

Experian Data Quality

Partner Introduction

©2020 Experian Information Solutions, Inc. All rights reserved. Experian and the Experian marks used herein are trademarks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein are the trademarks of their respective owners. No part of this copyrighted work may be reproduced, modified, or distributed in any form or manner without the prior written permission of Experian.
Experian [Public. Confidential. Internal. Restricted. – please choose the appropriate category].



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 challenges
- How to talk about our solutions
- Data quality capabilities
- Additional resources



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

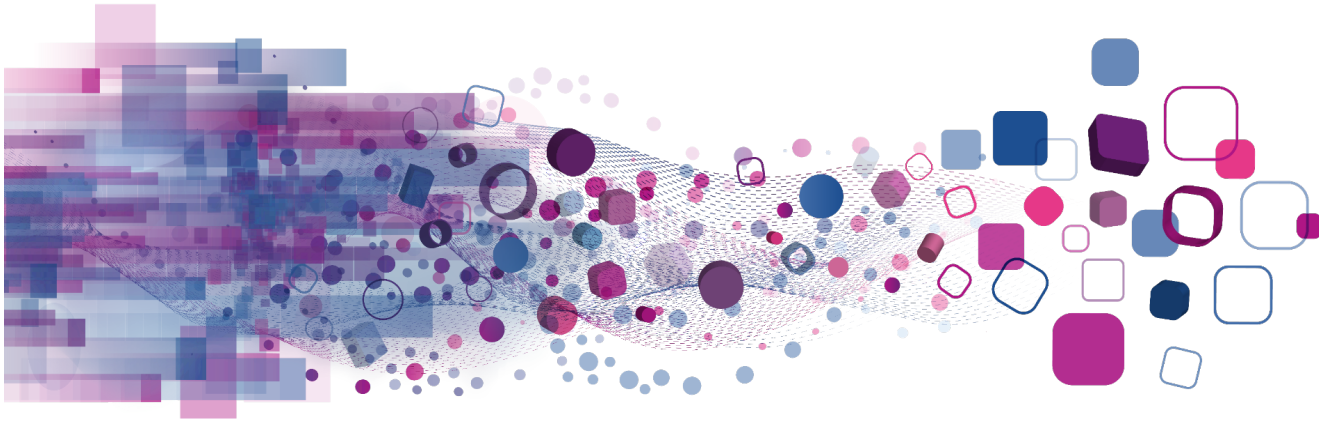


“Leader” of The Best Data Quality Software and Solutions by CRM Magazine.



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





Data Quality

How we speak about our solutions



Definition: Data Quality

What is data quality?

Data is of high quality when it satisfies the requirements of its intended use.

In other words, companies know that they have good quality data when they are able to use it to communicate effectively with their constituents, determine clients' needs, and find effective ways to server their client base.

High quality data is:

- Accurate
- Relevant
- Complete
- Capable of being understood



Contributing factors to poor data quality

Issues preventing organizations from achieving high quality data

Lack of in-house
expertise and
manual processes...

...leads to delays and errors.

Heavy reliance on IT
resources with
limited bandwidth...

...causes delays with data
requests

High volumes of
data spread over
siloes systems...

... results in sampling or
incomplete views of the data



Solution Differentiators

What makes Experian stand out



Speed to Value

Get a solution in place and begin making an impact faster.



Ease of Use

Empower data practitioners and business users to take control and self-service their data needs.



Seamless Integration

Powerful products with extensible APIs and SDKs available, to create a seamless customer experience



Power of Experian

Have confidence in solutions that are secure and scalable

Connect to world leading consumer data assets



We help clients make their data fit for purpose

Grow Revenue

Improved effectiveness of data

- Improved marketing campaigns
- Smarter portfolio and expansion analytics
- Superior customer experience

Reduce Costs

Increased efficiency around data quality

- Identify wastage or duplicate efforts
- Reduce the effort to perform data quality tasks

Avoid Risk

Proactive data quality strategy

- Rules to check compliance requirements
- Standardize data to a specific format in response to new regulation



Finding the business challenge

When working with clients, we like to focus on the core business challenge, not just a broad set of capabilities. As a trusted advisor, Experian has the wide spectrum of components that build on each other to help make trusted data a reality, especially around customer relationships.

