



ACXIOM GOVERNMENT CAPABILITY STATEMENT

OVERVIEW

Founded in 1969, Acxiom has been a leader in identity and ethical data use for almost 50 years. Acxiom helps public-sector agencies identify individual citizens (using a patented identity resolution capability); detect and mitigate fraud by verifying people are who they say they are; engage the public with relevant messaging; and maintain a diligent focus on data ethics, privacy, and security compliance. Acxiom global data offering include up to 10,000 attributes on more than 2.5 billion addressable consumers in more than 60 countries—65%+ of the world's digital population.

DUNS# 96-354-4247

- Cage Code: 1X7B9
- GSA Contract: GS-35F-0604S

NAICS CODES

- Primary: 541519
- NAICS: 511140, 511199, 511210, 518210, 519130, 519190, 541511, 541513, 541613, 541618, 541690, 541810, 541820, 541830, 541840, 541860, 541890, 541910, 541990, 561611, 923140, 928110

PSC Codes:

- R702, 7030, R423, R422, R612

PARTNERSHIPS

- AWS Certified Partner
- Adobe Platinum Partner



CITIZEN OUTREACH ACROSS ALL CHANNELS

Our solutions help users:

- Accurately identify groupings for citizen outreach.
- Target communications using demographic data (government benefit offerings, recall notices).
- Streamline delivery of government services.
- Target public service notices to at-risk-groups.



RISK MITIGATION

Acxiom can help you:

- Detect and prevent government benefits fraud.
- Detect government payment errors.
- Verify identity and validate authenticity of personally supplied information.
- Prefill citizen-supplied data to improve interaction experience.



DATA MANAGEMENT

With Acxiom as your partner, you can:

- Perform enterprise-level data cleansing through standard, optimized data-cleansing rules to ensure both clean and complete data records.
- Improve data quality and consistency, correct data anomalies, update information and fill in gaps.
- Make data available in its most granular, raw and unaltered form for optimal data lineage, with the flexibility to evolve based on the needs of the organization.



DATA ARCHITECTURE & DATA GOVERNANCE STRATEGY

We can help you:

- Create a data and technology roadmap to meet your short- and long-term goals.
- Build a series of models, policies, and standards that govern which data is collected, how it is stored, arranged, integrated and put to use in data systems and organizations.

CORE CAPABILITIES

FEDERAL EXPERIENCE

- **Department of State** Provide consulting support, assessments of the state Department's case management systems, creation of an agile roadmap, deployment of an enhanced data analytics framework, and redesign of on-boarding processes.
- **Department of Veterans Affairs (VA)** Conduct annual data review and correction with accurate identification of veterans through a premier identity resolution solution. Append demographics and socio-economic data for up to 100 million VA records to fill in data gaps that are not covered by VA internal administrative data sources.
- **Department of Defense** Provide data analytics, consulting, training and knowledge sharing on commercial processes.
- **Small Business Administration** Host and manage an environment and user interface for a web portal to allow small businesses to create an account and input information about the business, based on DUNS and/or FEIN.
- **TSA** Work with the Office of National Risk Assessment to perform data hygiene and ID management on airline reservations to allow USG to perform risk assessment on traveling public.
- **U.S. Mint** Append demographic data and update addresses to create prospect and customer marketing campaigns for the U.S. Mint.
- **USPS** Review and update USPS records to provide the most accurate addresses for undeliverable mail.

COMMERCIAL EXPERIENCE

• 9 of Top 10 Credit Card Issuers, 7 of Top 10 Retail Banks

Provide data-driven solutions that maximize returns from shifts in consumer data, marketing technology, and changing consumer banking habits. Verification and location of military servicemen (deployed but missing from base), location of tax evaders, investigation of suspicious activity reports (SARs), mitigation of Medicaid fraud and abuse in incarcerated populations and verification of property or assets related to Housing and Urban Development applicants.

• 9 of Top 10 Insurance Providers

Allow the building of deeper relationships and increasing the average number of products sold per policy. Personalize communications with customers. Detect and mitigate insurance fraud.

• 5 of Top 10 Largest Retailers

Enable retailers to deploy the data foundation required for omnichannel outreach.

• 8 of Top 10 Auto Manufacturers

Drive strategic growth by addressing customers across the car ownership lifecycle through using advanced analytics of consumer data, changing product usage, and innovation in advertising and marketing technology.

• 9 of Top 10 Technology Companies, 4 of Top 5 Domestic Airlines, 8 of Top 10 Hotel Brands

Optimize digital and offline communication and outreach strategies with powerful audience insights and solutions to enable great customer experiences.

WHY ACXIAM?



EXPERIENCE

More than 50 years of data, identity and data management experience



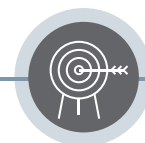
TRUST

Leaders in data governance and ethical data sourcing



SERVICE

Exceptional service delivery and client retention



ACCURACY

Most comprehensive and accurate data across the globe

To find out more, please email info@acxiom.com.

acxiom