**experian** ™

# Doorda Data Solutions

Enable your business to navigate, interrogate and make sense of local and national datasets

The UK's leading provider of aggregated and augmented data.

## Enhance your data and gain wider coverage

Doorda provides instant access to a wide range of authorative data and is now offered as part of Experian's Data Quality suite. Doorda sources a mix of open and commercial data from 140,000 locations such as the central government, local government and NGO'S. Doorda data enables enterprise and small business to navigate, interrogate and make sense of local and national datasets, allowing users to easily connect by location or a range of common identifiers.

Some of the data sources are shown below:

| HM Treasury | Sanctions |
| Companies House | Filed Accounts |
| Department for Environment Food & Rural Affairs | Flood Risk |
| GAMBLING COMMISSION | Compliance |
| CHARITY COMMISSION | Trustees |
| Hull City Council | Local knowledge |
| THE WORLD BANK | Fit Person |
| HM Land Registry | Address checks |

**+140k others**

### Business benefits

Clients are able to easily navigate vast quantities of information and investigate relevant data assets. Clients are also able to interrogate specific data sets from local, national and international sources. Existing datasets are regularly updated giving users access to the latest information and the competitive advantages that can come with it.

### Doorda Data Solutions use cases:

**Augment in-house data**
The simple to use format of Doorda Data enables users to connect datasets to their own in-house information and use existing analytics tools to find the answers to problems.

**Investigate large historical archives**
Doorda Data includes records which span as far back as 1978.

**Enhanced understanding of specific areas and customers**
Doorda Data can be used to gain valuable sociodemographic information. An abundance of information exists around health, social care, population, housing and more.

### What problems can Doorda Data Solutions solve?

Experian Data Quality now offer a range of data that can be appended to existing customer and prospect records to help solve some of the regular challenges faced by organisations of all kinds. We also offer a sub-set of data specifically tailored to meet some of the key challenges in the Commercial Insurance and Utilities markets.

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## Business Risk Indicators can be of great value to insurers with challenges such as:

High application drop off rates due to too many questions (poor user experience)

High value food poisoning claims from restaurants damaging sector profitability

Lack of insight around emerging risks such as customer data theft

Social risks created around gambling locations

Impact of flooding events on businesses

## Utilities Tariff Indicators can be of great value to organisations with challenges such as:

High application drop off rates due to too many questions (poor user experience)

High application drop off rates due to inappropriate tariff offerings

Customer complaints following a switch due to perceived poor value for money

## How do I get it?

Utilities Tariff Indicator data and Business Risk Indicator data is currently available as a data append service from Experian's Professional services team.