

Make better data-driven decisions faster through analytic consulting and technologies.

OVERVIEW

With today's rapidly changing market conditions and evolving consumer behaviors, organizations need to be able to make the right decisions about their customers as quickly as possible to remain competitive. TruIQ empowers you to make better decisions faster and easier by providing the technologies and analytical expertise needed to gain an accurate and comprehensive picture of a consumer.

TRUIQ



Stay ahead of the competition

Gain insights faster to act quickly and confidently to market shifts.



Elevate analytics performance

Create highly predictive, custom analytics – without unnecessary costs and complexity.



Stay compliant with regulations

Show transparency and explainability for even the most advanced analytic methods.

TruIQ Solutions

Leverage TransUnion's broad and rich datasets, world-class analytics talent, and powerful analytics tools to uncover actionable insights.

ADVANCED ANALYTICS CONSULTING

Create highly predictive custom models, scores and analytics solutions by collaborating with TransUnion's data scientists with deep industry and technical expertise.

TruIQ Innovation Lab

Engage with our data scientists in an immersive workshop and resolve your most pressing business issues.

TruIQ Retrospective Analysis

Validate how well a model or characteristic predicts future behavior in your portfolio.

TruIQ Custom Models and Attributes

Leverage custom analytics to develop relevant models and attributes for specific business challenges.

TruIQ Third Party Model Validations

Verify your models perform as intended; meeting requirements for which they were designed.

TruIQ Custom Insights

Improve decisions with an analytical approach powered by industry expertise and robust data.

ENABLING TECHNOLOGY

Drive better decisions with powerful, configurable platforms and analytics applications built on proven, emerging tools and technology.

TruIQ Data Enrichment

Get on-demand, unlimited access to pseudonymized TransUnion credit data in your own environment and link it with your 1st and 3rd party data without the risk of exposure.

TruIQ Analytics Studio

Accelerate your model building cycle with a sophisticated data analytics platform.

TruIQ Data Extract

Get on-demand access to trended credit, alternative and traditional consumer data in your own analytics environment.

TruIQ Insights Visualization

Understand market trends and segmentation with both predefined and self-serve visualization tools.

TruIQ Decision Management

Take a more flexible approach to managing your credit decisioning strategies and realize the full potential of your TransUnion data and analytics.

TruIQ Renter Analytics

Unlock actionable insights on resident data through a web-based dashboard.

