



Data Warehouse

Keep pace with a rapidly-changing industry with Business Insight Reports

In a competitive market, profitability can be improved by proactively converting data into business insights. Whether you are segmenting your market, targeting new business, or managing and monitoring your current customer base, accurate and effective business information can minimise your risk. TransUnion's Return on Intelligence (ROI) will help you keep an eye on business and your industry.

Our massive data warehouse allows us to offer you business insights based on significant, relevant information. The industry has never been more competitive and we believe this kind of intelligence is crucial to sustained growth for credit grantors.

Solution overview

With TransUnion Business Insight reports, you can answer the following questions:

- How do I get more qualified leads?

- Where/what are the risks in the market I am trading in?
- Is my credit policy too conservative?
- Which region has higher risks?
- Is my industry in a slump?
- Is my company in the top or bottom half?
- Should we be approving more deals?

Choose the reports that best fit your needs

1. Commercial marketing lists

Are you looking for new business opportunities? Do you need a list by industry, region, company type or the risk profile of a business? This report will assist you in making smart marketing decisions. You'll be able to target the right customer for your risk appetite before competitors can. Smarter marketing decisions enable superior portfolio performance, which promotes business growth.

2. Deeds extraction

Raw deeds data can be extracted directly from the Data Warehouse. This is particularly relevant in the Municipality areas-where the latest information on deeds owners can be extracted on specific data elements that aren't used in the Batch space. Matching can be done on specific areas or authority, SG Codes, Erf number and Township, where for example we can extract the latest owner information in order to update the customer's current books. These extracts will ensure that you always have the latest buyer information available.

3. Data matching

In preparation for Batch jobs, Data Warehouse extracts business information in order to clean up files for further processing. For example, if a file contains business entity names, or VAT, registration or IT numbers, these can be extracted. This will assist with higher match rates when running Batch jobs. Matching also empowers you to clean up debtors' books and ensure you have the most up-to-date statutory information.

4. Industry analysis reports

Industry analysis reports can be run in a generic format or they can be customised to fit your needs and requirements. These reports ensure you only receive information that you need to make key business decisions. This will give you more insight into an industry and allow you to make better credit and risk decisions.

The reports provide industry intelligence as well as insights gained through data-mining analysis, You also get an interpreted analysis of our comprehensive business database-delivering the insights you need to drive your bottom line.

5. ADS specialised reports

Business professionals who require significant analytical information and interpretation of data can make use of our highly skilled analytical team to interpret and format the data into a specialised required format. The data can be used for statistics, marketing analysis, segmentation and more-helping you reach your business objectives.

TAP INTO THE VALUE OF BUSINESS INSIGHT REPORTS:

Business insight reports provide interpreted analyses of TransUnion's comprehensive business database to deliver the insights you require.

DELIVERY CHANNEL:

Business insight reports can be sent via secure email, FTP or on a CD.

FOR MORE INFORMATION ON BUSINESS INSIGHT REPORTS PLEASE CONTACT YOUR SALES REPRESENTATIVE:

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