Working with Experian Data Quality

Partner program guide

experian™
data quality

Overview

Experian Data Quality's partner program is designed to create mutually beneficial relationships that enable both companies to provide greater value to customers. As a global leader in data quality software and services, we can help your customers proactively manage the quality of their data to make better business decisions.

With 25 years of experience and more than 13,000 clients, we will help your customers achieve more accurate information and improved ROI from the existing products and services you provide.

Why data quality matters

Your customers' data is a strategic asset and competitive differentiator. While data plays an important role in every aspect of business, many organizations have poor or reactive data management strategies in place, which makes it difficult to achieve the data quality necessary to derive actionable insights.

Ninety-one percent of companies suffer from common errors like missing data or outdated information, and U.S. organizations believe that on average, 27 percent of their data is inaccurate. That's where we come in.

Experian Data Quality helps companies unlock the power of their data so they can make informed decisions and create superior customer experiences. With our range of data quality software and services, your customers can have confidence that their data is delivering value.

Experian Data Quality partners benefit from our:

- Experience - We are a recognized leader in data quality.

- Flexible pricing models - We do our best to find an appropriate pricing model that drives adoption and maximizes revenue

- Easy integration methods - We support a variety of platforms, coding languages, and both on-premise and hosted implementations.

Benefits to your customers

Reduce costs and eliminate waste - Improve ROI by cutting wasteful spend related to incorrect or incomplete data.

Maximize revenue opportunities - Identify the true areas of opportunity within your existing base or target markets.

Ensure the best customer experience - Meet customers' expectations and tailor interactions across channels.

**Increase business performance** - Improve efficiencies, streamline operations, and consolidate data sources.

Create a single view of your customer - Be confident with a complete and accurate view of each customer.

Leverage actionable insights - Accelerate time-to-value for data quality with more accurate information.

Our capabilities

Data profiling captures statistics that provide insight into the quality of data and helps to detect data quality issues by identifying when data elements are degrading and may need to be updated or replaced.
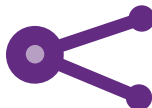
Data matching identifies and removes duplicates by combining like pieces of data into a single record across data sets. Consolidating records gives you a better understanding of your data and allows you to connect with them more efficiently.

Data cleansing modifies data values to meet domain restrictions, integrity constraints or other business rules, ultimately providing accurate information for business use.

Data enrichment increases the value of internally held data by appending related attributes from external sources, creating actionable customer insights.

Data standardization formats data into consistent layouts, providing a standard format for information that allows for better data consolidation and consistency.

Data monitoring deploys controls to ensure that data continues to conform to organizational standards ensuring data meets set data quality thresholds over time.

Our products

Address verification ensures only accurate, deliverable addresses enter your database and keeps your system clean and up–to-date by comparing records against the latest USPS data.

Email verification instantly identifies whether an email address is valid and deliverable, preserving sender reputation and maximizing ROI.

Phone verification validates phone numbers as they are being collected across any channel and can also identify if the number is mobile or landline, which is critical for ensuring compliance with regulators.

Data matching (NameSearch) discovers links between your customer records, identifies and removes duplicates, and suppresses unusable records for deeper insights and more meaningful connections with consumers across channels.

Data enrichment (ProspectIQ) appends information from the Experian ConsumerView℠ file to customer records in real time. With hundreds of attributes available, you can improve customer insight to optimize engagement.

Experian Pandora is an end-to-end data management solution that works with any type of data and supports all stages of your data quality strategy. It identifies and profiles full volumes of data, assesses and improves data quality, and controls this process over time.

Category	Description	Referral	Reseller	OEM
Integration	Partner builds functionality as core feature, but gives customer option to opt out.	Y	Y	N
	Partner white labels functionality.	N	S	S
	Partner integrates tools into their applications.	S	Y	Y
Sales	Partner is responsible for sales of integrated product.	N	Y	Y
	Experian Data Quality is responsible for sales of integrated product.	Y	N	N
Marketing	Collaboration on joint marketing efforts.	Y	Y	Y
Training	Partner will participate in product training.	Y	Y	Y
Support	Partner responsible for first line support.	N	Y	Y
Exclusivity	Experian Data Quality is the exclusive data quality vendor.	N	N	Y
Pricing	Wholesale price to be agreed upon.	N	Y	Y

Key: Y= Yes N= No S= Sometimes

Partner types

Referral partner - Your customers need data quality services and you want to work collaboratively with us to drive leads and close sales.
Value-added reseller - You want to integrate our software within your product and are reselling it to your customers as an optional feature.
OEM partner - You have identified a product gap and can use our functionality to fill that gap for your customers.

Want to learn more about our partner program?

Contact us