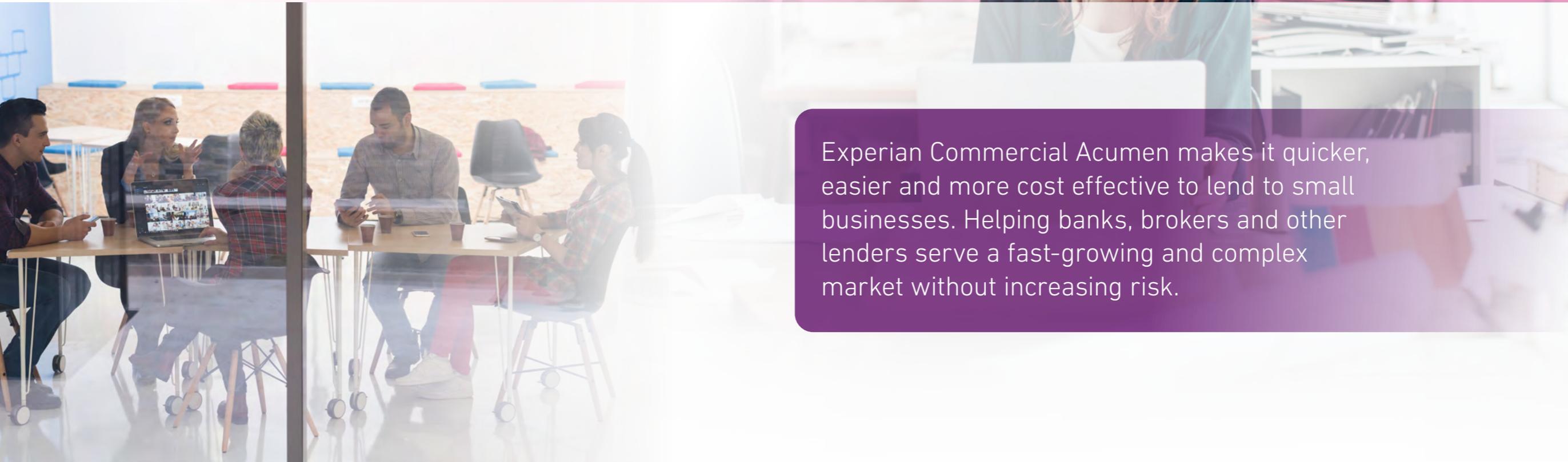




# Experian Commercial Acumen



Experian Commercial Acumen makes it quicker, easier and more cost effective to lend to small businesses. Helping banks, brokers and other lenders serve a fast-growing and complex market without increasing risk.



5.7 million

small businesses in the UK

99%

of businesses are small businesses

£1.9 trillion

total turnover of small businesses

1.6 million

the estimated number of small businesses that are unknown (e.g. those who have not yet filed accounts)



Small businesses represent a massive part of the UK economy. It's in everyone's interest that these are profitable. For lenders, they represent a huge opportunity, but serving their diverse needs is hard, especially if they are not set up for this type of lending.



Experian Commercial Acumen makes it quicker, easier and more cost effective to lend to small businesses, helping banks, brokers and other lenders serve a fast-growing and complex market without increasing risk.



The service uses our Open Data Platform to combine credit, bank transaction information and management account data in seconds. With a single view of what a small business can afford, lenders can make the right lending decisions straightaway, without the hassle and cost of integrating multiple data sources themselves.



## The benefits of Experian Commercial Acumen

- **Help small business customers achieve their potential** by understanding their affordability, fast.
- **Financial insights to add ongoing value to customer relationships.** For example, monitoring their cash flow through our platform to pre-empt when additional lending may be required, before it becomes a problem for them.
- **Empower small business customers** to take care of their own financial health and reduce risk with insights presented in a single, simple-to-understand view.
- **Deliver intuitive and engaging digital applications** that enable customers to share their data and get access to better services to manage their business more efficiently.

## How does it work?

Experian Commercial Acumen brings together multiple data sources into a single, consolidated view of a customer that helps reduce risk, increase revenue, and create competitive advantage.

