



# **TRANS UNION**

## **Corporate Profile**

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*Winning with Quality and Service*

Trans Union Corporation is the nation's leading consumer credit information company. The company maintains one of the largest databases of consumer credit information for the United States, Puerto Rico, the U.S. Virgin Islands and Canada. Trans Union operates according to the principles of customer-focused quality in a process of continual quality improvement that has a single goal—to always meet and exceed the needs of the customer.

**Trans Union's main products include:**

- Credit reports, the basic risk management tool of the consumer credit industry for the last 25 years.
- Risk management services that help lenders reduce delinquency and bankruptcy losses on the basis of analysis of dozens of predictive factors.
- Prescreened lists of individuals who qualify, based on the credit grantor's own standards, for an offer of credit, as well as direct marketing lists that accurately determine which individuals should receive a marketing solicitation based on dozens of individual credit, demographic and market factors.
- Search and skip-tracing products and services that help investigators, law enforcement personnel, credit grantors, collectors, insurers and others verify identities and locate individuals whose whereabouts are unknown.
- Job applicant and tenant screening services.
- Decision processing systems, including the full range of activities necessary to acquire a new credit customer and authorize their account.

Trans Union is a primary source of credit and risk- and portfolio-management information for a broad range of industries, including financial and banking services, insurance, retailers, collections, utilities, hospitals and others who must routinely evaluate credit risk or verify information about their customers. It has strong relationships with every large and most small credit grantors throughout the nation. The company operates through 250 owned or affiliated credit bureaus.

Trans Union also is developing comprehensive credit files internationally. The company has offices in Canada, Puerto Rico, Mexico, Europe and South Africa. Trans Union has developed strong business relationships with credit grantors and credit bureaus in those countries. The company's goal is to meet the consumer credit information needs of both the local economies and of international credit grantors. Trans Union expects that over time, there will be increasing integration of consumer credit information on a global basis.

Increasingly, the company's products and services are shaped by the directly expressed needs and desires of its customers. All Trans Union associates are trained and expected to provide the highest levels of customer service at all times. The single most important rule is: Always find a way to provide what your customer needs. The company is committed to a competitive stance based on the highest levels of quality coupled with unmatched levels of service.



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### **The Database**

Trans Union's national file includes the latest public record information and accounts receivable data from national, regional and local credit grantors. Trans Union formulates this information into a credit report that provides the consumer's credit history of payments on financial obligations. A credit report reflects an individual's ability and willingness to pay back their loans or debts. The credit history contained in the file is used by credit grantors to help them determine whether to extend credit to individuals.

The Trans Union database is one of the largest compendium of consumer information outside of the federal government. The company maintains and frequently updates information contained in individual credit files, representing the credit activity of every market-active household and individual in the United States. The database holds about 300 gigabytes of information.

### **Access to and Uses of Trans Union's Database**

Trans Union reports are distributed to subscribers via automated computer hook-ups to personal computers, or are interfaced to mainframe computers. The company also delivers information by mail and over the phone to qualified recipients.

A growing portion of the company's business is the provision of information other than credit reports to industries that need consumer data for such purposes as verifying a job application or sending a targeted marketing solicitation. Products include account monitoring and collection services; skip-tracing and search tools; transaction services; fraud detectors; insurance products; prescreened and lifestyle mailing lists; pre-employment evaluation reports and other information and services.

### **Mission**

To plan and provide the highest quality data and service to meet our customers' information needs, and to be a strategically important partner to the industries we serve as we grow our company and increase its value.

### **Customer-Focused Quality**

Trans Union launched a formal, senior management-led quality initiative in late 1991. This Customer-Focused Quality (CFQ) process has had a positive impact on Trans Union's associates and customers. By initially holding customer focus sessions across the country and internationally, Trans Union isolated seven CFQ objectives that are important to our customers.

Trans Union has initiated an internal team process, using a structured problem-solving methodology, to address these seven areas of customer interest. Every Trans Union associate receives training on the CFQ principles and is rewarded for exhibiting customer-focused behavior. Trans Union strives for continuous improvement by partnering with customers, incorporating their suggestions into new and existing products and services and by promoting teamwork at all levels within the organization.



