



# IntelliCorp's XML Gateway System

White Paper

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## What's Inside

- Opportunities for Resellers
- IntelliSearch
- What You Need to Get Started
- Simple Steps to Integrate
- Implementation Timeline



## Contents

Executive Summary .....	3
Opportunities for Resellers .....	4
MAINTAINING YOUR BRAND.....	5
INTELLICORP IS THE MARKET LEADER IN AGGREGATED DATA .....	5
YOU ONLY NEED TO BUILD PART OF THE SYSTEM.....	6
BUILD A SOLUTION THAT MEETS YOUR NEEDS .....	6
USE XGS TO GROW YOUR BUSINESS.....	6
IntelliSearch .....	7
What You Need to Get Started .....	8
WEBSITE .....	8
DATABASE.....	8
APPLICATION DEVELOPER .....	8
Simple Steps to Integrate .....	9
Implementation Timeline.....	10
STATIC PRODUCT SUBMISSION .....	11
STATIC INTELLISEARCH SUBMISSION.....	11
AD HOC INTELLISEARCH SUBMISSION .....	11
AD HOC PRODUCT SUBMISSION.....	11
Graphical Representation of the Request Process .....	12
IntelliCorp’s HR-XML Certification .....	13
Summary .....	13
About IntelliCorp.....	14





## ▶ Executive Summary

The XML Gateway System (XGS) is the interface between your website and IntelliCorp's vast data repository and nationwide network of vendors and other products, such as medical and professional license screenings and education verifications. With XGS, IntelliCorp offers industry-leading data, competitive products and pricing, and simple integration into your online systems. This paper provides a high-level overview of the technical functionality of XGS, and describes how it resolves major challenges associated with acquiring or building a data-retrieval solution.

As a leader in the aggregation of background check and employment screening data, IntelliCorp, through XGS, provides high quality, reliable data that will enable you to build and maintain a strong brand. Seamlessly providing your customers with timely, accurate data is a big part of that, and our transparent integration model ensures that your customers only see your brand.

Reaching your goals efficiently is a major challenge, whether you are considering a completely new system or updating an existing one. Do you dramatically shorten your time-to-market by integrating with a system that is already mature and customizable, such as IntelliCorp's XGS, or do you enter the highly unpredictable world of creating your own data retrieval system? IntelliCorp has already made the investment in developing industry-leading databases, extensive networks of vendors, and a system that allows you to transparently integrate with it.

Part of IntelliCorp's technology platform is the industry's first "smart recommendation" model, the IntelliSearch. This system uses advanced "fuzzy logic" and sophisticated programs that track data compliance to dynamically recommend the best searches to perform based on a subject's address history and other attributes.

Get the solution that fits your needs, with IntelliCorp and XGS.

*IntelliCorp provides high quality, reliable data that will enable you to build and maintain a strong brand.*





## ▶ Opportunities for Resellers

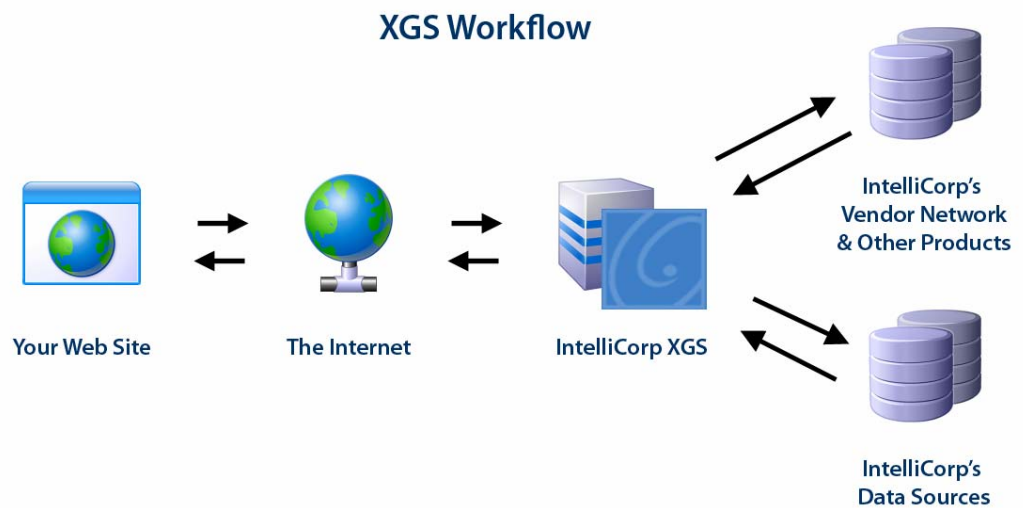
IntelliCorp understands that providers of background check and employment screening information face certain key challenges when developing a new system or expanding an existing system:

