

Become an Experian partner

Data quality solutions and services partner guide



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Introduction

Experian is the world's leading global information services company providing a one-stop shop for all your consumer and business information needs to complement and enhance your value proposition.

With more than 25 years of experience in data quality management, we've helped businesses make smarter decisions and thrive through better data. Our industry-leading data quality technology provides users with unique data, analytics, and expertise from Experian, enabling you to deliver new and exciting offerings to your clients and prospects. We support our partners every step of the way, providing the tools, data services, expertise, and market knowledge needed for success.

As part of our partnership program, we establish commercial relationships with resellers, referrers, system integrators, advocate consultants, and technology alliances. This guide provides an overview of the program and the benefits that our partners receive.

I hope that you join us and become an integral part of our community. If you have any questions, please get in touch with our dedicated Partner team.



Andrew Abraham

Managing Director
Experian Data Quality

We support our partners every step of the way, providing the tools, data services, expertise, and market knowledge needed for success.



Why partner with Experian?

1. Expand your value proposition

Your customers can integrate market-leading data quality technology and data services with assistance and training from our data quality consultants.

You can also expand your value proposition and product functionality by integrating our solutions into yours.

2. Gain additional revenue

Earn a percentage of revenue from every unique client referral or solution resale, giving you or your organization an attractive additional revenue stream.

3. Gain expert guidance and support

Benefit from individual account management to help identify and nurture opportunities and ensure you're up-to-date with the latest news. Our Support and Professional Service teams can also help to configure the solutions.

4. Join our Data Quality Community

Sign up to our dedicated community platform where like-minded data enthusiasts worldwide come together to discuss hot topics, stay informed, access resources, discover best practices, and build their network.

5. Become affiliated

Become an Experian partner, affiliated with the world's leading information services company. Experian is a trusted, FCA regulated organization, named among the top 100 most innovative companies in the world for the fifth year in a row by Forbes magazine.

Experian PLC is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index.

6. Be flexible for your clients

Choose from a wealth of solutions and datasets available, and license our solutions on a transactional, user or annual license basis. We can also offer bespoke packages for your enterprise clients to meet their needs.

7. Boost your sales and marketing activities

Utilize Experian sales and marketing enablement materials with your customers and sales teams. Benefits also include marketing planning and publicity from case studies.

8. Access a wealth of datasets

Access a comprehensive portfolio of datasets covering addresses, properties, locations, consumers, businesses, public sector, utilities, and more. Combine existing data with Experian's unique datasets and third-party datasets for a rich customer insight.

What we do

Experian is an industry-leading provider of global data quality, management, and enrichment solutions that are designed to unlock the power of your data. We offer the complete suite of data quality solutions that work seamlessly through the entire data quality lifecycle.

Through innovative validation, cleansing, profiling, matching, and enrichment capabilities, we help clients worldwide to achieve trusted data, so they can mitigate risk and make better business decisions.

We also offer specialist consultancy and support to help you make the most of our solutions and services. This includes enabling you and your clients, where needed, to reap the full value of their existing customer data and any additional datasets they may purchase.



Address validation and cleansing

Powered by the most accurate address and location data, Experian Address Validation is the fastest way to complete, format, validate, and enrich addresses globally and ensure that existing records remain up-to-date. Our solutions ensure that only accurate billing, shipping, and contact addresses enter and reside within databases.

Validate at point of data entry



Quickly capture, correct, validate, and enrich addresses as they are entered in your CRM system, website or any online form.

Cleanse your existing records



Update, cleanse, and enhance or suppress your existing national and international address records using our batch solution for the most accurate and complete view of your customers.

Key Features

- ✓ REST and SOAP APIs available
- ✓ 245 country coverage
- ✓ Validates against official postal address sources, such as USPS and Royal Mail
- ✓ Powered by the most up to date address and enrichment datasets
- ✓ Multiple search methods available
- ✓ Regular and automatic data updates
- ✓ License on a transactional, user, or annual basis



Data enrichment and suppression

Experian provides the most comprehensive portfolio of datasets that work seamlessly within our solutions or as a one-off service. Additional data can be appended to customer records for greater insight or used to suppress unwanted customer records.

Enrichment



Business, consumer, location, property, public sector, government, utilities

Suppression



Mortality screening, forward addresses and movers, marketing preference services

Data validation integrations

Experian offers pre-built data validation integrations into market-leading CRM, ERP and E-Commerce applications. Our apps provide comprehensive capabilities to validate, standardize and enrich addresses, email addresses, and phone numbers in real-time at the point of capture.

With certified apps for Salesforce, SAP, and Microsoft Dynamics 365, it is quick and easy to get started.



Email validation and cleansing

Experian Email Validation is the most effective way to ensure only accurate, complete, and correctly formatted email addresses populate your database so you can effectively communicate with your customers and prospects.

Validate at the point of data entry



Quickly capture, correct, validate email addresses as they are entered in your CRM system, website, or any online form, while enhancing your user experience.

Cleanse your existing records



Cleanse your email lists on a regular basis using our web service, identifying invalid, fake, or harmful emails for the most accurate view, of your contactable customers.

Key Features

- ✓ Consumer and business email validation
- ✓ Checks with ISPs to ensure the email address exists
- ✓ Checks email format and syntax
- ✓ Suggests corrections for common domain typos
- ✓ Filters for spam traps and email addresses containing profanities
- ✓ Removes disposable, temporary, or harmful email addresses
- ✓ Self-service portal to monitor credit usage
- ✓ License on a transactional or annual basis



Phone validation and cleansing

Experian Phone Validation is the most effective way to ensure only accurate, complete, and correctly formatted phone numbers populate your database.

