

# Partner Program Guide

Working with Experian Data Quality

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The Experian Data Quality 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 through world class validation, matching, enrichment and profiling capabilities.

Good data quality is important to all organizations—it ensures that information is accurate and accessible, fit to derive insights and suitable for making informed decisions across businesses. By partnering with Experian Data Quality, your customers will reap the benefits of better data quality, ultimately improving the ROI of your own products and services.

With 25 years of experience, we've helped more than 13,000 clients across multiple industries ensure contact data quality, allowing organizations to truly connect with their customers.

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## Why data quality matters

Your organization's data is a strategic asset and competitive differentiator. Data has penetrated every aspect of business and is being used for basic operations, business intelligence and more. Actionable insights, however, can only be achieved through proper data quality.

But today, many organizations have poor or reactive data management strategies in place. Ninety-one percent of companies suffer from common data errors like missing data or outdated information. In fact, U.S. organizations believe that on average, 32 percent of their data is inaccurate.

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, you can have confidence that your data is delivering value.

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## Core capabilities

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

**Data matching** combines like pieces of data into a single record across data sets, allowing better understanding of customers.

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

**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 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 for data quality, ensuring data stays fit for purpose over time.

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## 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.

- Available as a real-time integration or bulk list cleanse

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

- Available as a real-time integration or bulk list cleanse

**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.

- Available as a real-time integration or bulk list cleanse

**Data matching (NameSearch)** discovers links between your customer records, identifies and removes duplicates and suppresses unusable records for deeper insights and more targeted propositions.

- Available as a real-time integration or bulk list processing

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

- Available as a real-time integration or bulk list append

**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 investigates relevant data, assesses and improves data quality and controls this process over time.

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## Customer benefits

### 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 customer base or target market.

### 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.

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## Why partner with us

### Experience

We are a global leader in providing data quality software and services to organizations of all sizes, so you know your customers will be working with experts.

### Flexible pricing models

We make a strong effort to work with our partners to find an appropriate pricing model to drive the adoption rate while also maximizing revenue opportunities.

### Easy integration methods

We support a variety of platforms and coding languages for both on-premise and hosted implementations. We provide well defined APIs and sample code, and have experts on hand for assistance, project management or even development.

### Large revenue opportunity

Our revenue share models range from five to 50 percent depending on the type of partnership.

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## 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.

## Partner program support matrix

Category	Description	Referral	Reseller	OEM
Integration	Partner builds functionality as core feature, but gives customers 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 some 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
	Revenue-share opportunity	10-50%	10-50%	50%+

\*Y=Yes; N=No; S=Sometimes

## Want to learn more about partnering with us?

Email [dataquality.info@experian.com](mailto:dataquality.info@experian.com) or call (888) 727-8822 and reference this guide.



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