

Experian Data Quality

Partner Introduction

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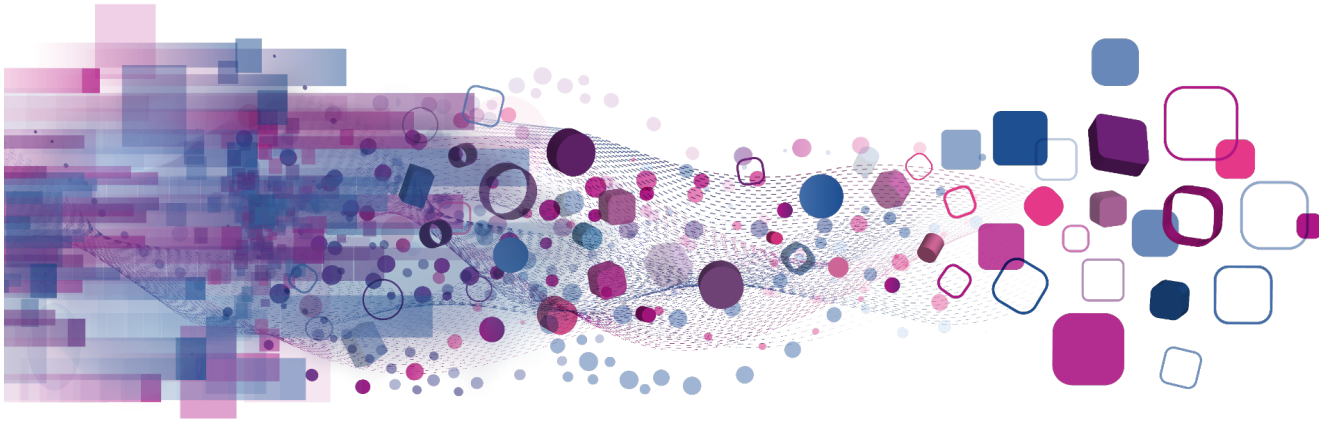
Objective & Agenda

Partner Introduction

The purpose of this session is to provide a background on Experian Data Quality and our solutions:

- Snapshot of who we are and our business
- Data quality capabilities
- How to talk about our solutions
- Additional resources





EDQ Overview

Mission, History, Structure





At Experian, we believe that data has the potential to transform lives.

Data is fundamental to the world we live in. We help create clarity from complexity, giving people and businesses the power to achieve their goals.

We do this by using data, analytics and technology to help our customers and clients to protect, manage and make the most of their data.



Snapshot of Experian



Total revenue:
US \$4.8bn



Employees:
c.17,200



Offices in
44 countries



Largest markets: US,
Brazil, UK

Business-to-Business

Data

- Large databases
 - Credit history data on >1bn people & 145m businesses
 - Market segmentation data on 2.8bn people
- Credit reports
- Analytical sandbox environment
- Automotive information

Decisioning

- Advanced software and analytics:
 - Credit scores and checks
 - Decisioning software
 - Fraud software
 - Health
 - Analytical tools
- Expert consulting
- Data quality

Consumer Services

- Direct-to-consumer credit monitoring
- Credit matching services / lead generation
- Identity theft protection services
- Affinity (white label) credit and identity monitoring services

Experian Data Quality

Our Pedigree

25 years of
continuous growth



7500 global
customers



World leading
consumer data
assets



We understand
consumer data
better than anyone



Our Mission

To help businesses unlock the power of their customer data and propel their business forward by ensuring validity, accuracy and timeliness

