

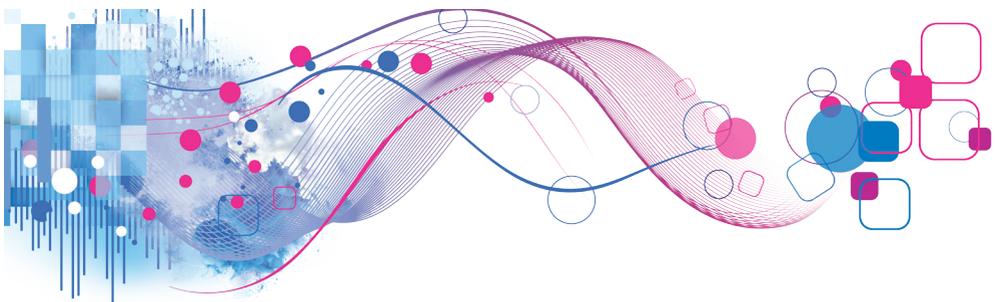
# Partnering with Experian

Data quality solutions and services

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We exist to help organisations exceed their data ambitions. Combining industry-leading data quality software with an army of data management experts and a wealth of data enrichment assets. Positioning your organisation with Experian will help you meet your strategic goals.



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## About this guide

Welcome.

This guide has been created to help prospective partners understand the many benefits of working with Experian.

As a partner of Experian, our aim is to help you widen your proposition portfolio, enter new markets and provide new and exciting offerings to your clients.

Our interest is in developing mutually beneficial relationships with our partners. We want all organisations, no matter what size, to take control of their data. Our mission is to provide you with smart data quality management tools and services.

We have a range of flexible partnership models that can ensure our relationship starts strong and continues to grow.

I hope you find this guide valuable and I look forward to discussing how we could work together more closely.

If you have any questions, please get in touch.



**Jason Goodwin**  
**Managing Director**

## Data quality solutions from Experian

Experian is a leading global provider of data quality software and services to organisations of all sizes. We help our clients to proactively manage the quality of their data through world-class validation, cleansing, matching, enrichment, and profiling capabilities. With flexible software-as-a-service and on-premise deployment models, Experian software allows organisations around the world to truly connect with their customers by delivering intelligent interactions, every time.

We employ approximately 17,000 people in 37 countries and our corporate headquarters are in Dublin (Ireland,) with operational headquarters in Nottingham (UK), California (US), and Sao Paulo (Brazil).



## Partnering with Experian

All great partnerships are built on a foundational relationship. As a partner, it's not just your business we value, but our relationship with you. Together, we can unlock the power of data for your customers and enable them to make better data-driven decisions.

Partnering with Experian helps you generate revenue through the sale of Experian Software licenses and by utilising tools on your own consulting assignments. There are two main types of partnerships, referral partnerships and reseller partnerships.

A reseller relationship is where other software or application providers will procure Experian Data Quality software on behalf of end users and resell this to them. The reseller is responsible for all interaction with Experian in relation to these licenses and any changes or additional requirements for the end user.

A referral relationship is where other software or application providers will refer their customers to Experian, often to specific products. Successful referrals which lead to a purchase will entitle the referrer to receive a percentage of the sale price in the form of referral commission. Once the referrer has facilitated contact between the end user and Experian, the relationship and all future interaction will be between Experian and the end user.

As a partner, you can extend your offering and provide next generation solutions that support a broad range of initiatives including:

Data quality management	Data preparation
Data governance	Business process improvement
Data migration	Fraud and risk management
Data integration	Single customer view

## Key benefits of partnering with Experian:

Partner with Experian and add value to your offering with a market leading name and address data capture, data enhancement and data management software. You can register as a partner by speaking with a member of our Partners team.

### Proposition expansion

One of the key benefits is the added value proposition for your customers with the opportunity to integrate market leading technology with assistance and training being delivered by data quality consultants. As a partner you will have the ability to widen the functionality within your product to deliver more value to your customer base. You will benefit from shared publicity from press releases and case studies.

### Affiliation

Partnering with us offers the chance to be affiliated with the leading global information services company. We are a trusted FCA regulated organisation with a strong reputation in data security. In 2016, we were named one of the "World's Most Innovative Companies" by Forbes magazine. Experian PLC is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index.

### Flexible commercial usage

As a partner you will have access to Experian development tools and access to Experian Professional Services support.

### Access to new technology offerings

You will be first to access new technology giving you the chance to enter new markets and provide exciting offerings which differentiate you from competitors.

### Account team

You will also benefit from individual account management and our Support Services team are available to help you install and configure your Experian software.

### Commission

Earn a percentage of revenue from every unique client referral, giving you an additional revenue stream.

## On-boarding process

We recognise that this differs from partner to partner, but as a rule, the process is as follows:

- 1** A fit and need for Experian software is identified within partner application.
- 2** The development work is carried out; programming and testing to integrate Experian software into partner applications will take place.
- 3** A commercial model is discussed and agreed upon.
- 4** Business Partner Agreement (BPA) is finalised.
- 5** Training for relevant sales function and relevant partner staff members is conducted.
- 6** The software is then subsequently rolled out to partner customers.

## Interested in joining the partner program?

If you would like to find out more about how partnering with Experian can help you increase revenues and expand your solution portfolio, speak to a member of our staff today.



**Telephone:** 0800 197 7920

**Email:** [dataquality@experian.com](mailto:dataquality@experian.com)



## 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 university, 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, help businesses make smarter decision and thrive, assist 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.

## Next Steps...

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Contact us:



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