experian™

Experian Aperture Data Studio

Powering data-driven outcomes at the speed of your business

Developing a trusted data source requires a powerful solution for ongoing data quality management. Experian Aperture Data Studio leverages a single-platform approach for data profiling and remediation to quickly transform your data into deep customer insights. Seamlessly connect to hundreds of data sources to profile data, standardize formats, correct errors, verify information, remove duplicates, and enrich it with our globally curated data sets. This improved data allows you to gain a more comprehensive view of your customers, business operations, and more.

Making data the centerpiece of success

Develop trusted data
Create sophisticated workflows to operationalize data quality across the business and improve data over time through transformations, standardization, cleansing, and matching.

Gain deep customer insight
Quickly consolidate data assets across multiple sources, identify duplicates, and create a single customer view. Enrich customer records with Experian data for further insight.

Data migration preparation
Quickly look at your data and make corrections prior to a migration. You are able to see what changes will do to the data immediately, and you can audit throughout.

Transparent stewardship around regulation
Ensure data quality for governance programs and better comply with applicable rules and regulations through increased transparency.

Key capabilities

Profiling
Proactively profile your data to discover unknown data entities or unusual values

Verification
Transform and improve the quality of your address and email data

Workflow
Create sophisticated, reusable data workflows to suit your business rules and processes

Enrichment
Leverage Experian data assets to build a more complete understanding of your consumers

Benefits of Experian Aperture Data Studio

Easy to use
Drag-and-drop workflow elements enable business users to build complex data processes quickly and audit their work.

Quick speed to value
Operationalize your data quality management and deploy in days without having to wait for any development or write any SQL.

Greater consumer insight
Leverage trusted Experian consumer and business records for a more comprehensive view of your customers.

Flexibility
Work with your existing technology stack to embed popular scripting and predictive tools.

Full data insight
Move beyond sample profiling to get a better view of your data for compliance, accuracy, and operations.

Consolidated view
Understand the full insight of your data through deduplication and logical consolidation to create a custom view.

Whether you need to understand your customers for improved marketing or for regulatory purposes, Experian Aperture Data Studio should be an essential piece of your data management process. With Experian Aperture Data Studio, you can empower your business users to perform complex data processes with confidence and build a trusted source of data.

Take control of your data to build a stronger data quality management process and improve business outcomes. Let us help you.

Learn more