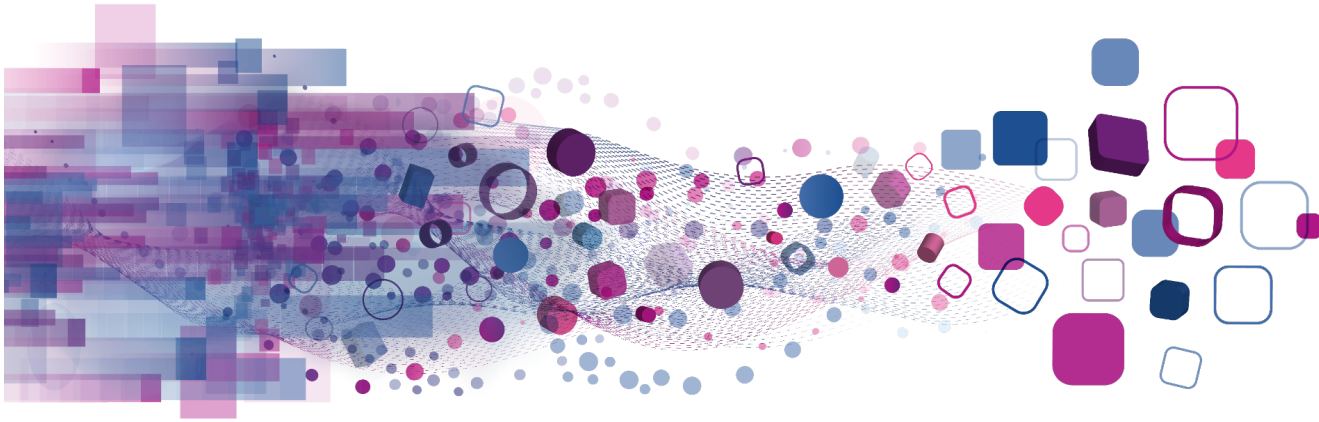


“Leader” of The Best Data Quality Software and Solutions by CRM Magazine.



“Challenger” once again in Gartner’s 2019 Magic Quadrant for Data Quality Tools.

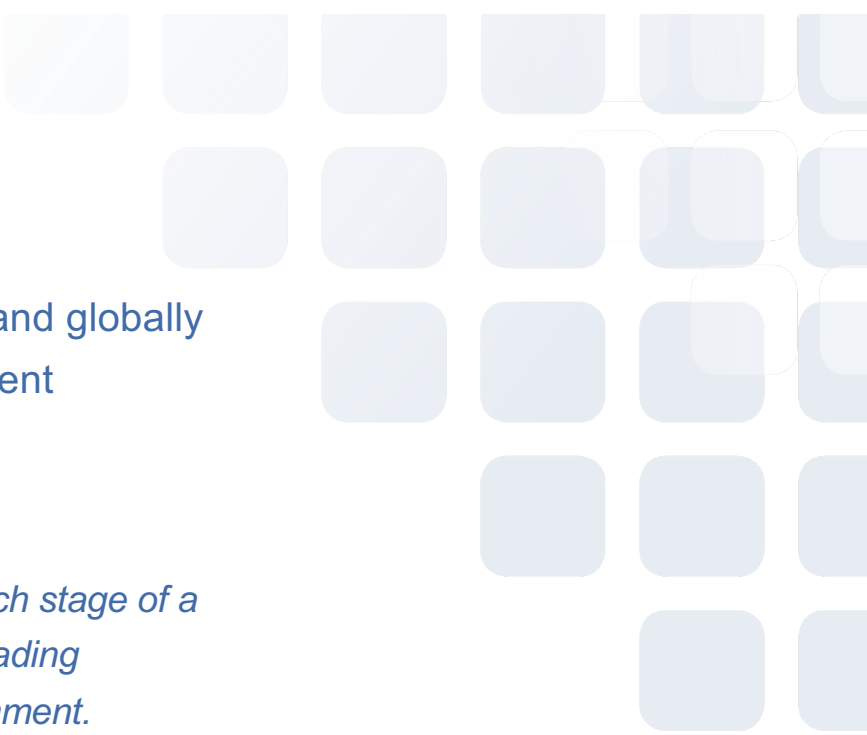




Data Quality Capabilities – Aperture Data Studio

Identifying and resolving data quality issues





Aperture Data Studio combines self-service data quality and globally curated data sets in an intelligent data quality and enrichment platform.

- *Offering a full range of best-practice tools to support each stage of a comprehensive data quality workflow through market leading profiling, discovery, validation, de-duplication and enrichment.*
- *Empowering modern data practitioners to rapidly build the most consistent, accurate, and holistic view of consumers.*



Customers need to...

