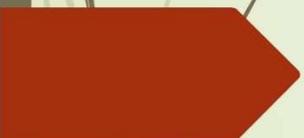


THE
SHOW
MUST GO ON



NACM | Sales & Service
Training



**NACM & Third-Party Solutions:
Beating the Competition**





NACM & Third-Party Solutions: Beating the Competition

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Agenda

- Who are our competitors for credit information solutions?
 - Competitors? Partners? Or Both?
- NACM: strengths and advantages
 - Discussion
- Other major players offering credit information:
 - Dun & Bradstreet
 - Experian
 - Equifax
 - Credit Safe
 - Cortera
- Discussion on selling approaches during COVID 19
- Questions

NACM Connect Credit Information Partners





Competitors

- Dun & Bradstreet – Direct
- Experian – Direct
- Credit Safe
- Business Credit Reports (BCR) – Tri-Merge report
- Command Credit
- Credit.Net (Info USA)
- Lexis Nexis
- Billtrust/Credit2B
- Credit Point Software – Credit Safe data
- Cortera
- Altus
- Ansonia – merged with Equifax
- eProfit Guard – metals industry
- Seafax – food industry
- Credit Reform – UK
- Credit insurance providers



NACM Strengths In the Market Place

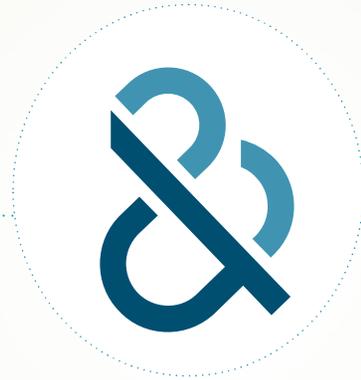
- Relationships
- Service
- Can provide multiple options to meet our member's needs
- Consultative solutions and provide advise to members
- Knowing who to contact to get answers
- Continuity – not having to deal with someone different each year
- Provide access to domestic, international, consumer information and software modules to improve credit department efficiencies.

Dun & Bradstreet

WORLD'S LARGEST
COMMERCIAL DATABASE

30,000 DATA SOURCES

5 MILLION UPDATES
PER DAY



330 MILLION
COMPANY RECORDS

OUR PATENTED DUNSRIGHT™
DATA QUALITY PROCESS

Unmatched ability to turn enormous
streams of data into the high-quality
information you need

Insight delivered in the ways
you want to consume it

Solutions custom-built
or co-developed with partners



D&B Strengths

- Largest commercial database including largest public record database
- Global coverage and linkage
- Canadian reports considered domestic, very cost-effective international report pricing
- Financials statement on over 400k privately owned companies
- Naming conventions, identifying d/b/a and trade styles
- Coverage on small businesses
- Dedicated high risk, fraud team
- Custom analytics team with data scientists
- Competitive pricing strategy
- Portfolio scoring, easy to use modules with flexible plans
- Unlimited refreshes on reports, flexibility to combine full reports and records loaded for portfolio scoring
- Customized score carding and report building through modules
- On-line credit application with auto-decisioning tools
- Ongoing training available, webinars, training videos, one-on-one with direct team, implementation team
- Integration into ERP, Salesforce, collection software etc.



Selling Against D&B

- Long time D&B customers have often been overcharged leaving an opportunity to beat them on price.
- Annual rate hikes without adding new services causes angst.
- Converting from DNBi to D&B Credit back to DNBi. Often times problems are incurred with moving existing accounts from one platform to the next or getting users set up with access when converting platforms.
- Direct D&B team often shifts account executive territories creating continuity issues with relationships. Large customer service, sometimes difficult to get issues resolved.



Experian

- Increased database/ Tradelines
- Many members prefer Experian over D&B
- Vetting process is better than in the past/direct vs resellers
- Report is easy to read
- No self reported data
- Business IQ website is user friendly
- Experian's Business Credit Score Pro online program
- Competing with Experian Direct

