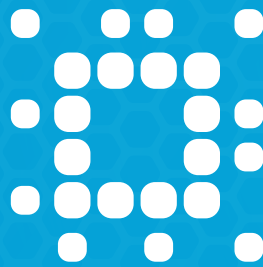# Reliable data for intelligent decision making

Experian Data Quality

The need for a data quality strategy is universally recognised. Successful delivery requires a data quality partner.

Organisations want quality data. But to get this they must focus on data quality. The volume and variety of information flowing in, out and through organisations on a daily basis is growing exponentially. These growing data volumes coupled with complex storage infrastructures makes data quality a serious challenge. Both significant and widespread, it can impact strategic decision making, customer acquisition, customer retention, compliance and reputation, thus in turn impacting cost and competitiveness.

> "88% OF UK BUSINESSES STATE THAT INACCURATE DATA HAS A DIRECT IMPACT ON THEIR BOTTOM LINE".*
>
> # 88%

This creates a complex challenge for organisations seeking to connect with and drive value from customers and create competitive advantage through data. Having accurate, complete and reliable data is a critical enabler to intelligent decision making.

Experian Data Quality provides a range of data quality software and services that help business and IT stakeholders, in any industry, to collaborate around data quality issues and prioritise business initiatives. These tools and services will give you the confidence in your data to enable the use of your data as a strategic asset.

*Experian Data Quality Global Research - 2014

> " The growth in data quality adoption is a welcomed trend, but the performance of data quality efforts are mixed. Many companies are still using out-dated methods that are often reactive in nature and can result in far longer lead times to resolve. "
>
> **Dylon Jones, Editor of Data Quality Pro***
>
> *commenting Dylan Jones, Editor of Data Quality Pro
> How to Create a Comprehensive Data Quality Management Strategy, April 2014, in conjunction with Experian Data Quality

Helping organisations and customers value each other

every.one.matters

Our purpose at Experian Data Quality is to help organisations and customers value each other. We work with businesses in all sectors to ensure the data held across their architecture is fit for purpose and maintained over time. We provide a unique combination of software, data and services to solve complex data quality challenges. This enables our clients to analyse, improve and control their data to facilitate improved decision making underpinned by accurate information.

Better data quality, delivered the way you want

Whether your business is large or small, global or regional, data quality is essential for driving customer satisfaction, efficiency and informing and validating your decisions. We can provide a range of options from point solutions to enterprise wide 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 delivery, on-demand, fully managed services projects, or a bit of everything – it's your choice. All augmented by Experian's own rich data sources and expertise.

Data Quality Services

Multi-channel data validation, cleaning and enhancement tools:

Validate

Capture accurate data first time. We offer automated tools that can be integrated into the front end of CRM applications, websites and webforms to capture contact data quickly and accurately through extensive reference data. We support multiple contact data types including address, email and mobile.

Cleanse

Keep data up to date. As data degrades over time, we can help you keep your data clean, duplicate free, standardised and suppressed against key files. We can deliver this in real-time and in bulk capacity.

Enhance

Amend data to drive value. Enhance your contact record to gain a greater understanding, analysis, profiling and segmentation of your data. We have over 40 datasets including Experian Business Data for business profiling; Mosaic, for geo-demographic profiling; ConsumerView for visibility of individuals living at a single address, grid reference data, 'not yet built' data, communication preferences and much more.

> ❝ Many validation companies make promises on 'real time', 'scalability' and 'accuracy', but our experience shows very clearly that it's only Experian Data Quality that can deliver on them.
> **Alex Attinger, Joint CEO digitalbox** ❞

Enterprise-wide data quality management and governance:

To help our customers accelerate data driven projects and initiatives, we provide an innovative software platform that makes data quality management quick, collaborative and transparent. The Experian Data Quality Platform, gives you the power to analyse, improve and control the quality of your data across various and infinite data domains. It's business-user friendly, quick to implement and can deliver valuable insights in just minutes. It can profile and interrogate all data from across your organisation.

The Data Quality Platform can:

- ⊘ Assess and measure data quality
- ⊘ Be used by anyone and everyone regardless of whether they are from a technical background or not
- ⊘ Instantaneously profile all of your data (not just a sample), 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

> " Most notable change amoungst the vendor community is that Experian QAS has changed it's name to Experian Data Quality. What was QAS has embedded and extended x88's Pandora alongside it's own capabilities such as ConsumerView so that the company now has a serious data quality offering rather just being a name and address vendor. Given Experian's very signaficant customer base this could have a major impact on the market.
> **Philip Howard, Bloor, Market Update Dec 2013** "

Services & training:

Through our experienced consultants, we offer integration services, data quality assessments, data services and training to support all your data quality needs. To ensure our products are fit for purpose and deliver ROI in the shortest possible timeframe, we provide integration support to meet your specific needs.

Our data quality assessment service provides a deep understanding of the current state of your data and the impact this is having on your ability to fulfil data related initiatives. This could include data migration programmes, implementation of CRM/ERP apps or developing a governance framework. We have experience across it all.

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

Why choose Experian Data Quality?

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

The quality and breadth of our data assets - as a wholly owned subsidiary of Experian we are able to append additional insight to contact records that our competitors simply don't have access to

We're trusted, with a strong reputation in data security – As evidenced by our focus on compliance and data protection, and the level of infrastructure we have in place to cope with the millions of credit reference bureau requests daily without data breach

We can add value to all structured data types - aside from contact data which we are best known for, we are data agnostic and can provide intelligence on any data type

Accelerated time to value on your investment – our Experian Data Quality Platform is one of the fastest and easiest products to use in its class. Its combination of straight-forward architecture, high performance and scalability drives exceptional time to value for clients

We can tell you the cost poor data is having on your business – at the outset of a project we can calculate the cost of poor data on your organisation, and tell you, unlike many other providers

We're global – which is helpful if you are

About Experian Data Quality

Established in 1990, Experian Data Quality has more than 13,500 clients worldwide in retail, finance, education, insurance, government, healthcare and other sectors. Our team support them from our offices throughout the United States, Europe and Asia Pacific.

Experian Data Quality, formally known as QAS, is renowned for assisting customers with their unique data quality challenges. Providing a comprehensive toolkit for data quality projects combining market leading software with a vast scope of reference data assets and services Experian Data Quality's mission is to put customers in a position to make the right decisions from accurate and reliable data.

Customers include:

About Experian

Experian Data Quality is a division of Experian, the leading global information services company, providing data and analytical tools to clients around the world. The Group helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2013 was US$4.7 billion. Experian employs approximately 17,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; California, US; and São Paulo, Brazil.

London - **UK** | Boston, New York, San Francisco, Costa Mesa - **USA** | Sydney, Melbourne - **Australia** | Singapore - **Singapore** | Auckland - **New Zealand** | Den Haag - **Netherlands** | Paris - **France**
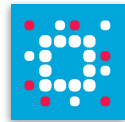
Experian™
Data Quality

Intelligent interactions.
Every time.