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### **Ownership**

Trans Union is a member of The Marmon Group of companies, an international association of more than 60 autonomous manufacturing and service companies with sales of nearly \$4 billion. The Marmon Group, Inc., is based in Chicago.

### **Employment**

Trans Union employs about 3,000 people.

### **Facilities**

Trans Union Corporation is based in Chicago, Illinois. The headquarters facility houses the company's national data center, all customer service functions, general accounting, national marketing, administration, human resources, database management services and the legal department.

Field operations are divided into five geographic regions with Trans Union offices in all major cities. Each region is comprised of credit bureaus and local sales offices. Other major facilities include its regional consumer relations centers in Fullerton, California; Wichita, Kansas; and suburban Philadelphia; its National Consumer Disclosure Center in Philadelphia; and its Fraud Victim Assistance Department in Fullerton, California. In addition, more than 200 independent contract service bureaus operate on the national Trans Union network. They are physically located across all 50 states, the U.S. Virgin Islands, Canada and South Africa.

Trans Union's most recent expansion has been in the international arena. Offices have been established throughout Canada, Puerto Rico, Europe, South Africa and Mexico.

### **Financial**

Trans Union is a privately held corporation and does not disclose sales figures or profits. The company is the dominant credit reporting company in the U.S.

### **Headquarters**

Trans Union Corporation, 555 West Adams, Chicago, IL 60661-3601 Phone: 800/899-7132

### **Contact**

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# **TRANS UNION**

## **History**

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Union Tank Car Company, which leases railroad cars, created Trans Union Corporation as its parent holding company in 1968. In 1969, Trans Union acquired the Credit Bureau of Cook County (CBCC), an independent agency founded after World War II as a cooperative venture among Chicago bankers and retailers to provide a regional credit reporting service. At the time, the bureau manually maintained 3.6 million card files in 400 seven-drawer cabinets.

In 1970, Trans Union Systems Corporation was created to house the systems division of Union Tank Car and the credit bureau operation.

Trans Union automated and computerized CBCC's bulky manual credit reporting system. Trans Union was the first company in the credit industry to replace manual entry of accounts receivable data with automated tape-to-disc transfer. This drastically cut the time and cost of updating consumer files and guaranteed immediate success in a competitive, well-established field. Today, the electronic equivalent of these manual tasks are performed by Trans Union's state-of-the-art computer center located at its Chicago headquarters.

Early in its history, Trans Union realized that it was essential to build a national consumer credit file to become a significant long-term player in the industry. In 1972, the company introduced the Trans Union Credit Reporting On-line Network Utility System, CRONUS, the first on-line information storage and retrieval data-processing system to complement the automated techniques used by credit grantors. Inherent in CRONUS is the ability to provide credit grantors across the country with fast, accurate one-source credit information on consumers.

The company began the process of acquiring regional credit bureaus. It signed contracts with other private or merchant-owned bureaus to bring them into the Trans Union network and opened its own bureaus in key locations. In the mid-70's, Trans Union Credit Information Company was established as the holding company for CBCC and other acquired credit bureaus.

The Marmon Group acquired Union Tank Car and its Trans Union subsidiary in 1981. Trans Union has had full national coverage since 1988. In 1990, the company reassumed its former name, Trans Union Corporation. Now, Trans Union has more than 250 owned and affiliated credit bureaus, located in major metropolitan areas, as part of its nationwide system.

Trans Union's growth has been fueled by a continuing series of innovations. Trans Union's other firsts in the industry include:

- The first credit information company to offer computer-to-computer link-up with credit grantors' computers
- The first to provide single access for both spouses' files
- Introduction of a nickname search
- Development of a flexible, prescreen promotion system that allows credit grantors to be highly selective in their account solicitation
- The first to offer fraud alert messages as part of the credit report
- The first point-scoring system to identify applications most likely to become seriously delinquent or bankrupt
- Established Fraud Victim Assistance Department (FVAD) dedicated to the detection, prevention and rectification of credit fraud