches by limiting exposure of sensitive 1st and 3rd party data by keeping it in your own environment

Take more control of your data and tech stack

Enable your data team to build models in your own environment rather than confined platforms, and freely use data from any data provider

Eliminate additional costs

Eliminate or replace the need for a 3rd party data processing agent with complete freedom to use your analytics tech stack of choice

Streamline TransUnion credit data purchases

Eliminate singular data purchases with a fixed subscription for on-demand access

KEY FEATURES

Unlimited access to TransUnion credit data

Get on-demand, uncapped access to pseudonymized TransUnion credit data, scores and industry-leading algorithms in your own environment

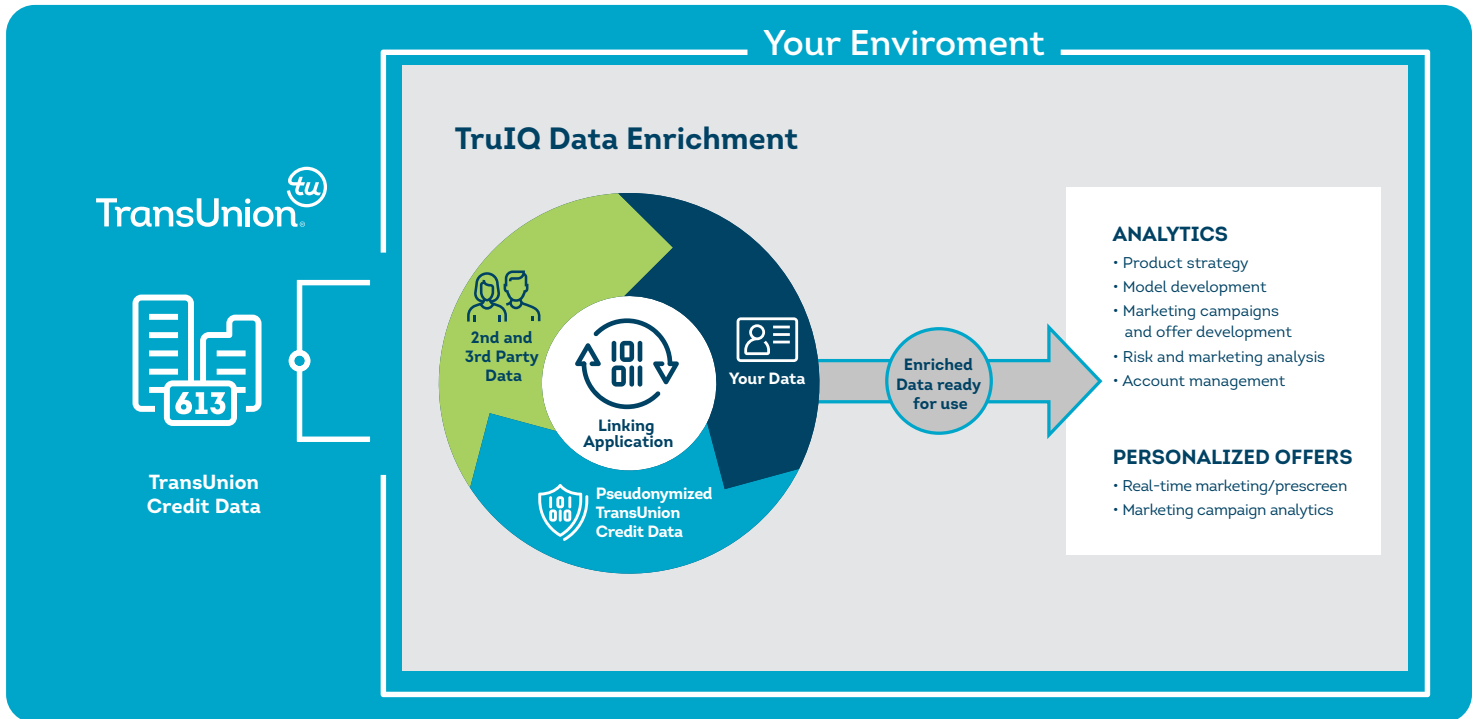
Data linking and enrichment

Link and enrich your 1st and 3rd party data with pseudonymized TransUnion credit data

Flexible app deployment

Deploy TruIQ Data Enrichment's linking app in your cloud environment or on-premise server

HOW IT WORKS



To learn more about how TruIQ Data Enrichment can help you get fast, unlimited access to pseudonymized TransUnion credit data in your own environment, contact your TransUnion representative or visit transunion.com/solution/truiq/enabling-technology/TruIQ-data-enrichment.

