

Experian Data Quality Partner Program



The Experian Data Quality Partner Program is designed to create mutually beneficial relationships that enable both companies to provide greater value to customers.

Experian Data Quality value proposition is founded on three key principles:

Analyse: automatic, proactive "data discovery" for rapid analysis and investigation, uncovering data quality problems and finding the root cause.

Improve: real-time and bulk mode contact verification, integrated into your application suite, your customers will reap the benefits of clean contact data, ultimately improving the ROI of your application.

Furthermore, building data improvement and verification rules through rapid prototyping, ensuring controls are in place for data migration, single customer view and quality assurance projects.

Control: apply business rules and financial metrics to data quality issues in order to prioritise and remediate the most important, providing real-time data quality dashboards and reports.

Costs that typically accompany custom integrations create barriers for your customers. These barriers leave your applications vulnerable to data defects, seemingly small errors that are in fact problematic, and easy to avoid with the right technology.

Experian Data Quality is the only data quality software vendor with a truly global presence. Our products support over 150 country data sets and our company works with over 13,000 clients worldwide. In addition to a mature product line, Experian Data Quality has significant industry knowledge here in Australia to better serve and educate clients on data quality best practices.

Experian Data Quality products

Experian Data Quality software can be deployed either on-premise or hosted by Experian in our state of the art data centres. Experian Data Quality software is highly sophisticated, yet simple to use and deploy. Functionality can be deployed at every touch point to work in real-time and through a batch mode. Real-time cleansing incorporates name, address, email and mobile as contact details are being entered. Matching and de-duplication is also available along with our market leading data quality platform 'Pandora'.

Product positioning

Inaccurate data quality can be entered through a variety of application, by employees, suppliers and customers alike. These errors can result from a myriad of different scenarios from misunderstandings, misspelling or simply acquiring new data in a different format. While these mistakes may appear harmless, they increase operational costs, negatively impact the customer experience and lead to poor marketing results.

Experian Data Quality tools will help you improve the overall ROI of your application, deliver superior value to your customers, safeguard technology investments and mitigate risk with system implementations. Examples of usage include:

- A shopper entering his/her address in-store and online
 - A insurance agent submitting a quote to a new policy
 - A bank representative opening an account for a new customer
 - A charity updating a donor's contact data
 - A student applying to college online
 - Implementing /upgrading a new system (e.g CRM, ERP, BI)
 - Undertaking a data governance or MDM project
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Customer benefits

Customer Experience

Minimise key strokes and improve the accuracy of contact details at the point of data entry

Cost Savings

Help your customers avoid returned mail, undeliverable emails and goods, staff manual rework and duplicate mailings.

Profitable Decision Making

Provide our customers with an accurate up to date view of their database. With a more accurate view customers will strengthen marketing segmentation and analysis capabilities, ultimately improving marketing ROI.

Customer Satisfaction

Watch as your customers improve their own service levels. With fewer delayed or undeliverable goods and satisfaction rates improved.

Revenue Assurance

Ensure customers are billed correctly and in a timely fashion to reduce bad debt and collection costs.

Data Cleansing Tools

Address Validation

Verifies domestic and international addresses in real-time and batch mode

Email Validation

Verifies email address domain and syntax

Mobile Validation

Validates domestic and international mobile phone numbers

Real-Time Matching

Identifies duplicates in real-time and batch mode, merge and golden record selection

Experian Pandora

About Experian Pandora

With Experian Pandora, complex data processing tasks that typically take hours or even days can be executed in seconds. Our data analysis tool features a unique correlated architecture that delivers scalability and fast performance with minimal hardware or administrative overhead.

Experian Pandora enables you to discover relationships across billions of tables and attributes. Our data discovery is capable of profiling a range of data sources, whether you are dealing with spreadsheet, delimited files or relational databases. The on-premise, interactive software is integral to any data preparation, data governance, business intelligence and data migration project.

Data Enrichment

Consumer Data

Identify key socio-economic groups and trends using our profiling tools, including Mosaic

Geolocation Data

Append authoritative geocoded physical address data

Suppression Data

Identify deceased individuals or people who do not wish to be contacted on the do not call and do not mail register

Movers Data

Identify customers that have recently moved house through the NCOA (National Changes of Address) and IPND (Integrated Public Number Database), appending telephone numbers to reconnect with customers.

Why Partner with us?

Experience

Experian Data Quality consists of mature products based on over 20 years of market direction and customer interaction. Our partners benefit from global and local best practices with our local professional services team on hand to assist.

Trusted Advisors

Experian Data Quality partnership team are trusted advisors to some of the largest blue chip organisations across a number of vertical markets across Australia and New Zealand.

Flexible Partnership arrangements

Depending on the partnership arrangement we offer the following programs:

OEM Partners embed our powerful data quality technology into their own application to offer an enhanced offering to their customers. Many leading independent software vendors (ISV's) large and small are OEM partners of Experian Data Quality including Salesforce.com, Oracle and Microsoft to name a few.

Value Added Resellers (VAR's) are technology and service providers that resell Experian Data Quality software in addition to their own products and services. Resellers are trained, ready and excited to help find a comprehensive data quality solution.

System Integrator (SI) Partners integrate our powerful data quality technology into other applications to deliver a custom solution to the end user.

Alliance Partners are here to help determine the right solution to fit the end user business needs by referring business to our Partnership Manager to directly service the need.

Alliance Partners can also be experienced Experian Data Quality software users and industry practitioners that often have deep Information Management expertise. They leverage their data governance, data migration and business intelligence backgrounds to collaboratively put in place a quality solution for the end user.

Large Revenue Opportunity

Our revenue share models range from 5-50% depending on the type of partnership

About Experian Data Quality

Experian Data Quality is a global leader in providing data quality software and services to organisations of all sizes. We help our clients to proactively manage the quality of their data through world class validation, matching, enrichment and profiling capabilities. With flexible SaaS and on-premise deployment models, Experian Data Quality software allows organisations around the world to truly connect with their customers by delivering intelligent interactions, every time.

Established in 1990 with offices throughout the United States, Europe and Asia Pacific, Experian Data Quality has more than 13,500 clients worldwide in retail, finance, education, insurance, government, healthcare and other sectors. For more information, visit www.edq.com/au