- Use trusted, high quality, accurate and complete data
- Identify, upsell and cross-sell opportunities to grow
- Improve and streamline customer experience
- Meet regulatory requirements
- Gain deeper customer insight
- Securely share data across the business to support decision making

How we help...

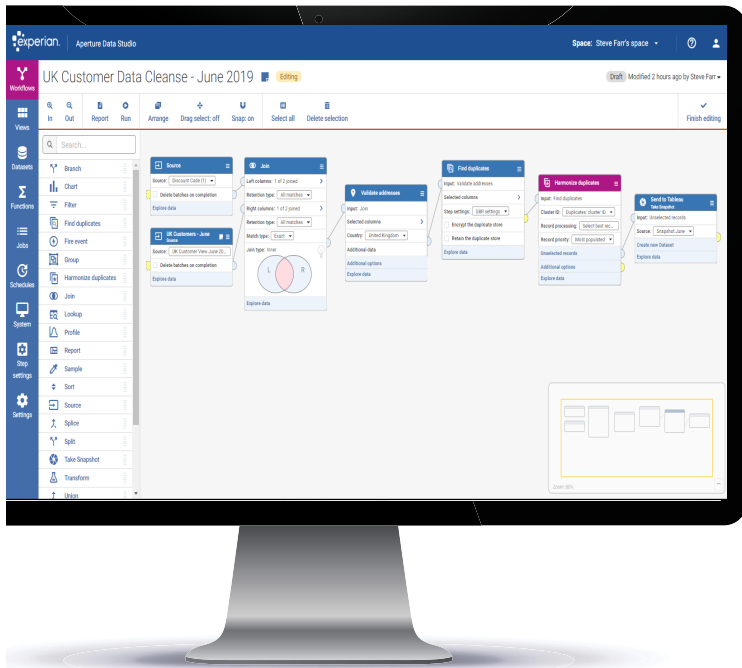
- Prepare and maintain a single, complete data view for making smarter decisions
- Flexible data management – manage your data for greater data literacy
- Comprehensive set of tools to profile, validate, match, de-duplicate and quickly resolve data issues
- Unique insights created by blending customer, third-party, and Experian's own datasets
- Solution that is simple to integrate, easy to use, and solves long-term issues

How customers benefit

- Increased revenue and reduced customer churn due to better data management, deeper customer insights, and more targeted communications
- Operational cost savings by using trusted, accurate data, and simplified data processing
- Easier, faster compliance adherence and reporting
- Competitive advantage over businesses with poor data quality



