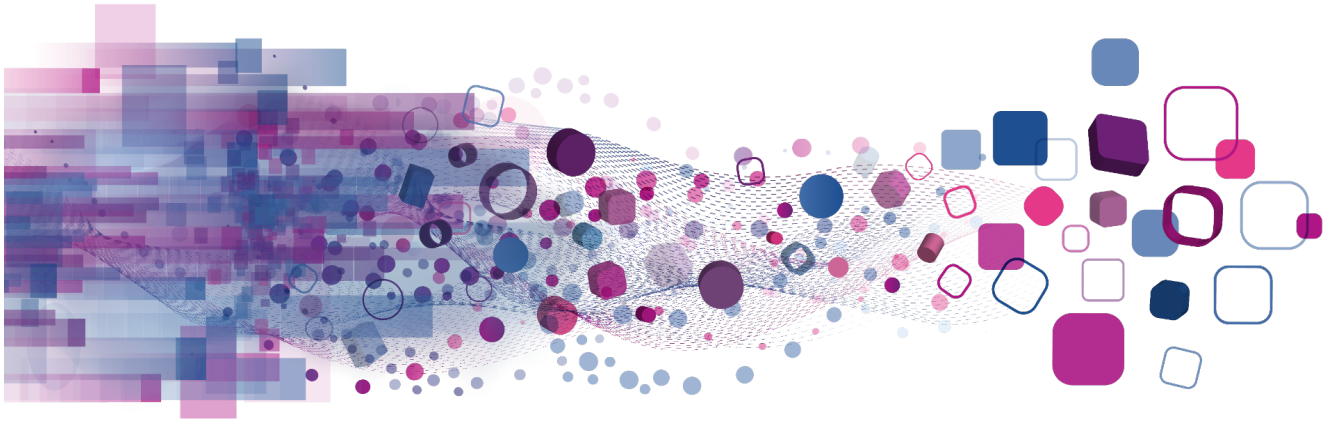

Experian Data Quality

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

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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

2019 CRM MARKET LEADER

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

Gartner

"Challenger" once again in Gartner's 2019 Magic Quadrant for Data Quality Tools.

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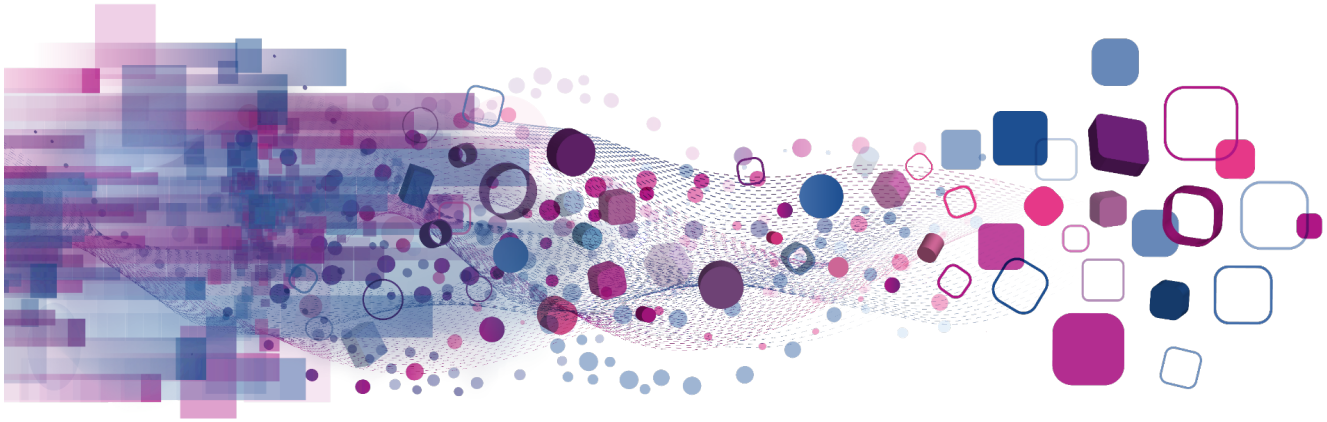

Data Quality

How we speak about our solutions

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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

