



Experian and Alation:

Partnering together to enable data quality for data governance

Experian's top priority is helping consumers and businesses unlock the power of their data. Our solutions allow you to analyze, enrich, profile, validate, and standardize your organization's most valuable resource—your data.

With trustworthy data quality software, you can confidently build a data governance framework that improves ROI, collaboration, performance, and security. Experian and Alation have partnered to deliver just that. In enterprises, low trust in data makes scaling data-driven initiatives uniquely challenging. Together, Alation and Experian build trust in data by delivering a comprehensive view of your customers and business operations. These views are informed by quality data that improves with time. Our joint solution offers ongoing data profiling and remediation to operationalize data quality and automate improvements. This empowers our customers to increase visibility, control data for compliance, and empower all data users in their organization with rapid access to self-service data.

Aperture Data Studio and enabling data governance

As a modern data governance leader, you face many challenges:

- Creating robust data principles, policies, standards, and guidelines for the organization
- Gathering accurate data quality metrics for existing systems and processes
- Creating a process to profile and categorize huge volumes of disparate data
- Designing a common framework to map the flow of sensitive information throughout its lifecycle
- Enabling effective communication with stakeholders at all levels, from users to executives

Faced with these challenges, many leaders rely on Experian's data quality solutions to help operationalize and scale their vision for data governance.

How we can help with data governance:

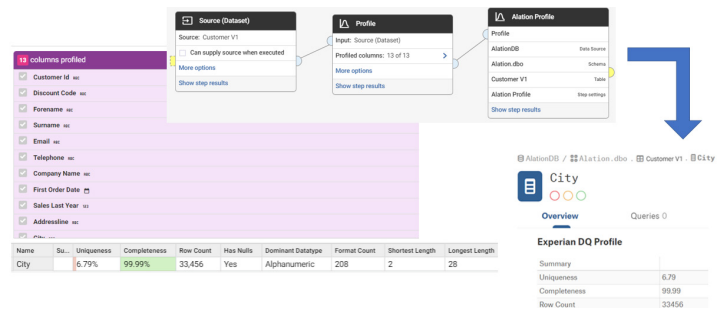
- Informing data standards
- Building rule execution engine
- Facilitating data investigation
- Providing a single source of the truth for data
- Implementing governed access management
- Launching project-based data cleansing and transformation tool
- Evaluating of data against reference master data

How it works:

Experian has integrated its Aperture Data Studio application with Alation's governance platform so you can ensure a seamless governance program supported by data quality. This Experian and Alation integration can help your organization:

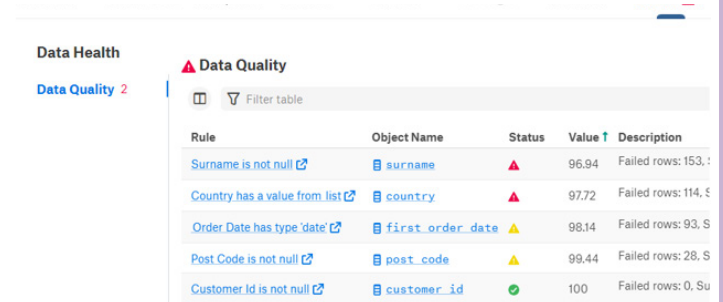
Profile data:

Calculate the completeness, accuracy, and consistency of your data from over 70 useful statistics. These metrics can then be pushed to Alation so that users can quickly see if the data is fit for its intended purpose or will require significant effort to clean before use. Monitoring these values gives a picture of how data is being improved over time.



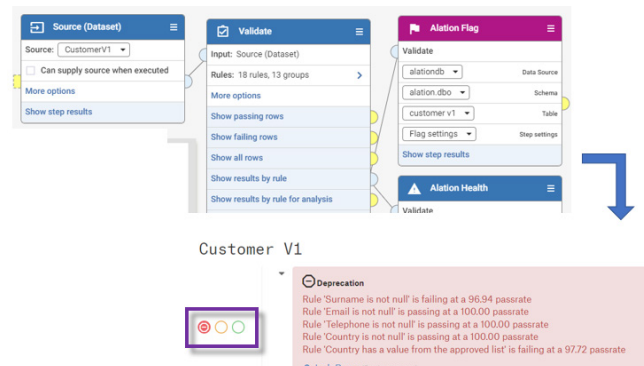
Validate data health:

Use a combination of ML and a simple interface to quickly build out complex business rules, then set thresholds depending on the criticality of the rule. Once set up, schedule periodic checks of your data against these rules and populate the new Health tab within Alation, ensuring all users fully understand where there are significant data issues. The Health tab can link back to Data Studio allowing a user to drill into failing rules to better understand the causes.



Flag data:

In addition to populating the Health tab, Data Studio can set a Flag on tables containing data that is below the set threshold. If any rules are failing, the Trust Flag (stoplight) will be a red deprecation including the reason for the failure. If all rules are passing, the table will get a green endorsement. These flags will then be seen in any application utilizing the Alation Anywhere feature.



By partnering with Alation and Experian for your data governance and data quality needs, you can supercharge your governance programs with trustworthy data—improving ROI, collaboration, performance, and security.

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