- Maintaining your brand
- Providing industry-leading data
- Building the entire data gathering system
- Finding a solution that fits your needs

IntelliCorp is uniquely positioned to help you address these challenges through the use of our XML Gateway System (XGS).

Essentially, XGS is the interface between your website and IntelliCorp's vast data repository and nationwide network of vendors and other products, such as medical and professional license screenings and education verifications. Your customers login to your website and submit their requests; IntelliCorp's system processes the requests, and sends the results back.

This allows you to maintain your brand, to customize a solution that exactly meets your needs while only maintaining your website, and to gain access to the industry's most comprehensive and reliable data repository of criminal records and other public information.





***Maintaining Your Brand***

Maintaining your company’s brand is crucial. If it is obvious to your customer that another company is providing the data, there is a strong possibility that they may go straight to the data provider to cut their costs.

XGS transparently integrates through your website so your customers only see your website – your brand, not IntelliCorp’s. Your customers login to your website and submit their searches. The search requests are sent to IntelliCorp, processed, and the results are sent back through your website.

Your customers never see any indication that IntelliCorp is providing the data. In their eyes, you completed the transaction from the submitted requests to the returned results.

***IntelliCorp is the Market Leader in Aggregated Data***

Background checks are only as good as the quality of data accessed. A key differentiator for a data provider is the quality of data obtained for background checks and employment screenings. However, it takes years to develop a comprehensive, accurate database of records and business partnerships with the data sources.

IntelliCorp is the market leader in aggregated data from sources at the state, county, and municipal levels, and we have the most frequent updates available from the data providers. We have been developing business partnerships with court systems and other reporting agencies since 1996. The result is an extremely comprehensive, accurate, and reliable database of criminal records and other public information.

To demonstrate the quality of the data, IntelliCorp shares a “fill report” with each reseller that shows, by state, the percentage of records that contain data in such fields as first, last, and middle name, date of birth, social security number, and disposition of the case.

State	Total	Case#%	Date of Birth%	Last Name%	First Name%	Middle Name%	Social Security Number%	Disposition %
VA	27,308,898	100%	97%	100%	100%	87%	0%	100%

If you are searching a database for a person, a match on name, date of birth, and social security number means there is a strong probability that you have the right person. IntelliCorp’s statistics on the fill report are excellent; it is a point of distinction in the industry that we are willing to share this report.

*IntelliCorp has a very comprehensive, accurate, and reliable database of criminal records and other public information.*





### ***You Only Need to Build Part of the System***

Developing partnerships with data sources to provide high quality data is a daunting task. Equally as daunting is developing the front and back end of the system to process the information and get it into the hands of your customers in a timely fashion, and in such a way that is easy and intuitive for your customers to use. It can take years to develop a user-friendly, efficient system, not to mention the cost of having the IT staff develop it.

Because XGS provides the entire data processing part of the system, you are only responsible for building your website to gather the input, submit the requests, and store and display the results.

This not only allows you to maintain your brand more easily, it also means you are no longer responsible for building the entire system. IntelliCorp has already done most of the work for you.

*The inherent flexibility of XGS allows you to customize the integration so you only get what you need.*

### ***Build a Solution that Meets YOUR Needs***

Many web services that provide data for background checks and employment screenings only offer a “one-size-fits-all” solution. Because these types of solutions are typically full scale implementations to meet the needs of all companies out there, large and small, you end up paying a great deal for many services you may not want or need, or, adapting your products, services, and infrastructure to match the solution. This ends up costing you more, and you may lose your unique identity and competitive advantage in the process.

