

Make more profitable decisions
with **optimal business data**



Business profiles are constantly changing — making it challenging to actively maintain correct and current information for your customers and vendors. Without quality data, your business could be wasting time and money, missing growth opportunities or failing to effectively assess risk.

In today's rapidly changing economic landscape, having cleansed, linked and more up-to-date data is critical at every step of the customer journey.

LexisNexis® Business Data Management supports efficient decision-making across the lifecycle of a business by delivering robust data and the tools necessary to uncover relevant actionable insights. Our expansive data coverage — enabled by thousands of sources — is paired with advanced analytics and patented linking technology to deliver the insights you need to gain a significant competitive advantage.



Bad data can impact every piece of your business

Operational

Inaccurate, outdated or duplicative customer data can lead to wasted time and resources

Marketing

With incomplete customer profiles and demographics, marketers may miss valuable opportunities

Compliance

Lacking good data and actionable insights can increase the risk of non-compliance

Fraud and Identity

Poor identity resolution and linking can lead to issues including re-occurrence and “tumbling”

How LexisNexis Business Data Management works:

The powerful combination of our patented LexID® business unique identifier and proprietary HPCC Systems® computing platform connects the right records to the right organization to deliver an optimized view into a business entity and the people associated with it.

Establish a source of truth with cleansed, linked, relevant data — so you can make confident decisions that move your business forward.



Cleanse

Standardize disparate data element formats



Resolve

More accurately resolve entities; delineate between consumer and business records



Link

Connect and aggregate records from disparate databases across the enterprise via LexID® linking technology



Append

Leverage our robust referential database to obtain more accurate data that has been triangulated across multiple sources



Monitor

Maintain data accuracy with automated monitoring, alerts to changes and periodic data refreshes

LexisNexis Business Data Management gives you the tools you need to quickly update customer profiles, fill in gaps and stay up to date on developments that may impact your risk.

Data elements include:

- Company Name, DBA, Parent Company Name
- Company Address
- FEIN/TIN
- SIC Code
- NAICS Code
- Source Validation on Company Name, Company Address and FEIN
- Company Status

Operational tools

- **Element Match Codes** — Delineates or describes the difference between the customer input data and LexisNexis Risk Solutions best data
- **Element Source Indicators** — Provides the number and types of sources of the LexisNexis Risk Solutions data on an element level
- **Data Quality Analysis and Assessment Reporting** — Receive insightful reports that provide key metrics relating to the completeness and accuracy of customer data

Powered by LexID® technology

Our industry leading proprietary LexID® linking technology enables you to connect disparate data about an identity with industry-leading precision — and enable delivery of the right data associated with consumers and the insights you need to achieve your goals.

Get the most out of your data with LexisNexis Business Data Management

To learn more, visit risk.lexisnexis.com/products/business-data-management or call (866)528-0780.

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [LexisNexis Risk Solutions](#) and [RELX](#).

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