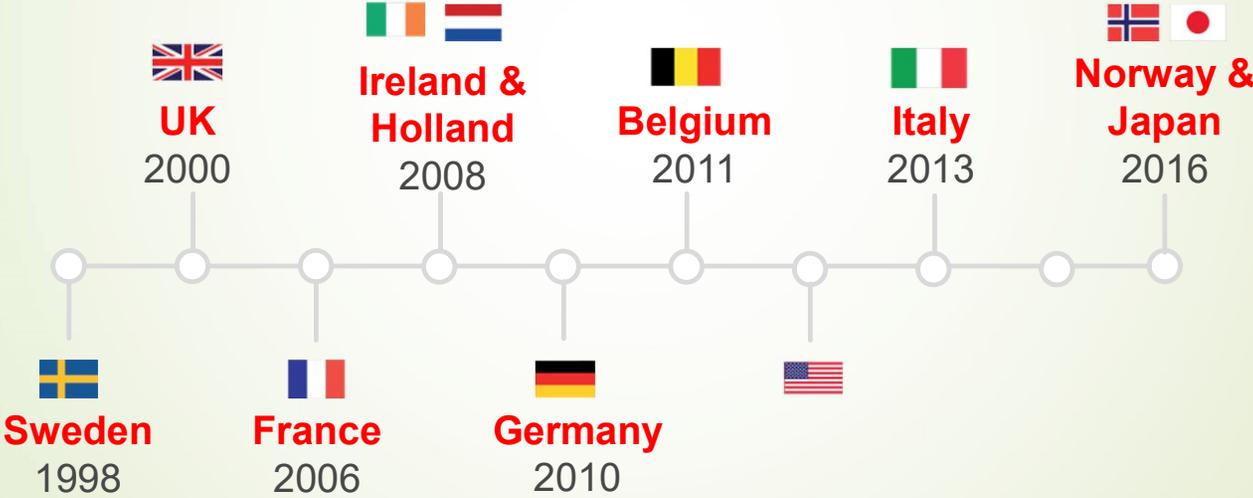


Equifax

- Provides consumer and commercial credit reports
 - Recently enhances data with mergers with PayNet and Ansonia
 - Developed new agreements with resellers – more flexibility
 - Offers A/R programing with the Business Connect software
 - Quality control systems to verify accuracy of data
- 

Creditsafe

Founded in Norway in 1997 with worldwide HQ in the UK and a data center in Wales. US headquarters in Allentown, PA started in 2012. Creditsafe has expanded significantly and has approximately 23 international offices in 13 countries in 3 continents. They employ over 1,200 people worldwide.





Creditsafe's Business Model

- Privately Held Company, US operations subsidized by profitable European operations which allows US to be aggressive with their pricing.
- Platform is user-friendly and agreements are for up to 50k US reports per year.
- International reports are easy to access from over 160 countries.
- Sales and marketing data available, search capabilities by individuals.
- Used to partner with Experian and buy data from Experian. Been partnering with Equifax for Canadian data and demographic/header info from Equifax for US database, possibly some Equifax public record data.
- Creditsafe is a low-cost provider with the goal of customer acquisition instead of profit.
- They have an aggressive and relentless sales practice selling on price and offer free trials.



How to sell against Creditsafe

- Perform side by side comparisons with reports. Look at the accuracy of the data, the number of trade experiences, the amount of public records, the corporate linkage, description of the operations, years in business, number of employees etc. Pick apart the data quality because it is subpar to Experian and D&B. Creditsafe will update reports to make improvements when you request them especially if they think you are comparing them to the competition.
- Duplicates. Creditsafe has a lot of duplicates in their database. How do you know if you are looking at the right report.
- Naming conventions-Creditsafe will struggle to list trade styles and d/b/a names which affects their search capabilities.
- Linkage-Creditsafe struggles to link parent/subsidiary, parent/branch relationships which makes it harder for credit managers to determine exposure in a corporate family tree.
- Data purchased from Equifax is done in bulk and can be stale by the time they get it. Then it is another three months before that data is replaced with the next quarterly bulk purchase.



How to sell against Creditsafe

- Creditsafe does not have the quality control systems in place like an Experian or Dun & Bradstreet.
- Scores are not as predictive as D&B or Experian. Less data and less accurate data translates into less predictive scores.
- High turnover rate with staff. Customer service not as professional.
- Ask you member to test the data, look at their own company's report in Creditsafe and check for accuracy, duplicates, linkage etc..
- If your member is already using Creditsafe ask them how many decisions they make a day, week or year and what is the potential affect of a bad credit decision.

You get what you pay for





Cortera

- Started 1993 as SR Research
- Aggressive in the marketplace
- Very low priced reports
- Will offer free credit reports if trade data is supplied
- Smaller database of companies and trade data
- Good program for receiving alerts to monitor accounts through news services.



Selling Credit Solutions During COVID 19

- Businesses are all effected differently by the current financial environment.
- Need to re-evaluate credit risk.
- Monitor accounts
- Automation of credit processes
- Different challenges to contact members.
- Discussion