Because of the inherent flexibility of the XGS solution, you can customize the integration so you only get what you need. You decide what product offerings you want to offer your customers. Choose from the entire IntelliCorp product portfolio, or specialize in just a few that meet the needs of your specific market niche.

*IntelliCorp’s extensive vendor network and databases enable you to provide your customers with the best data in the industry.*

### ***Use XGS to Grow Your Business***

Whether you are just starting out, or looking to enhance or expand the services you are currently offering by getting access to more comprehensive, reliable data, XGS can help. IntelliCorp has already done the legwork in putting together our industry-leading data repository, an extensive network of vendors, and a full suite of product and service offerings. Rather than try to build this on your own, take advantage of what we have already created.





IntelliCorp's extensive network of vendors and data sources enables you to provide your customers with the best data in the industry. This will keep your customers coming back and help you acquire new customers without the headache of maintaining the data collection process and business relationships that drive the results.

*Your customers are happy because IntelliSearch takes the guess work out of deciding which background checks to run.*

*IntelliSearch will drive your customers to purchase more products than they would otherwise, which drives higher revenues for you.*

## ▶ **IntelliSearch**

IntelliSearch is the industry's first "smart recommendation" model for criminal searches. Your customer submits information on an individual, and IntelliSearch recommends the best searches to run on that individual based on their address history. This helps your customers conduct the most thorough background searches available.

When your customer submits a search, the system accesses millions of names, addresses, and social security numbers to find all jurisdictions where an individual may have lived. IntelliSearch then determines the best possible products to run to ensure a comprehensive and thorough search. These recommendations are based on several factors, including data quality and availability, account specifications, and other proprietary logic.

IntelliSearch is a tremendous value-added benefit for both you and your customers. Your customers are happy because it takes the guess work out of deciding which background checks to run, yet they know they are getting the most comprehensive results tailored to each specific individual. Furthermore, we can tailor the IntelliSearch recommendations based on specific customer requirements.

IntelliSearch typically drives your customers to purchase more products than they normally would otherwise, which ultimately drives higher revenues for you.





## ▶ **What You Need to Get Started**

There are a few essential items you need to have in place prior to the integration with IntelliCorp’s XGS. Without these, it is not possible to complete the integration and you may want to consider one of IntelliCorp’s other integration options that may be a better fit for your needs.

*There are three essential items you need to get started:*



**Website**

You need to have a website up and running and accessible by your customers. It is through your own website that you integrate with XGS to send and receive search requests.

Because much of the data transferred is non-public information, it is covered under federal and state security regulations, including the Fair Credit Reporting Act (FCRA). This means you are responsible for adhering to all federal and state regulations as they pertain to the treatment and protection of non-public information. IntelliCorp complies with the Fair Credit Reporting Act and with all federal and state requirements for obtaining motor vehicle reports (MVRs).



**Database**

Your website also needs to have a password protected login. This is a security measure to ensure that only those who are granted access to the system to conduct background checks are able to use the service.



**Application Developer**

### **Database**

You need to have a database to track your customers’ activity, including their user authentication, requests, and the data that is sent back. This also enables you to perform accounting and administrative functions such as customer billing.

### **Application Developer**

An application developer experienced with web services and knowledgeable about databases is critical for an efficient XGS integration. This is not a difficult integration to complete for a developer with these areas of expertise.





## ▶ Simple Steps to Integrate

Essentially there are four steps to follow to complete the integration with XGS.

*There are four steps to follow to complete the integration with XGS:*

1. Choose the products you want to offer.
2. Use the XML Specification document to build the code.
3. Test the code.
4. Go live!

**1** *Choose products.*

Decide what products you want to offer by answering the following questions:

**2** *Build the code.*

- What category of products do you want to order?
- Do you want recommendations on which criminal products to order?

**3** *Test the code.*

- Do you want to allow your customers to choose products from the entire product library or offer specific products only?

**4** *Go live!*

- How do you want the data returned – via email or to a specified URL?

- How do you want to display the results?

We provide your application developer with a comprehensive XML Specification document that defines how to build the code and complete the XGS integration.

Once the code is built, you test it and ultimately go live!

