

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 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

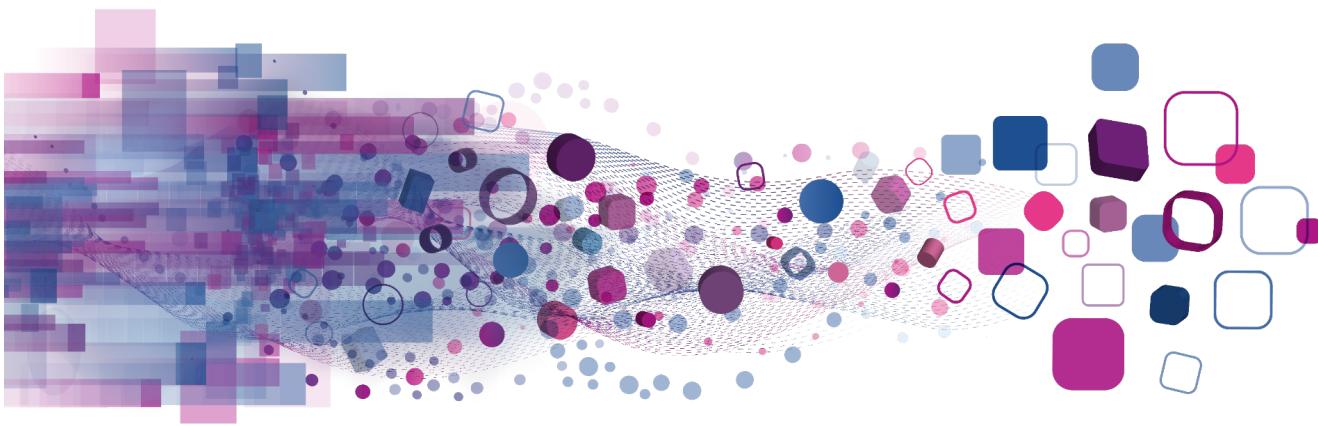


"Leader" of The Best Data Quality Software and Solutions by CRM Magazine.



"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 serve 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...

Heavy reliance on IT
resources with
limited bandwidth...

High volumes of
data spread over
siloed systems...

...leads to delays and errors.

...causes delays with data
requests

... 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

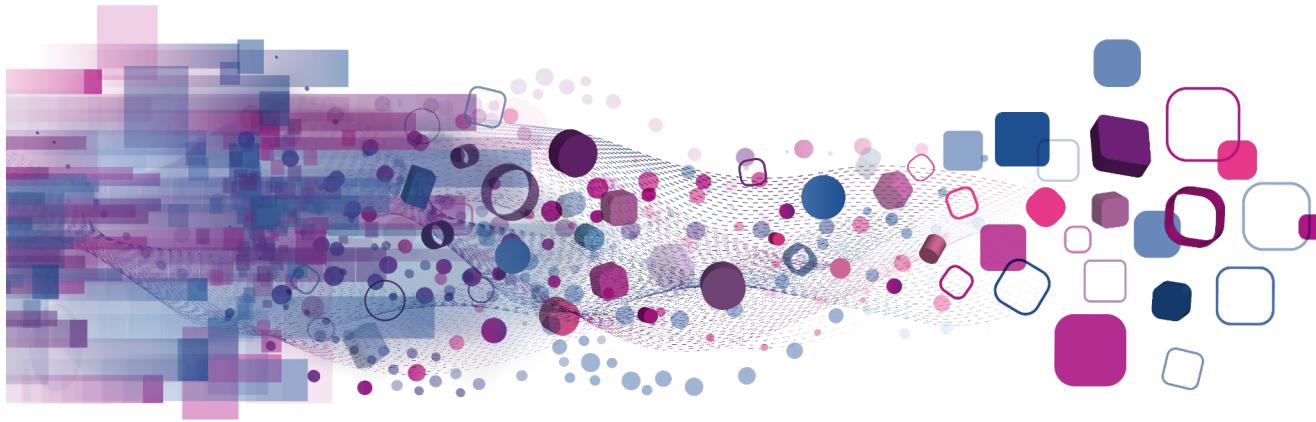
- ✓ Single customer view
- ✓ Building trust in data
- ✓ Regulation
- ✓ Data migration

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 phone validation?

Improving phone number data quality

Is the phone number properly formatted?

Based on the specified country, does the number have the correct number of digits?

Does the phone number exist?

Criteria differs based on the third party provider.

Phone validation returns whether a phone number is valid or invalid based on these checks.

Phone validation also returns if a number is associated with a landline or mobile number.



What can phone validation look like?

Experian's phone validation has several options depending on which country the data is from

Phone Number



Phone Number



Example:

Real-time phone validation during checkout

Discretely verifies the number for the end user while providing additional elements such as mobile/landline flags to the system



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



