



## Data Synthesis™

Manage risk and improve profits with a more comprehensive view of your commercial customers.

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We can help you to identify duplicate records, changes to business IDs, evolving corporate family relationships and other factors. Experian's Data Synthesis™ provides a pathway to the intelligence you need to evaluate your commercial credit risk and exposure effectively by standardizing and cleansing account lists and identifying relationships.

### Meet the challenge of multiple commercial records and databases

Associating multiple accounts and portfolios containing address variations, numerous locations and other changes resulting from consolidations, mergers and acquisitions, and other factors into a clean master list is essential to managing risk. Much more than a one-and-done process, Experian's Data Synthesis can cleanse, standardize, organize and consolidate commercial data continually, resulting in a complete and accurate view of customers across channels, divisions and time.

### Navigate today's complex business environment by viewing your customers with laser focus

You can avoid the potential financial pitfalls associated with address variations that can result in duplicate records or multiple lines of credit being open with members of the same corporate family. Data Synthesis assigns a unique Business Identification Number (BIN) to each customer and applies data hygiene and address standardization to help standardize, organize and consolidate customer data.

We can help you maintain a complete and accurate view of your customers by tracking and managing accounts over time using Experian's proprietary TrueSearch<sup>SM</sup> search and match technology and its linkage process that uses identifiers such as Ultimate parent, Headquarters, Single-location subsidiary and Branch to show more precisely how accounts are connected.

### Rely on the industry's most comprehensive commercial database

BizSource<sup>SM</sup>, Experian's state-of-the-art commercial data repository, effectively integrates business intelligence and quality data assets with Experian's more than 30 years of experience managing large databases to give you more thorough and accurate business credit information.

## Data Synthesis™

### Make the right match every time

TrueSearch brings same or similar business names at same or similar addresses together under the same BIN, which is carried on a business location throughout its life cycle and never reassigned.

If the customer entity does not exist within the repository at the time of processing, a unique pseudo-BIN will be assigned and maintained separately from the BizSource repository. When a BIN is created for that record, linkage and commercial credit data will be appended. As mergers, acquisitions and maintenance activity takes place, users are notified of the consequent BIN changes.

Data Synthesis allows you to:

- Deal with multiple records, accounts, portfolios and databases.
- Have one standardized customer master file.
- Identify one unique ID to track and manage accounts and exposure.
- Be alerted about BIN changes.
- Have a reliable, ongoing customer identification process.
- Know if you have lines of credit open with multiple members of the same corporate family.

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