

# Take control of your data to drive performance

Smarter data quality management from Experian

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## Take control of your data to drive performance

Data has the power to transform our lives, grow your business and improve societies worldwide. To have the right impact, data quality is essential.

The acceleration of technology means that we now live in a world built on data – it is everywhere, forever growing in value and significance. It has the potential to make hugely positive changes to the way we all live and work.

In business, we need to make sure we are ahead of the curve as the data revolution takes shape. For organisations to trust the data upon which they base key decisions it must be accurate and reliable and this is a serious challenge. Trusted data will drastically improve outcomes and drive stronger relationships between organisations and people along the way.

For organisations seeking to drive competitive advantage through data, having accurate, complete and reliable data is a critical enabler to smarter decision making.

Experian provides a range of data quality software and services that help businesses in all industries to collaborate around data quality issues and enable smarter data processes. These tools and services will give you confidence to use your data as a strategic asset.

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“Data that improves a customer experience and develops long term relationships will have a positive impact on sales, ultimately improving the financial position of the business.”

— CDO, High Street Bank – Dawn of the CDO, 2015

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### Helping organisations and customers value each other

#### Smart data management to drive your potential

We want all organisations, no matter what size, to take control of their data to drive the best opportunities. Our mission is to provide you with smart data quality management tools and services that help you realise the potential of the data you hold.

Thousands of organisations around the world already use data, technology and expertise from our team at Experian to unlock the power of their data. Our user-friendly data quality management tools can help you make the most of your data so you can confidently use it to drive your goals.

#### Better data quality, delivered the way you want

We provide a range of options from point solutions to enterprise data quality platforms that add value to any stage of a data quality initiative, from business case development through to deployment.

We offer on premise, on demand and fully managed services, or a bit of everything – it's your choice. All augmented by Experian's own rich data sources and expertise.

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### Data Quality services

Data quality in itself isn't usually a goal. But superior customer service, informed decision making, business efficiency and regulatory compliance are just four reasons to drive a culture that demands higher quality data. On top of these, you will have your own business objectives that rely on data accuracy.

Increasingly, if you hold personal data, having clear processes to manage, store and use that data is both necessary and required under the Data Protection Act and wider regulations. Managing your data from capture and through its lifecycle will enable you to more effectively meet your goals.

### Data quality management and governance

Every day, we create loads of data. According to many sources, it's as much as 2.5 quintillion bytes of data per day, and growing. At Experian, we focus on quality over quantity. We have a suite of solutions to help you capture, store and manage your data in a way that is easy for you – the end-user – to understand.

We offer an end-to-end data management platform, Experian Pandora, which is capable of creating, implementing and reporting on data quality, data migrations, data governance frameworks, Single Customer View initiatives and data preparation in an easy to use, secure and collaborative environment.

Because Experian Pandora is intended for use by you – not the IT department – it runs on commodity hardware and does not require lengthy installation times. It can be installed and provide rapid time to value towards your business objectives.

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“Customers report ease of implementation and out-of-the box functionality, enabling them to quickly realise value.”

— **Gartner Data Quality Magic Quadrant, 2016**

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Experian Pandora is data agnostic: it can deal with any data from any domain (including associated metadata). Users of Experian Pandora benefit from over 250 pre-built business rules that are automatically applied to your data, improving your approach to regulatory compliance in a pro-active manner as it seeks out relationships between datasets and creates a single customer view.

With Experian Pandora you can transform your disparate data silos into a centralised, collaborative data source where staff – with the appropriate permissions – can instantly profile and assign business, risk or monetary value to your data and create quality benchmarks that are easy to report on to the rest of the business.

Experian Pandora is the only smart data management platform to benefit from Experian's contact data quality tools as well as Experian's valuable reference data, enriching and enhancing your data with ours.