Experian Aperture Data Studio

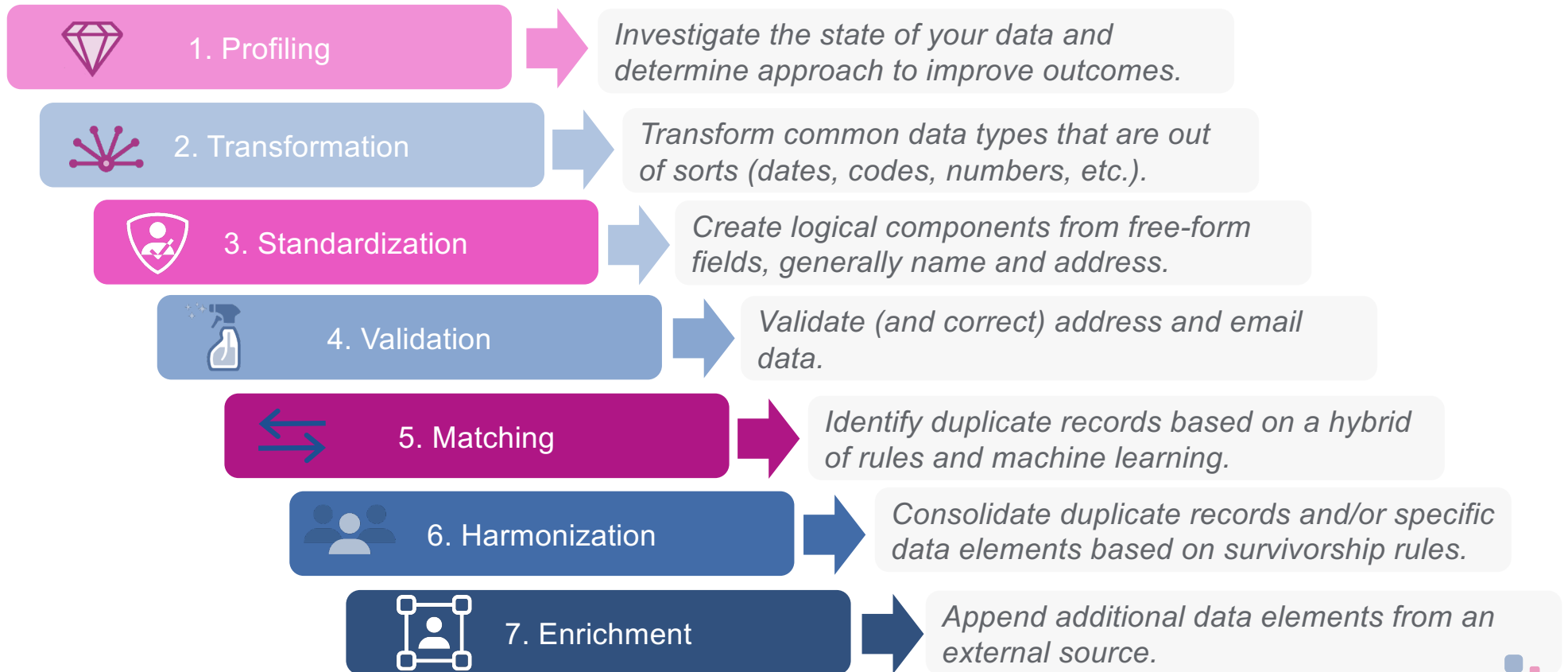


“Only Experian Aperture Data Studio combines self-service **data quality** and globally curated data sets in an intelligent **data quality and enrichment platform**. Empowering today’s data practitioners to rapidly build the most consistent, accurate, and holistic view of their data”.

- ✓ Rapid discovery of data issues
- ✓ Design and share reusable workflows
- ✓ Manage data with secure admin controls
- ✓ Monitor and improve data quality over time
- ✓ Validate and enrich with trusted data sets
- ✓ Access sophisticated AI powered de-duplication



Experian Aperture Data Studio optimizes your data quality



Enterprise-Grade Data Profiling

Profile full volumes of data, at real-time speed, in a business-friendly interface.

Experian Aperture Data Studio's best-in-industry profiling tool:

- Supports investigation of true content and structure within and across your data sources.
- Profiles user-selected rows/records in the source regardless of volume.
- Generates over sixty statistics, including: unique value distribution, completeness, formats, data types, minimum/maximum values, and lengths.
- Statistically analyzes the data for obvious out-of-line occurrences and produces an outlier report.

Data Studio's architecture automatically discovers complex relationships across disparate systems, letting you create accurate data quality rules at lightning speed.

