



Equifax Credits Insights and Transformation to Spotfire

Self-service efficiency, reduced time to market, improved market share

“Sales teams have been able to provide valuable insights to customers because, over the past year, we’ve moved from a very manual environment in which it used to take weeks to develop and deliver insights to one that’s now 100% self service.”

—Brandon Obenauf, Data Strategy and Execution Analyst

CHALLENGE

“Equifax is becoming a thought leader and provider of dynamic insights within the credit space to help our clients make the right decisions about their customers,” explains Brandon Obenauf, data strategy and execution analyst.

“One of our main goals was to blend business and technology in a way that our business users and decision-makers could have access to insights without having to have the technical skills needed to get the data. We wanted to be able to get insights into our sales consultants’ hands as fast as possible so they could provide more value to our customers.

“One of the challenges we faced was having multiple data sources that we couldn’t link together. To gain insight from those sources, we had to put all the data into the same environment and provide for easy exploratory analysis. If we weren’t able to solve those challenges, we would have lost market share and not been able to provide the most value to our customers.”

SOLUTION

“We wanted to provide analytics to our sales teams and clients in a much quicker manner. We needed an analytics tool that could connect to multiple data sources and pull data back quickly. It needed to connect to our Hadoop® environment and handle big amounts of data. It also needed to allow report customization, whether for security or for designing reports for the C level on down to our sales people, and provide analytics access to those who didn’t have technology expertise. We also needed a partnership with a vendor that we could trust, who wasn’t going to go anywhere,” says Obenauf.

DETAIL

75%

Time-to-market improvement

EQUIFAX

Equifax powers the financial future of individuals and organizations around the world. Using the combined strength of unique trusted data, technology, and innovative analytics, it has grown from a consumer credit company into a leading provider of insights and knowledge that helps its customers make informed decisions.

FAST FACTS

Founded: 1899
Headquarters: Atlanta, GA
Employees: 9,200
2015 Revenue: \$2.7B
Operations: 24 countries
Data assets: 820 million consumers, 91 million businesses

“About a year ago, we launched our Cambrian platform, a massive environment that provided access to all of our data assets. It’s all linked and keyed together to provide our analysts the ability to view all the data at the same time. TIBCO Spotfire® is one of the tools in that environment. It’s really reducing time to market for those insights. The Cambrian Project was essential for Equifax to become a true thought leader, differentiate ourselves from our competition, and start gaining market share.

“We chose TIBCO because they provide visualization capabilities and more. One of our goals is to start moving into complex event processing and other areas that TIBCO has expertise in. We use TIBCO Professional Services to reduce our learning curve, to help us learn something in a week rather than a couple of months. That ability allows us to provide trust to our senior leaders that we can get the job done.”

BENEFITS

SELF-SERVICE EFFICIENCY, FASTER INSIGHTS, BETTER CUSTOMER SERVICE

“Leveraging Spotfire, one of the improvements we’ve made to the customer experience is the ability to deliver reports to our sales consultants, which allows them to become true thought leaders in the industry. They have access to the data all the time, and they’re able to help their clients in better, faster ways. Sales teams have been able to provide valuable insights to customers because, over the past year, we’ve moved from a very manual environment in which it used to take weeks to develop and deliver insights, to one that’s now 100% self-service.”

REDUCED TIME TO MARKET

“With Spotfire as one of the core components, we’ve been able to reduce our time to market by up to 75%, allowing sales to quickly deliver insights to customers.”

IMPROVED MARKET SHARE, TRANSFORMATION

“We’ve been able to improve our market share and have conversations with clients that we’ve never been able to have before. We’re able to integrate statistical measures and, for business users, remove the analytics black box that was previously there.

“With the help of TIBCO Spotfire, Equifax is making the move from a company that supplies data to one that supplies dynamic insights. As Equifax continues on this journey, it’s increasing its brand image and meeting or exceeding our customers’ expectations.”

FUTURE

“Now, with our strong foundation in the Cambrian environment, next steps are to leverage tools such as tiers, automate some of the statistical processes, and provide them in a self-service fashion.”



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