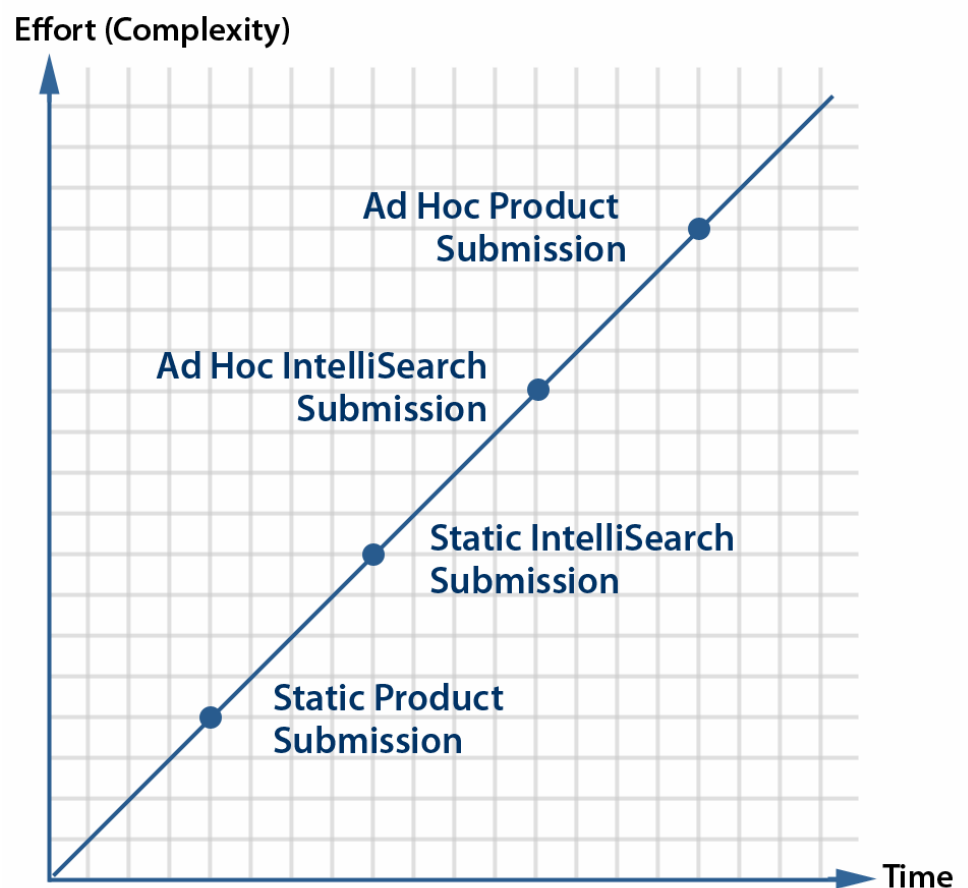




## ► Implementation Timeline

There are basically four different types of XGS implementations. They are listed here in order of least amount of time and effort required to most amount of time and effort required by you to get the solution up and running:

- Static product submission (least amount of your time and effort)
- Static IntelliSearch submission
- Ad hoc IntelliSearch submission
- Ad hoc product submission (most amount of your time and effort)





### ***Static Product Submission***

A static product submission requires the least amount of your time and effort to implement. This type of product submission means that every customer orders exactly the same products every time.

### ***Static IntelliSearch Submission***

A static IntelliSearch submission is a bit more complex than the static product submission, thus it will take you longer to implement this solution. A static IntelliSearch submission means your customers always run what the IntelliSearch recommends. There are no deviations outside of the IntelliSearch recommendations.

### ***Ad Hoc IntelliSearch Submission***

The ad hoc IntelliSearch submission is more complex and time consuming for you to implement than the previous two options. With this type of product submission, you choose a range of products to offer your customers but your customers have the ability to pick and choose what products they want to run from the available options. They are not bound to only run the recommendations returned from the IntelliSearch.

### ***Ad Hoc Product Submission***

The true ad hoc product submission is the most complex implementation, requiring the greatest amount of your time and effort to get the solution up and running.

Building this type of product submission means your customers have access to the entire product catalog. They also have the ability to use IntelliSearch and they can choose whether or not to run some or all of the IntelliSearch recommendations.