Examples of data profiling analysis

Similarities and Differences

Statistical Analysis

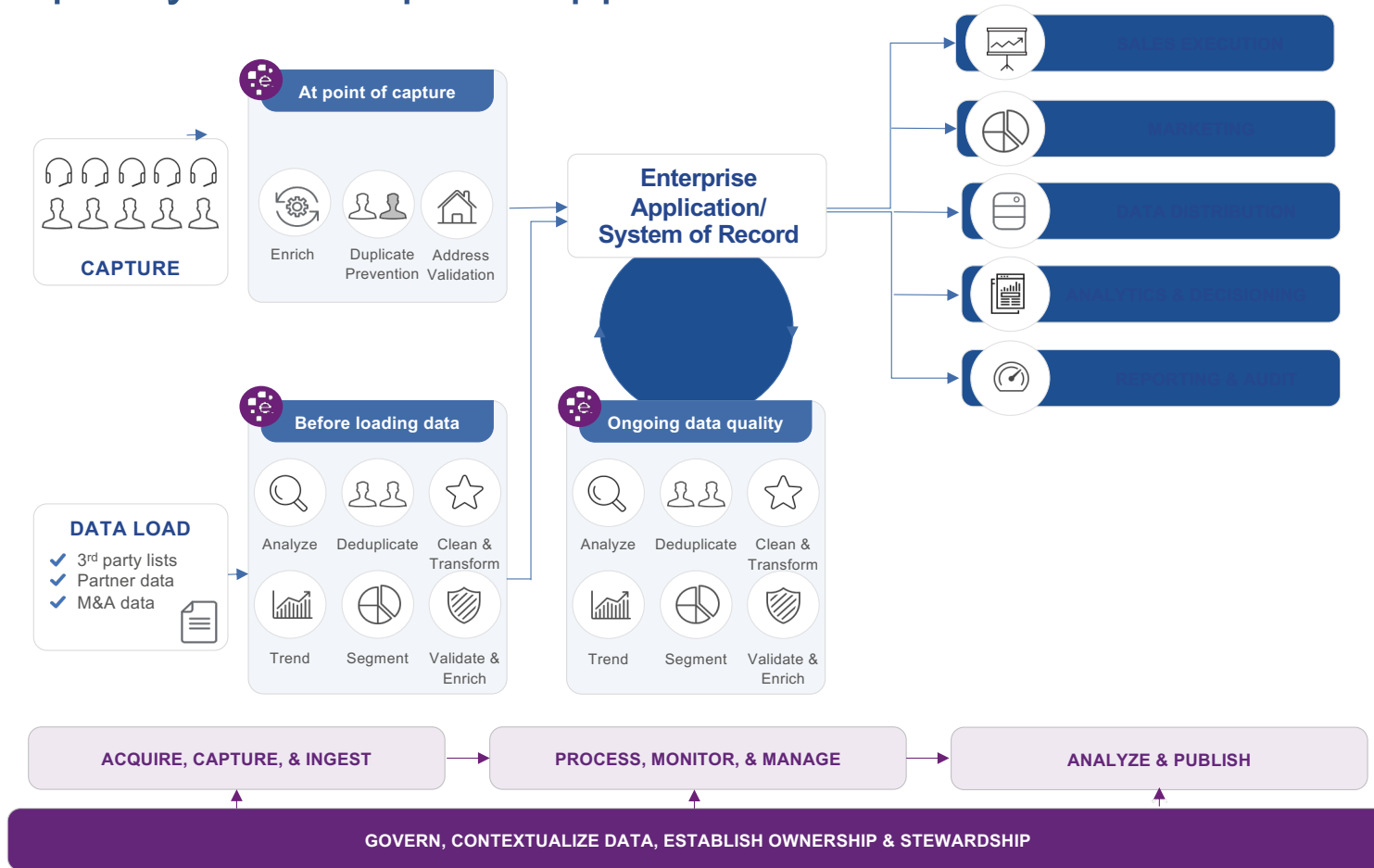
Format and Data Type Analysis

Trends and Outliers

Relationship Detection



An example for how Experian Aperture Data Studio provides multi-use data quality to Enterprise Applications



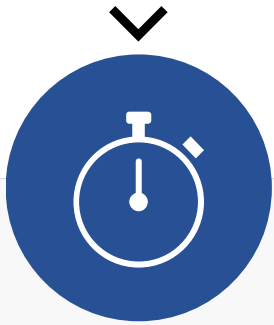
Where can Experian Aperture Data Studio improve data quality outcomes?

Here are examples:

- Data governance initiatives
- Data preparation for migrations
- Personalized marketing offers
- Supply chain optimization
- Regulatory insight and reporting
- Data discovery and consumer insights
- Data sharing, accessibility, and collaboration



Why Experian Aperture Data Studio for data quality?



