

## More profitable business decisions start with a foundation of quality data

Data Management from  
LexisNexis® Risk Solutions

**As your business confronts an ever-expanding volume of data, it is essential to enhance your data management capabilities to help optimize the value of your data and drive better business outcomes.**

Cleansing, linking and aggregating data across your organization can pose a significant challenge. Data is the lifeblood of business, but data management becomes more complex every day.

Many businesses use a patchwork collection of data systems and sources, which can make it difficult to:

- *Cleanse messy data*
- *Fill in the gaps with updated information*
- *Ensure a high level of data quality management*
- *Eliminate inaccuracies*
- *Connect and link the right data to the right profiles*

## Customer data isn't static

Input errors, missing or duplicate information and outdated data can seriously hamper performance over time.

**98K** address changes are processed by the U.S. Postal Service every day<sup>1</sup>

**66%** of reporting businesses ranked maintaining data quality/accuracy as moderately to extremely difficult<sup>2</sup>

**69%** of reporting businesses ranked identity resolution and generating actionable data insights as moderately to extremely difficult<sup>2</sup>

Your business can't afford costly decisioning delays, misaligned strategies or the potential **risk exposure that can result from using poorly maintained, inaccurate or outdated data.**

Keeping pace with a constantly changing data landscape requires data management solutions and strategies that will help ensure your data is reliable, clean and regularly refreshed with new information.

Even with quality data, you need ways to organize it effectively and discover the right insights to enhance your understanding of consumers and other businesses.



**Bad data can compromise the entire enterprise, leading to:**

- *Wasted resources*
- *Lost revenue*
- *Damaged customer relationships*
- *Regulatory actions and fines*
- *Reputational risk*

## Take control of your data to establish a competitive advantage

Our comprehensive data management solutions deliver a multi-dimensional view of consumers and small businesses.

**Industry-leading identity information can be leveraged across the customer lifecycle to help improve performance:**

- *Identify and engage with new prospective customers*
- *Manage your portfolio to adapt to changes in customer risk*
- *Increase operational efficiencies*
- *Provide personalized customer experiences*
- *Bolster your protections against fraud and cybercrime*
- *Confidently meet complex regulatory requirements*
- *Create a holistic 360-degree customer view*

**Create a connected, timely view of consumer and business identities with data enrichment solutions powered by LexID® linking technology.**

LexID® linking technology draws on a wide range of public and proprietary data sets to develop more comprehensive consumer and business profiles and improve identity resolution — which can help you capitalize on opportunities while managing risk.

Leverage our regular data refreshes and unique analytics capabilities to rapidly update millions of customer records and append new insights — empowering you to build a clearer view of your customers, suppliers and stakeholders.

Make confident decisions that move your business forward with cleansed, linked, relevant data.



### Resolve

More accurately resolve entities; delineate between consumer and business records



### Cleanse

Standardize disparate data element formats



### Link

Connect and aggregate records from a wide variety of databases across the enterprise via LexID linking technology



### Append

Leverage our comprehensive database to obtain accurate data at scale



### Report

Receive insightful analysis and reports summarizing input data quality and LexisNexis Risk Solutions data provided



### Monitor

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

## Get the most out of your data

Take a proactive, holistic approach to cleansing, linking, enriching and managing data across your organization with the powerful pairing of LexID technology and our proprietary HPCC Systems® big data engineering platform, which can help you improve data quality management and entity resolution at massive scale — quickly and more accurately.

## Turn fragmented, disparate data into actionable insights

Optimize customer, prospect and vendor information management to help improve data accuracy, accelerate workflows and drive growth.

### Consumer Data Management

*Access and maintain robust consumer data to help nurture ongoing customer relationships, support customer retention and mitigate risk.*

### Business Data Management

*Leverage regularly refreshed data and advanced analytics to quickly and accurately update business profiles, fill in gaps and stay up to date on developments that may impact your risk.*

## A strong foundation of data delivers benefits across your business



### Operations

Validate, standardize and process large volumes of data quickly so you can make confident decisions faster



### Marketing

Improve customer communications and relationships with accurate, complete customer records



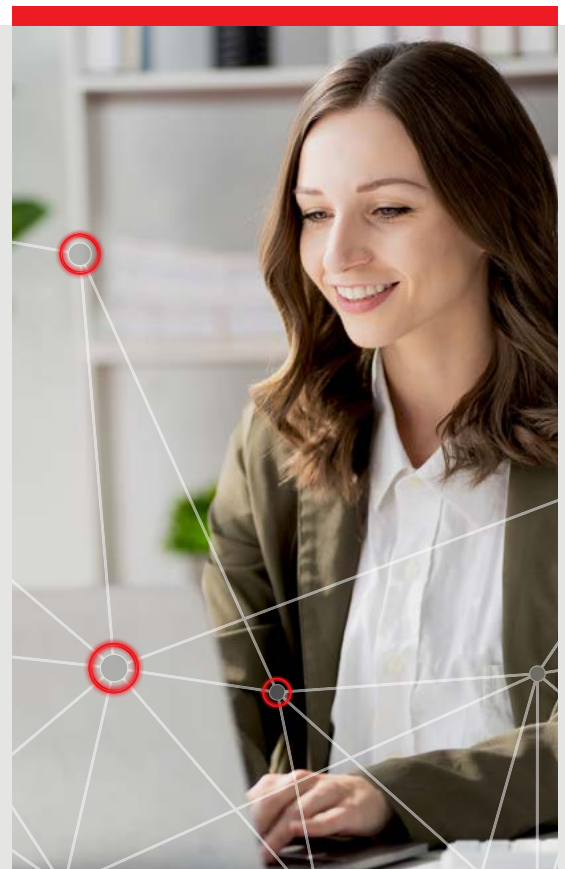
### Compliance

Meet the highest standards of compliance with more up-to-date and more accurate customer data



### Fraud and Identity

Gain a multi-faceted view of identity to prevent fraud while providing a frictionless customer experience





## Optimize your data management strategies with proven data and analytics solutions

Data management solutions from LexisNexis Risk Solutions gives you the tools you need to tackle the toughest organizational challenges.

- 1 *Keep pace with rapidly changing identity data*
- 2 *Standardize data formats across systems*
- 3 *Streamline data management workflows on an enterprise level*
- 4 *Reduce costs with automated deduping and reporting*
- 5 *Support customer retention by providing an improved customer experience*

To learn more, visit [risk.lexisnexis.com](https://risk.lexisnexis.com) or contact a LexisNexis® Risk Solutions representative at (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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#### Sources:

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