If knowledge is power, then access to information is an unmitigated force. The ability to easily tap into a full complement of data resources and gain real-time insight can mean the difference between “Brilliant!” and “We need to do better.”

For instance, let’s say you’re getting strictly credit report information through your existing Equifax connection. What if you could use that same existing connection to access multiple data sources to get more of a “total view” of your customer? Well, now you can.

TotalView, from Equifax is a streamlined, economical way to access a broader portfolio of Equifax data sources. Consume more data from a single source. Reduce the time, investment and complexity that was once a barrier to gathering deeper intelligence.

**Simplify. Connect. Confirm.**

TotalView significantly enhances your organization’s ability to strategize and drive improvements in all areas of the business:

- Assist in market growth and wallet share
- Target offers to the right customers via the right channel
- Implement stronger customer retention strategies
- Assess emerging risk
- Ensure consistent application of risk policies

With TotalView, there are no special resources or infrastructure required — and less coding involved too. Code only the data you want, when you want it.
TotalView

TotalView can help build a more complete picture of your customer. Here’s a look at what you can access with TotalView — all from a single connection:

- **Enhanced Credit Information:** Serves up more granular trade line data, expanded payment information, more precise dates (MM/DD/YYYY), and additional addresses — making for more acute assessment;

- **Property Data and Analytics:** Reveals property ownership, equity and value;

- **Fraud Detection:** Robust tools that reduce risk without impacting the customer experience;

- **Income and Employment Verification:** Up-to-date information from last payroll, without a separate visit to The Work Number portal;

- **Automated Decisioning:** Applies your unique rules to drive consistent, confident decisions and actions.

Let's complete the picture.
Call us today to learn more about TotalView:
equifax.com/business
888-202-4025