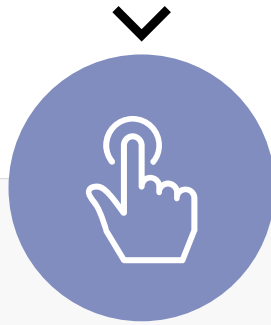
Early win in larger data initiatives

Relatively fast implementation and metrics to drive momentum into more challenging projects



Automatic validation & enrichment

Automate your address & email validation, then enrich your data with our marketing data



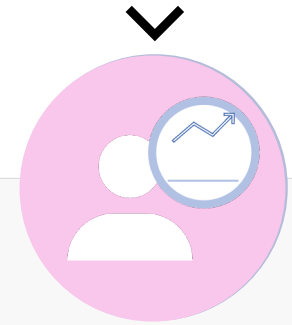
Ease of use

Intuitive self-service interface empowers both data & business users



Machine Learning driven matching

Scalable, hyper connected, AI and metadata powered



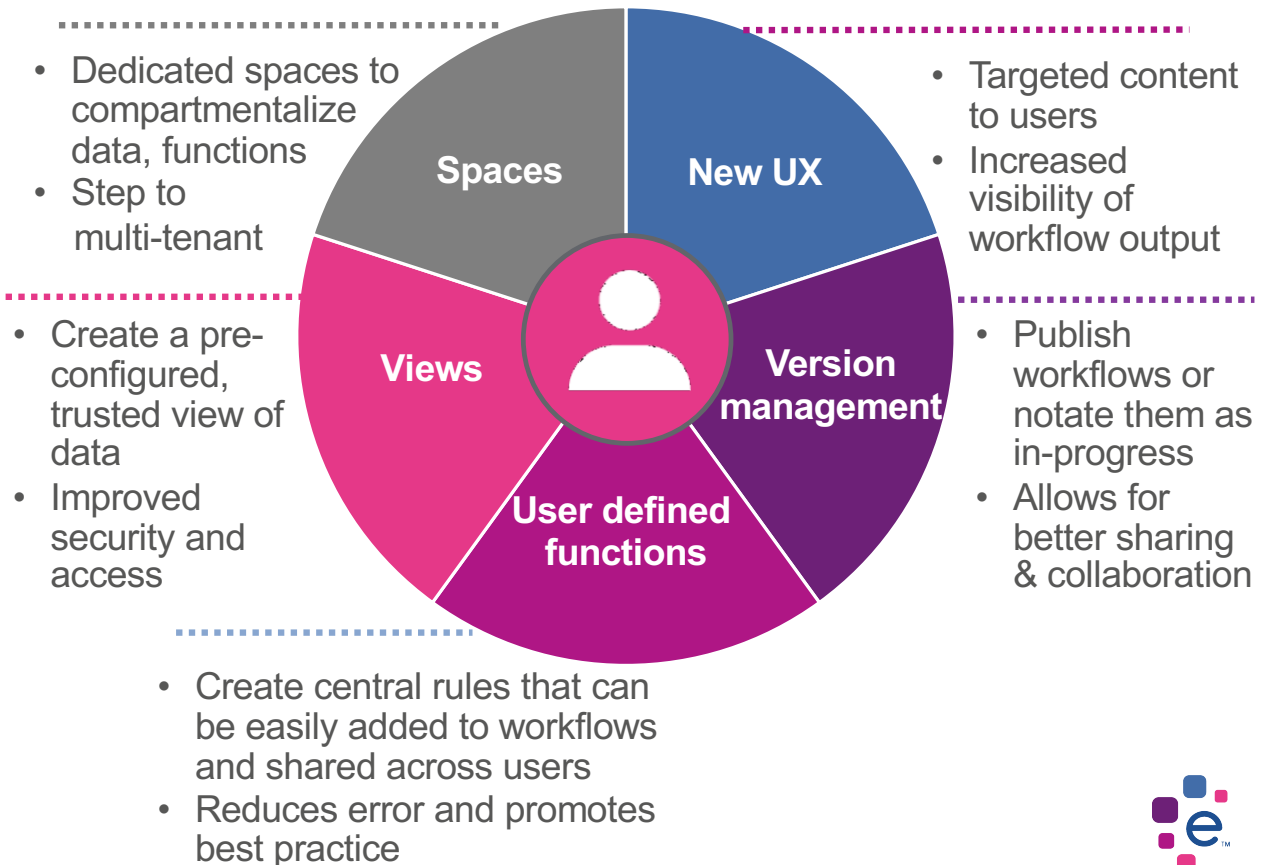
Secure collaboration

Supporting best practice data sharing and teamwork

