

# Veda is an Equifax company and data is our business

## It's at the heart of what we do

We are passionate about accumulating and transforming data into meaningful insights to empower our customers to make great decisions.

When Veda started in 1967, our foundation was based on the idea that better information delivers greater clarity. This remains true today.

We have the most comprehensive and current data in Australia and New Zealand and offer a range of innovative products for businesses and consumers.

In 2016 we became part of Equifax Inc., and with their global expertise, are working together to develop the next generation of world leading insights and knowledge for our customers.

What makes us different is the determination and spirit of our people. We are continually discovering more, each and every day, delivering clarity and insights to our customers.

**Discover more with Veda.**

### **Veda equips businesses to:**

- ✓ Make more informed credit decisions to reduce risk
- ✓ Verify identities and employee backgrounds, helping them to acquire quality customers and employees
- ✓ Combat identity theft and fraud
- ✓ Execute data-driven marketing strategies to reach the right customers
- ✓ Search and register accurately and quickly on the PPSR
- ✓ Transact property including settlements, valuations and land title searches

### **Through Veda consumers can:**

- ✓ Access their personal credit information to gain a greater understanding of their credit history
- ✓ View their VedaScore and receive alerts when any changes are made to their credit report
- ✓ Help protect themselves against identity theft
- ✓ Make an informed decision on a used vehicle they are looking to purchase

## Innovative solutions that lead to better decisions

Our core product offering includes providing credit reports and analysis for individuals and businesses. These solutions assist businesses in mitigating consumer and commercial credit risk and equip them to make smart, informed decisions.

From our core credit bureau business, Veda has expanded to deliver a suite of credit and other analytical products targeted to specific industry needs.

With an international footprint, the breadth and depth of our data and the knowledge it delivers help businesses take a proactive and informed approach to customer acquisition and credit risk.

We also offer products to help consumers understand and manage their credit profile. We provide consumers access to their credit report and VedaScore, tips to improve their score, and intelligent tools to help protect their identity.

## Driven by determination and spirit

When businesses and individuals work with Veda, they soon recognise that what makes us different is the determination and spirit of our people.

We are continually discovering more, each and every day, delivering clarity and insights to our valued customers.

## Empowering customers to make better decisions

### At Veda we help solve market problems through:



Breadth and depth of data



Collecting, matching, augmenting and predicting information



Powerful analytics



Investment in developing innovative products and solutions



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To find out more visit us at [veda.com.au](http://veda.com.au)

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