

Aperture Data Studio

Secure the best data to drive the best business outcomes

Business leaders underestimate the amount of bad data they have and the negative impact of it. Not only does bad data hinder IT initiatives, but it can also impede daily business operations and broader critical investments. Accurate, trusted data increases competitive advantage through better customer experience, better decision-making, innovation, and efficient business practices.

Experian's Aperture Data Studio

Aperture Data Studio combines self-service data quality and globally curated data sets in an intelligent data quality and enrichment platform. It empowers modern data practitioners to rapidly build the most consistent, accurate, and holistic view of customers. The Aperture Data Studio platform is designed to help you tackle your most pressing data quality challenges, from gaining a single customer view to improving operational data quality, assisting with data migrations and enhancing accuracy in compliance reporting.

Seamlessly connect to hundreds of data sources to profile data, standardize formats, correct errors, verify information, identify and view potential duplicates, and enrich it with our globally curated datasets.

- Develop trusted data
- Single customer view
- Gain deep customer insight
- Transparent stewardship around regulation

Features

- ✓ Workflows
- ✓ Data views
- ✓ Extensibility
- ✓ Data tagging
- ✓ Data enrichment
- ✓ In-depth data profiling
- ✓ Rules-based data validation
- ✓ Software development kit (SDK)
- ✓ De-duplication and harmonization
- ✓ Address, Phone, and Address Validation
- ✓ Email, Phone, and Address Verification
- ✓ Files, databases, and cloud stores as datasets

Our annual research report found that...

- 1 **91%** of business leaders say implementing data quality has improved business agility
- 2 **83%** of business leaders expect digital transformation to improve through data quality
- 3 **86%** of business leaders believe they must automate their data quality activities to overcome skills shortages, reduce effort, and speed up data analysis.

How it works

Take your trusted data and operationalize it across your team.

Workflow

Create and share reusable data workflows to suit your business rules and processes.

Enrichment

Leverage Experian data assets to build a more complete understanding of your consumers.

Validation

Standardize and validate addresses, emails, and phone numbers for better match rates.

Profiling

Proactively profile your data to discover unknown data entities or unusual values.

Harmonization

Use Smart Harmonization and machine learning to determine the best record or record components to keep.

Top benefits



Multiple deployment options

Choose the deployment type that best matches your need. Options include physical hardware or virtual machines, on-premises or in the Cloud. If relying on IT for infrastructure is a challenge, you can opt for our Hosted and Managed service.



Ease of use

The drag-and-drop visual workflow builder lets you quickly and easily build and share sophisticated data quality processes. Share reusable functions securely across the business that support best practices and reduce errors.



Flexible platform

Work with your existing technology stack to embed popular scripting and predictive tools.



Automatic validation & enrichment

Machine learning simplifies complex tasks such as address validation and finding duplicates. You can also validate and enrich your data against Experian curated data sets, enhancing your data in a few simple clicks.



Secure collaboration

Collaborate across varying skill sets and needs. Share trusted data views, validations, and transformations to provide consistency, accuracy, and control. You can also easily audit workflows and have full version control.



Faster time to value

Operationalize your data quality management and deploy in days without having to wait for any development or write any SQL.