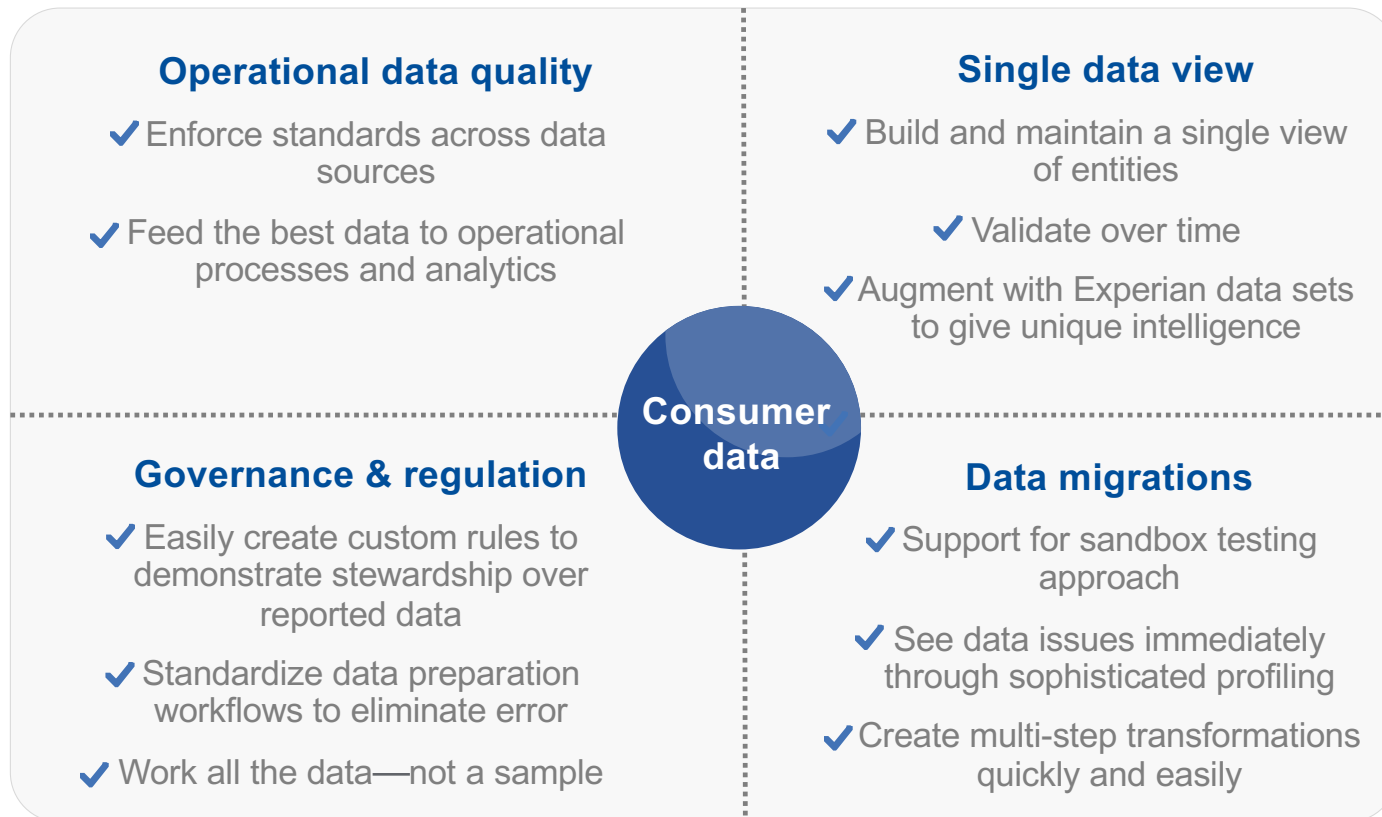


Experian Aperture Data Studio is built around a new approach that puts the business user in the center

This release focuses on enabling collaboration, re-use, and security, all designed for the business user



Supporting a range of data-driven use cases



Additional Resources

- [**Blog**](#)
Market insights, trends, and the newest updates in all things data quality
- [**Technical Documentation**](#)
Everything about setting up and using our software
- [**Data Quality Management Glossary**](#)
An index of terms used to describe data quality challenges and solutions