#### Experian Pandora will:

- Assess and measure your data quality
- Be used by anyone and everyone with the right permissions
- Instantaneously profile all of your data, discover relations and derive dependencies
- Create re-usable data validation rules that are meaningful to you, and your business
- Prototype your data quality rules and transform your data without impacting business as usual
- Eliminate migration risks; helping you deliver projects on time and on budget
- Highlight unexpected data quality issues providing business-relevant, time-based KPIs

The full version of the product can handle up to 2 billion records across 50 million rows at full speed and accuracy.

Try Experian Pandora today for free and profile up to 50 million records: [www.edq.com/uk/free-data-profiler](http://www.edq.com/uk/free-data-profiler)

The Gartner Data Quality Magic Quadrant recognises Experian Pandora as a challenger to Data Quality giants such as IBM and SAS.

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“Having improved confidence in our data allows us to deliver real benefit to the community because with better insight comes better decisions making on how we allocate the right resource where it's needed.”

— **Maria Hopper**, Data Protection Manager, Cleveland Police

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## Take control of your data to drive performance

### Multi-channel contact data validation, cleaning and enhancement

#### Validate: Capture accurate data first time

Experian offer automated tools that can be integrated into the front end of CRM applications, websites and web forms to capture contact data accurately and quickly. Verified through extensive reference data, we support multiple contact data types including Address, Email and Mobile.

#### Cleanse: Keep data up to date

As data degrades through time, we can help you keep your data clean, duplicate free, standardises and suppressed against key files. We can deliver this in real time or as a bulk service.

#### Enhance: Amend data to drive value

For greater analysis, profiling, segmentation and understanding of your data and its potential, Experian has over 40 valuable datasets to complete the picture:

- Experian Business Data for business profiling
- Experian Mosaic for demographic profiling
- Experian Consumer view for visibility of individuals living at a single address
- Communication preference data
- Grid reference data and much more.

If you want all the benefits of our smart data quality capabilities but prefer it as a service, we can provide services on a repeatable or one-off basis. Equally we can accelerate the adoption of our products through training and creating 'power users' in your teams to embed a culture of data quality.

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“ Many validation companies make promises on 'real time,' 'scalability' and 'accuracy,' but our experience shows that only Experian Data Quality that can deliver on them.”

— Alex Attinger, joint CEO digitalbox

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### Why Choose Experian?

We recognise you have choice, but here are some reasons why we think we're best placed to work with you:



#### Gain better insight:

Easily append additional insight to your contact records from Experian's rich data sources, many of which our competitors simply don't have access to



#### We're trusted with a strong reputation in data security:

As an FCA regulated organisation, we take compliance and data protection really seriously and have infrastructure capable of processing millions of credit bureau requests daily without data breach



#### Fast time to value:

Experian Pandora is one of the fastest and easiest products to use in its class, according to our customers and as recognised by Gartner (MQ 2016)



#### We're global:

Which is helpful if you are

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### About Experian

Experian unlocks the power of data to create opportunities for consumers, businesses and society.

At life's big moments – from buying a home or car, to sending a child to college, to growing your business exponentially by connecting it with new customers – we empower consumers and our clients to manage their data with confidence so they can maximize every opportunity.

We gather, analyse and process data in ways others can't. We help individuals take financial control and access financial services, businesses make smarter decision and thrive, lenders lend more responsibly, and organisations prevent identity fraud and crime.

For more than 125 years, we've helped consumers and clients prosper, and economies and communities flourish – and we're not done. Our 17,000 people in 37 countries believe the possibilities for you, and our world, are growing. We're investing in new technologies, talented people and innovation so we can help create a better tomorrow.

**Learn more at [www.experianplc.com](http://www.experianplc.com)**

**Learn more about data quality from Experian at [www.edq.com/uk](http://www.edq.com/uk)**



Experian  
George West House  
2-3 Clapham Common Northside  
London, SW4 0QL

T 0800 197 7920  
E [dataquality@experian.com](mailto:dataquality@experian.com)  
W [www.edq.com/uk](http://www.edq.com/uk)

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Registered office address: The Sir John Peace Building, Experian Way, NG2 Business Park, Nottingham, NG80 1ZZ.