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

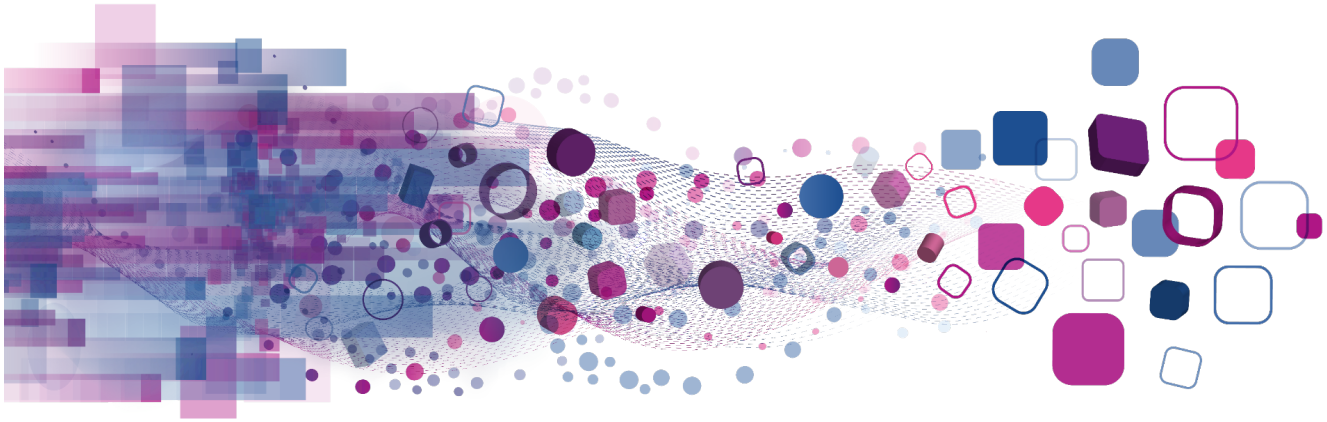
- Single customer view
- Building trust in data
- Regulation
- Data migration

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

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What can address validation look like?

Experian's address validation solutions provide a variety of user experiences and value-add data elements

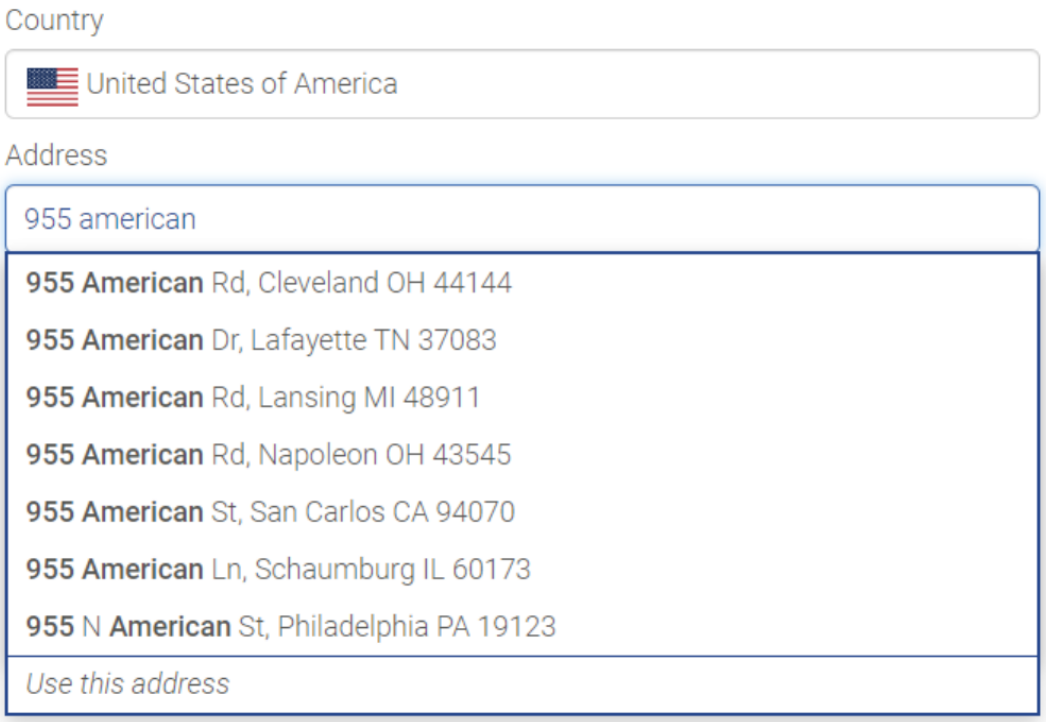
Example user interaction:
Predictive address completion

Validated address:

955 American Ln
Schaumburg
IL
60173-4998
UNITED STATES OF AMERICA

Components collection: [Hide]

Street Number: **955**
Street: **American Ln**
Locality: **Schaumburg**
County: **Cook**
Province Code: **IL**
Postal Code: **60173-4998**
Country: **UNITED STATES OF AMERICA**
CountryISO: **USA**



Benefits of Address Validation

Improve customer service and brand reputation

Ensure regulatory compliance & reduce risk of fines

Higher efficiency and smoother business processes

Cost savings on communicating with customers

Effective profiling & segmentation

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

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