We combine current account transactions from Open Banking with management account data and overlay it with Experian's trusted credit information.

Everything is delivered through our Open Data Platform, reducing the complexity and cost of working with multiple partners to source data.

The breadth and depth of this data means lenders are better equipped to understand their end-customers' finances. They can speed up loan applications for small businesses and make faster decisions based on accurate, personalised insights.

Our combined consumer and commercial data provides a more accurate view, for example, when underwriting the affordability of small business loans where a director guarantee is required.



- **Commercial credit information** – access to the UK's largest database of commercial credit data.
- **SME management account information** – SME management accounts sourced from the UK's 15 largest providers of SME data.
- **Business current account transaction data** – access to 3 years of transaction data (with consent) for each of the UK's business current accounts. This data is automatically categorised using our bespoke commercial categorisation engine to help you interpret a customer's income and expenditure to monitor cashflow and disposable income.
- **Commercial Data Portal** – our Commercial Data Portal gives you quick and easy access to all of our commercial data without the need for costly or time-consuming IT integration. Available via our Open Data Platform, it is a simple and secure method of sourcing all our commercial data.



All these services are delivered through Experian's Open Data Platform using RESTful APIs or secure URLs, making it simple and cost effective to deploy

## Creating value for you



### Meet the needs of small business customers quickly and more efficiently

By understanding what small business customers can afford through a single view of their finances, lenders can help them achieve their potential, while increasing revenues and market share.

Experian's Open Data Platform gives instant access to a range of commercial data to inform decision making. It removes the need for lenders to build their own platform or integrate data from multiple suppliers. This means they can take products to market quickly, creating competitive advantage.

60%

Our bespoke SME bank transaction categorisation engine has reduced the time taken to manually assess a customer's affordability by 60%.



### Make more informed decisions based on accurate insights to reduce risk

Experian bring multiple data sources together that includes credit, bank transaction, and management accounts. This means our data can provide a more accurate and personalised view of a small business's financial situation. Lenders can feel more confident in understanding risk and ensuring fair, responsible lending.

99%

We can provide financial information that was not previously attainable. 99% of small businesses are not required to file a P&L statement at Companies House. Access to management accounts means we can provide a detailed financial picture of these businesses, in association with their credit history.



### Improve the customer experience and reduce costs by speeding up loan applications

We enable faster lending decisions and seamless customer experiences by automating 80% of the loan application process. Small business customers can apply for their loan at a time to suit them and automatically and securely share their data through our API integration. Automation also reduces cost and the risk of human error.

90%

We reduce the overall loan application process time through automation, sometimes by up to 90%. We provide direct APIs that reduce the cost of collection of financial information to support applications, by up to 40%.



### Add value to small business customer relationships to increase loyalty and provide a platform for future growth

Access financial insights that add ongoing value to customer relationships. For example, it is possible to monitor cash flow through our platform to pre-empt when additional lending may be required, before it becomes a problem. These insights can then be used to deliver personalised products and services and open up new sales opportunities.

80%

We automate 80% of the data gathering process for relationship managers, saving them a day per week as the need to manually pull customer data is significantly reduced.

## Why Experian?

- **We create a consolidated view of customers' finances**, combining commercial credit and current account transaction data with management account information from the top 15 providers.
- **We go beyond the data with business information and insight** to help lenders add value to their small business customer relationships to create more engaged and longer lasting relations.
- **We remove the burden of applying** for an Account Information Services Provider (AISP) license to access Open Banking by allowing organisations to partner and use Experian's AISP license. Consent Management, API integration and ongoing access to Open Banking are handled by us, so lenders can focus on delivering services to customers.
- **Our Open Data Platform takes the hassle and cost out of trying to connect to multiple data sources** to create a consolidated view of a small business's finances. Used in association with our Identity and Verification tools, we reduce the time taken to access data and confirm the provenance of this data to minimise fraud in your engagement with customers.
- **Consultative approach to help lenders understand** the value in their data and what this can mean for their business
- **Scale, stability, service, and support of a trusted brand** combined with the speed, innovation, and agility of a small business



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