## ▶ Graphical Representation of the Request Process

The type of product submission method you choose will drive how the request process is built.

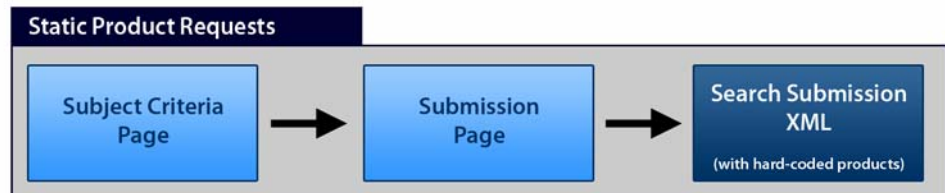


Fig.01

Figure 01 shows the workflow for a static product submission, which means there are no recommendations returned from an IntelliSearch. In order to submit requests, your customers first complete the subject criteria page, which includes information such as first and last name, and date of birth. Then they choose which searches they want performed and submit the requests, which are sent to IntelliCorp for processing.

The IntelliSearch method is considered a two step process because a recommendation is sent back, and *then* your customer submits the request.

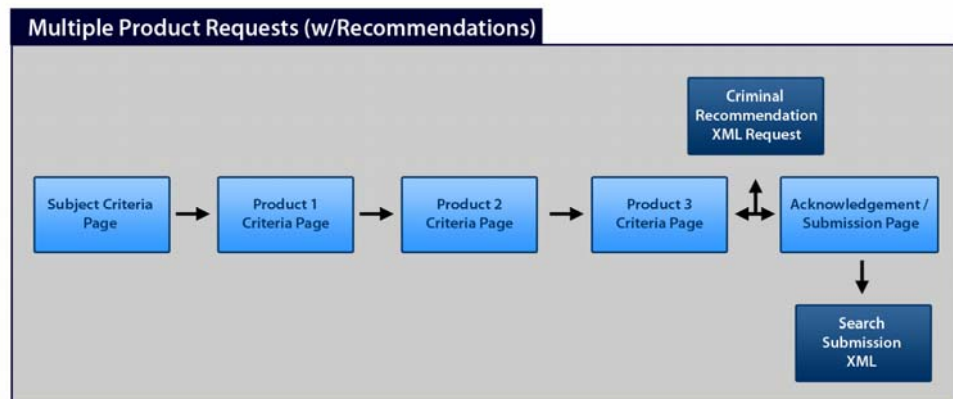


Fig.02

Figure 02 illustrates the workflow for a multiple product submission using the IntelliSearch recommendation. In this workflow, your customer submits an IntelliSearch request and fills out the criteria page(s) for one or more products. The IntelliSearch recommendation is sent back, and then your customer submits the request, which is sent to IntelliCorp for processing.





## ▶ **IntelliCorp’s HR-XML Certification**



IntelliCorp has received its HR-XML certification from HRcertify. HRcertify is a service of the HR-XML Consortium, Inc., which is an independent, non-profit, vendor-neutral organization that develops data exchange standards. The HR-XML Certified logo indicates that a vendor is a technology leader and is ready to flexibly integrate with customers and partners.

## ▶ **Summary**

IntelliCorp’s XML Gateway System enables you, as a data provider, to protect your brand image, offer industry-leading data, and customize a solution that truly meets your needs – without having to build the entire data gathering and delivery system.

The XGS solution gets you up and running quickly, while providing your customers access to the best possible data in the industry. This makes them more successful, which in turn means you are more successful. Let IntelliCorp and XGS help ensure your success.





## ▶ **About IntelliCorp**

IntelliCorp, a subsidiary of ISO, is a nationwide provider of background checks and employment-screening products.

The company's secure web-based system provides access to criminal records and other public information, which helps businesses and organizations reduce their exposure to fraud, workplace violence, and negligent-hiring lawsuits. IntelliCorp's unique technology platform features IntelliSearch, the industry's first "smart recommendation" model.

Since 1996, IntelliCorp has worked with court systems and other reporting agencies throughout the U.S. to build a unified data center. As a result, we have developed the country's most comprehensive and reliable data repository of criminal records, driving records, and other public information.

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