

Corporate Linkage

General FAQ



What is Corporate Linkage?

Corporate Linkage identifies relationships of each business location within a corporate family tree. Linkage occurs when one business entity has financial and legal responsibility for another business entity.

What are all the linkage types available?

Common linkage identifiers such as branch, headquarters, subsidiary and parent are used to clearly identify the location type and relationship structure within the corporate family. A complete list of linkage types is available in the Corporate Linkage glossary.

How do businesses use Corporate Linkage?

Corporate Linkage enables businesses to make better decisions through the identification of relationships within a corporate family:

- Enhanced decision-making capabilities through utilization of information on the parent company and/or ultimate parent company
- Assessment of overall corporate exposure within a corporate family
- Identification of up-sell and cross-sell opportunities

How does Experian build and maintain Corporate Linkage?

Experian® uses a multidimensional data model that includes sourced data, TrueSearchSM-based rules to create and expand trees, and ongoing maintenance.

What's unique about Experian's linkage?

Experian is able to provide linkage on the largest corporate families down to small businesses with just a few locations.

What products are enabled with Corporate Linkage?

The initial release, available in early 2010, will focus on the integration of Corporate Linkage within the batch environment, followed by integration within our core online credit products delivered through Experian's BizAppsSM Website.

Within the batch environment, clients will have the option to receive an expanded Corporate Linkage output that includes standard linkage identifiers and information on the top members within the family tree.

For further details on Experian products, please call

Business Credit Information Inc.

1.800.382.1735

or visit our web site

WWW.BUSINESSCREDITINFORMATION.COM