

PowerCurve® Strategy Management

Empowering insightful lifecycle decisions

BUSINESS CHALLENGES

Businesses of all sizes that are facing an endless stream of critical, repeatable decisions take on challenges, such as:

Streamlining decisioning that spans the entire customer lifecycle to improve customer satisfaction

Integrating insights from data and analytics to drive decisions across multiple customer touchpoints

Empowering business users to make decision strategy and policy changes

Assessing the impact of policy changes on the portfolio before implementing decision strategy changes

SOLUTION OVERVIEW

PowerCurve® Strategy Management on the Experian cloud is an AI-powered decision management service that underpins lifecycle decision iterations from originations, customer management, to collections and recoveries. This flexible solution allows you to achieve no-code/low-code decisioning from simple to complex. Our API microservices architecture enables you to easily switch on new services or increase the level of self-service configuration to support your business growth. PowerCurve Strategy Management leverages the power of an integrated environment for analytics and decisioning to facilitate rapid iteration of strategies. (See Figure 1)

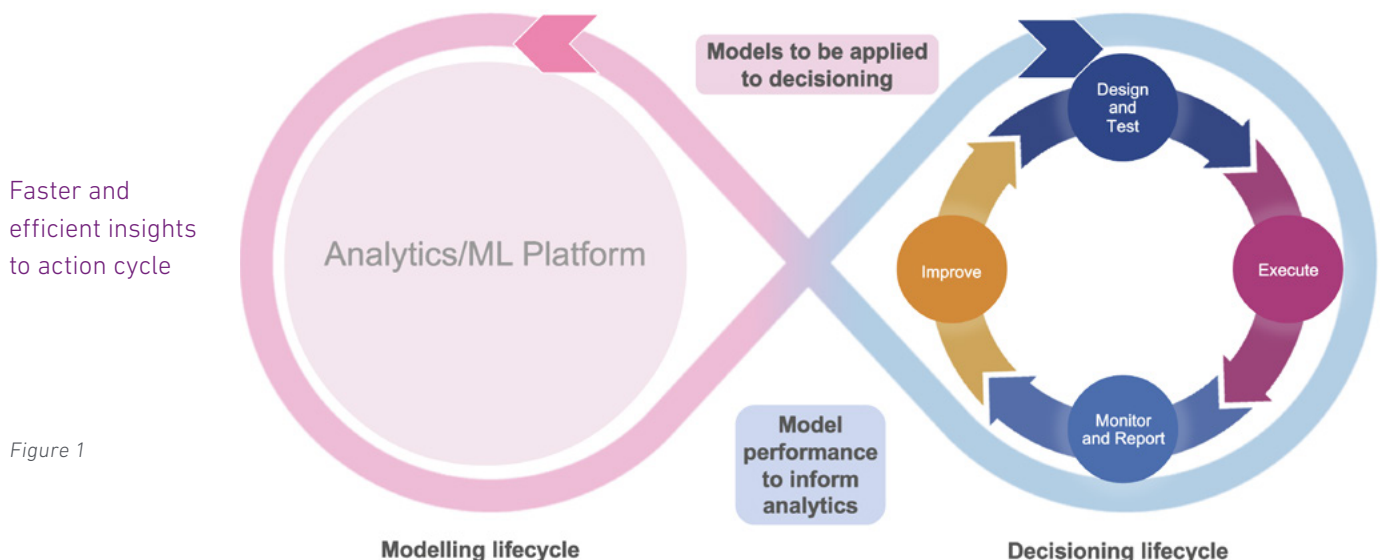


Figure 1

BENEFITS

- Low-code/no-code business user controls and ease of use to enable your implementation of strategies quickly
- Audit trails for governance support and transparent decisioning
- Automated decisioning packaged to suit your needs
- Delivery of quick decision points to reduce your infrastructure and setup costs
- Strategy simulation to assess financial impacts on your portfolio before you make strategy changes
- Monitoring of decision strategies that lead to early recognition of market changes to drive rapid iteration of strategies via the decisioning feedback loop (See Figure 2)

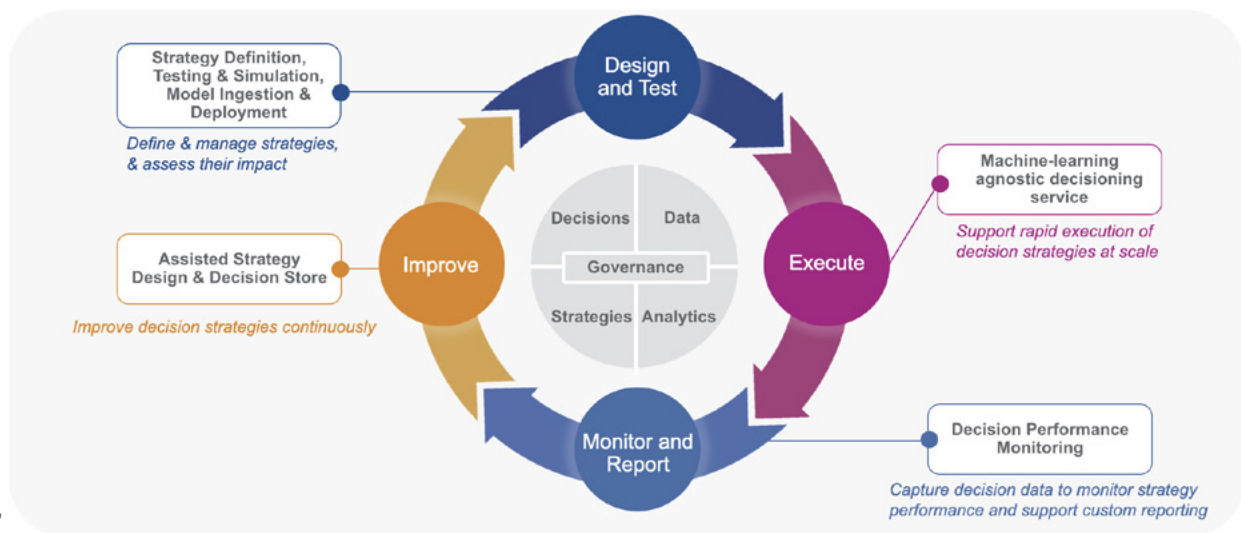


Figure 2

OFFERINGS

PowerCurve Strategy Management offers these solution tiers built on a scalable and modular platform to enable your digital decisioning transformation:

PowerCurve Strategy Management		
Essentials	Advanced	Pro
• Packaged configuration	• Standardised configuration • Design studio	• Self-serve configuration • Design studio
An entry-level decisioning service	A standardised decisioning service	A self-serve decisioning service
• An out-of-the box solution based on industry best practices	• Configured to your needs; easily adjust policies regularly using the design studio	• Easily update data and decision strategies in response to changing market conditions

PART OF EXPERIAN® ONE

Experian One is a cloud-native platform to efficiently access, configure, and manage SaaS applications. Experian evolves its features and infrastructure so that you can focus on business operations.

PowerCurve Strategy Management empowers you to better assess risks and drive smarter decisioning by leveraging advanced analytics and decision optimization. Learn how this solution can take your decisioning to the next level.

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