Validate at the point of data entry



Quickly capture, correct, validate phone numbers as they are entered in your CRM system, website or any online form, while enhancing your user experience.

Cleanse your existing records



Validate your phone lists on an ad-hoc basis depending on your need by submitting your data via a secure FTP site to Experian's Professional Services team. We will process your file, provide a summary of results and remove fake, incorrect, or dead numbers.

Key Features

- ✓ Checks for number syntax and format, existence, network provider, porting status, and reachability
- ✓ Flags dead, incorrect, or fake numbers
- ✓ Identifies landline, mobile, and toll-free numbers
- ✓ Supported by 1500+ telecommunication providers
- ✓ Covers 224 countries and territories
- ✓ Self-service portal to monitor usage
- ✓ License on a transactional or annual basis



Aperture Data Studio

Aperture Data Studio is Experian's cutting-edge data quality platform.

It provides advanced profiling, standardization, contact record validation, de-duplication, harmonization and enrichment capabilities, all within a single self-service platform.

Key Features

- ✓ Address, email address, and phone number validation
- ✓ Build and share automated sophisticated data processes using workflows
- ✓ Transform and validate data with over 100 preconfigured data evaluation functions
- ✓ Rapidly discover data issues using in-depth data profiling
- ✓ Validate and enrich data with unique Experian and third-party datasets
- ✓ Apply AI powered fuzzy-matching based de-duplication to create golden record stores
- ✓ Extend the solution using the SDK and APIs, making data quality an integral part of everything



Capabilities



Identity Resolution

Achieve greater customer insight over time, by providing customer-centric data preparation, monitoring, deduplication, validation, and enrichment.



Data Regulation Support

Profiles the complete data set and audits every step for statutory reporting and enhanced transparency of data and processes.



Data Migration

Provide the connectivity, rapid loading, powerful profiling, workflow management, and easy prototyping to ensure a successful migration.



Data Profiling

Profile data to understand deficiencies as an essential first step to cleansing, linking, and validating data.

Why Aperture Data Studio?

- ✓ Faster time to value with code-free implementation and configuration
- ✓ Ease of use through an intuitive self-service interface
- ✓ Automatic validation and enrichment that can combine the power of your data with Experian data
- ✓ Extensible and hyper-connected platform that is powered by AI and metadata
- ✓ Secure collaboration that supports best practices for data sharing

Types of partnerships

Through our partnership program, we aim to help you to widen your proposition portfolio to deliver greater value to clients and acquire new clients.

We do this by providing you with the best data quality management solutions, services, and support. Contact us to find out more.

1) Referral Partner

Refer your customers and prospects to Experian for a commission if you have identified a need for data quality products or services which Experian can facilitate.

Referrers receive a referral commission for successful sales. Once the referrer has facilitated contact between the client and Experian, Experian manages the relationship.

2) Reseller Partner

Purchase Experian solution licenses on behalf of your clients and resell to them once you have identified a clear customer fit for the solution.

Resellers maintain responsibility for most interactions with Experian in relation to these licenses and any requirements for the end client.

3) Alliance Partner

Refer your consultancy clients to Experian or resell our technology or services to your clients if you have identified a need which Experian facilitate.

Once referred or resold, Experian manages the relationship with the client and delivers the solution that meets their needs.

4) Integrator

Integrate or connect Experian solutions or data services into your platform to enhance its capabilities and value to the client.

Integrators identify and evaluate client needs and deploy Experian solutions to the end client as part of your solution. The Integrator maintains most interactions with Experian related to these licenses and any requirements for the end client.

5) Advocate

Advocate for Experian solutions as part of your consulting assignments, identify a clear customer fit for the solution and receive a commission for the licence purchased or an advocate-exclusive discount for your client.

Advocates use our demonstration licenses during consulting assignments to demonstrate value. Experian manages the relationship with the end user once the consulting project is complete.

Partner benefits

Take advantage the benefits that best meet your needs:

Sales enablement



- On-demand training to get started
- Introductory business consultation
- Dedicated Partner Manager
- Sales planning support and enablement
- Free 30-day evaluation licenses for your customers
- Access to Experian's partner portal for resources
- Demo site to showcase best practice

Marketing enablement



- Experian partner badge
- Experian logo usage
- Experian sales and marketing materials
- Regular partner updates
- Co-branded case studies
- Joint marketing planning and activities
- Press release support

Development support



- Introductory technical consultation
- Technical training
- Free development licenses
- Free minor product and data updates
- Technical documentation and guides
- Invitation to Experian's data quality product panel

Service support



- Access to Experian's customer support hub
- Access to Experian's data quality community





Onboarding process

We recognize that this differs from partner to partner, but generally, the process is:

1

Inquire. Email us expressing your interest in becoming a partner. We will then be in touch shortly to better understand your needs.

2

Apply. Complete the Experian partnership form as required.

3

Review. The partnership form will be reviewed by the Partner team and a follow-up call arranged.

4

Discuss. A follow-up call is arranged to discuss the commercial model and address any questions.

5

Sign up. Business Partner Agreement (BPA) is finalized and signed by both parties.

6

Onboard. Training and enablement is provided by the Experian data quality team as relevant to the partnership type.

7

Launch. The chosen solutions are rolled out and go-to-market activities undertaken.

Interested in joining the partner program?

If you would like to find out more about how partnering with Experian can help you, speak to a member of our partner team.

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