



## **TSYS AND EXPERIAN TO OFFER INTEGRATED DECISIONING SYSTEM WORLDWIDE**

Experian<sup>®</sup>, the global information services company, and TSYS, today announced the integration of Experian's latest customer strategy management system, Probe SM Generation 3, with TSYS' TS Prime processing platform. This development will enable TSYS to deliver Probe SM to its card issuing client base throughout Europe, the Middle East, Africa, South America and Asia.

By combining current and historical data from account management systems and other sources with flexible segmentation and scorecards, bank and private label card issuers will benefit from a high degree of strategic control over the management of their portfolios. Issuers will be able to apply personalised customer management strategies to cardholders that reflect behaviours as well as overall organisational objectives when making decisions around areas such as authorisations, limit management and collections.

Kelley Knutson, executive vice president of Global Services, TSYS, comments: "A specific focus with our new platform for TS Prime processing is to provide our clients with efficiency gains and increased profitability, coupled with speed to market. This extension to our established relationship with Experian fully supports that goal and will provide our clients with proven Probe SM decision support capability that will allow them to control and grow their portfolios effectively."

Elio Vitucci, Managing Director – Decision Analytics, Experian, comments: "In an increasingly sophisticated and dynamic market place, the ability of lenders to react effectively to change has never been more important. Experian already markets strategy management tools to clients in the financial services and telecoms sectors in over 60 countries. This integration with TSYS will ensure more organisations in more countries are offered the best technologies and strategic business management tools to help them support both the needs of their customers and their business."

### **About Experian**

Experian is a global leader in providing information, analytical and marketing services to organisations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Experian has corporate headquarters in Dublin, Ireland and has operational headquarters in Costa Mesa, California and Nottingham, UK. The Group employs approximately 15,500 people in 38 countries worldwide, supporting clients in over 65 countries around the world. Revenue for the year ended 31 March 2008 was \$4bn.

For more information, visit [www.experianplc.com](http://www.experianplc.com).