

# MarketIQ for the public sector

Transforming business and financial information into true market insight

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Experian MarketIQ is the essential market intelligence platform for public sector bodies, ranging from central and local government to social housing, healthcare, education, police and public safety organisations requiring direct access to comprehensive and high quality business and financial data.

Experian MarketIQ reveals new layers of insight by combining Experian's market leading business, financial and risk databases with the Corpin global mergers and acquisitions (M&A) database – all on a single platform. This enables you to be even better informed, even more confident in your decisions, and ready to make the most of all opportunities the moment they arise.

## Unique depth and breadth of data

The platform incorporates scanned Companies House documents, the Experian National Business Database, Experian's risk and financial databases, and the UK's most complete and up-to-date database of business mergers and acquisitions. This unique combination of high quality company, corporate transaction and financial data provides a clearer, more accurate and complete view at a market, company or individual level, including:

- Insight into a business's financial stability and payment profile, using Experian Commercial Delphi credit ratings and risk scores, payment performance data, and a full 12 month risk history based on credit profiles
- The most complete UK and international deals database, including business values
- Direct links to international reports using Experian's international network.

## Single web-based platform

Experian MarketIQ enables access from anywhere and on a range of devices, meaning that remote or mobile workers can always get the information they need, when they need it, through sophisticated features such as:

- 'Quick Search' for quick, easy and intuitive searches of company information
- An intelligent search function that can include searches on owner-manager data along with customisable search criteria
- Advanced search – with a range of options for reference data view, extraction, analysis and export to Excel/PDF files
- Improved graphical data visualisation
- Web access, including iPad compatibility.

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“Experian MarketIQ is a single, intuitive, market intelligence platform that reveals new layers of market insight in an easy and accessible way.”

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## MarketIQ for the public sector

### Accessible and intuitive

The platform's intuitive interface with intelligent search and analysis functions makes it easier to target, profile, monitor, track, analyse and compare businesses based on accessing new layers of detail across a range of parameters.

### Stay informed

Real time alerts and reports on your key areas of interest deliver the very latest information to whoever in your organisation needs to receive it, the moment it becomes available.

### Specialist support and advice

As well as a dedicated Account Manager, you have direct access to Experian MarketIQ product specialists and research analysts committed to helping you make the most of the detailed insight available.

### How can it help you?

Experian MarketIQ is an essential business intelligence platform for any public sector organisation wanting to reduce or prevent fraud, increase collections, manage debt, deliver intelligent procurement, increase customer insight, improve data quality, save money or drive efficiencies.



#### Compare cases

Streamline debt collection processes to improve debt recovery, reduce cost and protect the vulnerable, by differentiating those who can pay from those who can't or won't.



#### Analyse more deeply

Experian's deep understanding of over five million business records enables you to measure risk in your supply chain – and identify substantial opportunities for cost savings.



#### Track to improve recovery

MarketIQ can help local authorities to prioritise their debt portfolio. Typically, clients using Experian services have seen a 20% increase in recoveries, 70% productivity gain and 15% less bad debt.



#### Profile your customers

Access lifestyle and behavioural data on 49 million UK adults and five million business records - helping you to provide optimum choice and services to citizens at the lowest cost.



#### Target to prevent fraud and error

Prevent and detect fraud and error through the intelligent use of data to check and authenticate individuals and their status. Central government agencies

can use MarketIQ to target benefit and tax fraud, while local authorities can use the solution to tackle single person, empty property, social housing and housing benefit fraud.



#### Monitor active buyers

Improve data quality to achieve a single view of the individual, and deliver and engage with people and businesses to optimise service provision.

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### Why Experian MarketIQ?

Experian MarketIQ provides the broadest and deepest source of corporate, deal, company, financial and business information on a single, accessible and easy-to-use platform. It helps to keep you one step ahead of your competitors and make the most of more opportunities.

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“Keep one step ahead of your competitors and so make the most of more opportunities.”

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### Be better informed

Be the first to know what's happening in your existing markets or new areas you're looking to exploit.

### Have more confidence

Be certain that the advice you're giving or the decisions you're taking are based on the most complete and up-to-date information.

### Create more opportunities

Proactively target new clients or new business contacts using unique combinations of datasets.

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