Vertical markets



Financial services
Retail
Public sector
Utilities

Use cases



Single customer view
Building trust in data
Regulation
Data migration

Narrow targets

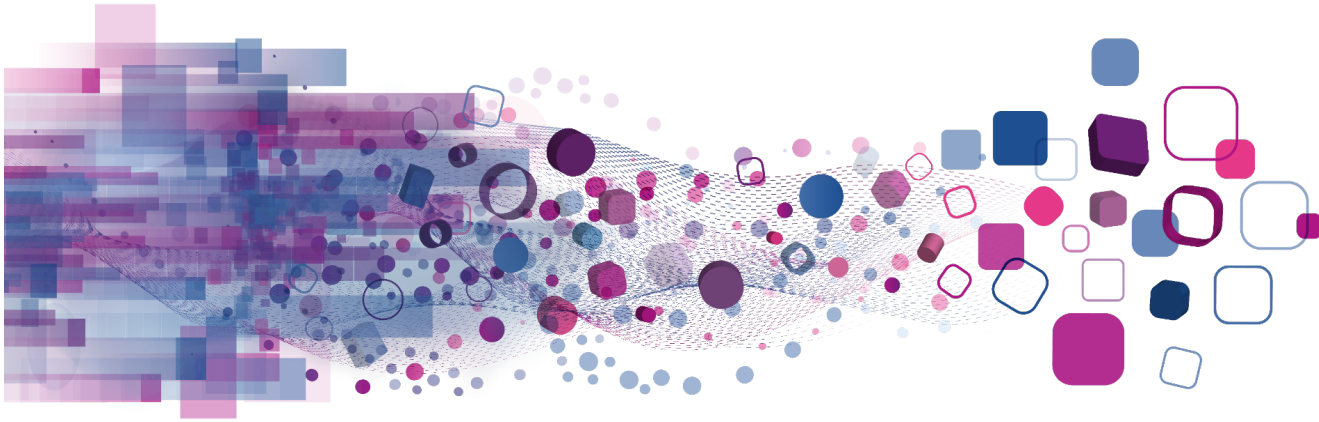


Customer insight for analytics
Billing and collections
Process optimization
Fraud prevention

Departments



Marketing
Customer insight
Data governance
Compliance



Contact Data Management (CDM) Capabilities

Identifying and resolving data quality issues



What is email validation?

Improving the quality of email address data

Is the email address properly formatted?

- Does the email address have valid syntax?
- Are special characters properly escaped?
- Does it have an “@” symbol?

Does the email address exist?

- Make a ping to the DNS to see if the domain is valid
- Make a ping to the mail server to see if:
 - The mail server at the domain is listening
 - The account exists on the server and is receiving mail

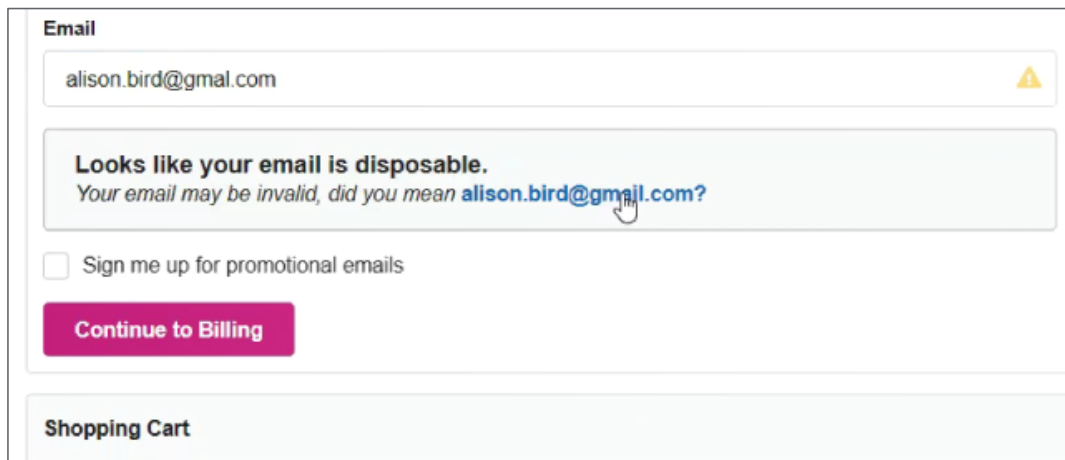


Based on which checks pass or fail, an email address is marked as valid or invalid



What can email validation look like?

Experian's email validation platform does real-time checks that can be used for real-time applications



The screenshot shows a checkout form with the following elements:

- Email** section with a text input containing "alison.bird@gmail.com" and a yellow warning icon.
- A feedback message box stating: "Looks like your email is disposable. Your email may be invalid, did you mean [alison.bird@gmail.com](#)?" with a cursor pointing to the suggested domain.
- A checkbox labeled "Sign me up for promotional emails".
- A magenta button labeled "Continue to Billing".
- A "Shopping Cart" section at the bottom.

Example:

Real-time email validation during checkout

Identifies the disposable domain "gmail.com", provides a suggested domain "gmail.com" and user can re-validate with the new domain.



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



