

# Aperture Data Studio

Reduce risk and unlock the true value of your data with well-governed, accurate and trusted data

**Did you know that less than 50% of organizations feel confident in managing data risks and privacy breaches? Or that only 30% of digital transformation efforts succeed?**

In today's fast-paced environment, having accurate and trusted data isn't just crucial — it's a game-changer. It's about more than managing risk; it's about unlocking value for your business — streamlining operations, making informed decisions and elevating the customer experience.

Aperture Data Studio empowers organizations to deliver trusted data. Our intuitive, quick-to-deploy and transparent data intelligence platform includes robust data quality and governance capabilities to help you improve, control and govern your data.

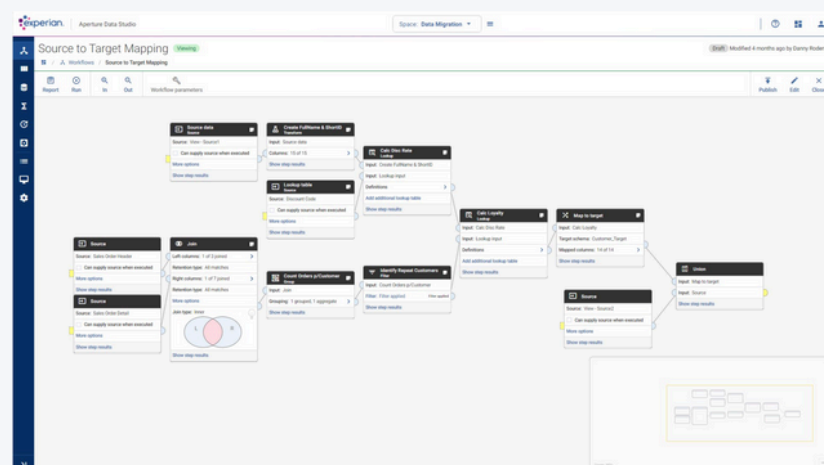
## Aperture Data Studio helps solve

- ✓ Poor quality contact data that limits marketing, communications and delivery success
- ✓ Duplicated data across the business estate
- ✓ Difficulties understanding and analyzing data to drive decision-making
- ✓ Limited customer understanding
- ✓ Large amounts of manual effort and time spent working on data
- ✓ Difficulties working with large volumes of data
- ✓ Lack of coding and data expertise within the business to realize data ambitions

## Key features

- ✓ Customizable data catalog
- ✓ Data quality monitoring and business impact analysis
- ✓ Real-time data validation and transformation
- ✓ In-depth data profiling
- ✓ Integrations/connectivity
- ✓ Data quality rules (functions)
- ✓ workflows
- ✓ Contact data validation
- ✓ De-duplication and harmonization
- ✓ Data enrichment
- ✓ AI and GenAI automations
- ✓ Software development kit (SDK)

## Intuitive drag-and-drop interface



## How Aperture Data Studio helps

✓ **Enhance customer experience**  
By creating a single customer view, you can gain deeper insights into your customers and deliver improved experiences.

✓ **Increase the effectiveness of digital transformation**  
Aperture Data Studio empowers organizations to drive data usage and innovation by delivering reliable, controlled data — essential for successful digital transformation projects.

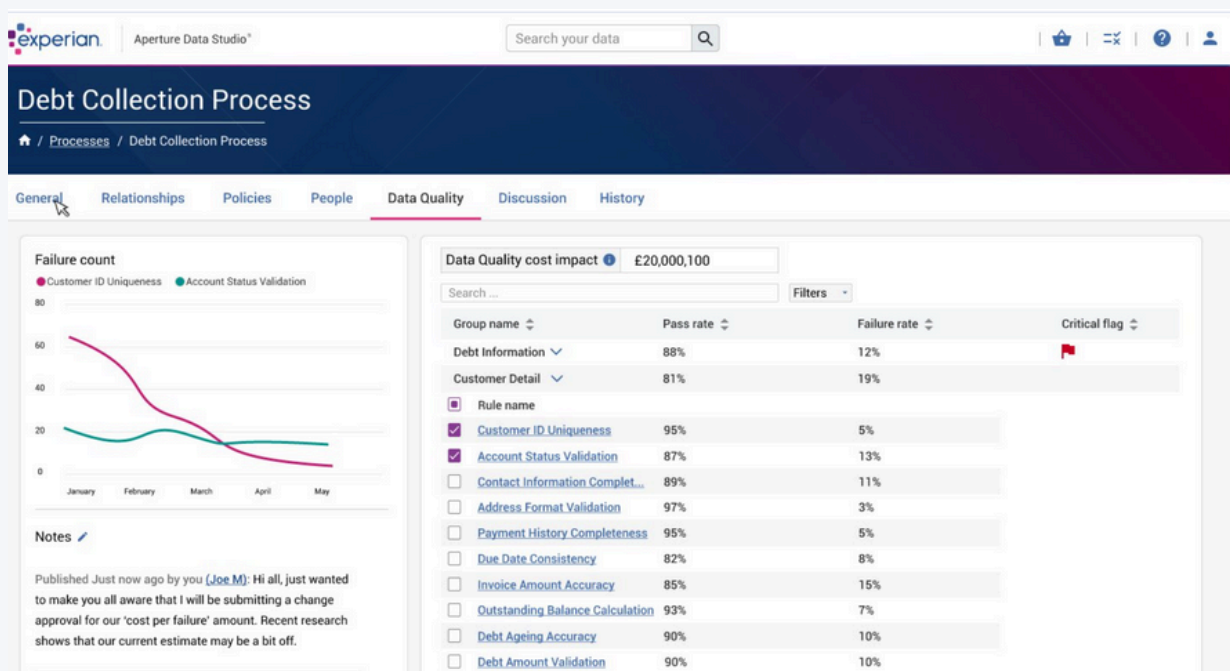
✓ **Effectively manage risk**  
Aperture Data Studio delivers powerful data intelligence capabilities, enabling organizations to effectively manage data risks and confidently submit trusted data to regulators.

✓ **Increase trust in data**  
Aperture Data Studio builds trust in your data, empowering organizations to confidently embrace cutting-edge technologies like AI and GenAI.

✓ **Generate more data innovation**  
Aperture Data Studio enables organizations to provide access to trusted data for innovation — either design a new product, process or a better way to serve customers.

✓ **Prioritize data issues based on financial impact**  
Aperture Data Studio uncovers the commercial impact of data quality issues on critical business processes, empowering data practitioners to build compelling business cases to prioritize and resolve these challenges.

## Analysis of financial impact on data issues



## Why Aperture Data Studio



### Easy to use

Whether you're a technical specialist or a business user, Aperture Data Studio's intuitive interface, community forum, documentation, e-learning and GenAI assistance will help you quickly adopt and gain value from the platform.



### Fast time to value

Aperture Data Studio can be up and running in just weeks. With pre-built templates, the ability to pinpoint the financial impact of data issues and an intuitive user interface, you can quickly deliver value.



### Measurable return on investment (ROI)

Aperture Data Studio is engineered for results. With pre-built templates, you can swiftly address specific business needs. Its capability to map critical business processes to data issues allows you to quantify the cost of bad data and prioritize actions effectively.



### Access to Experian's data and expertise

Aperture Data Studio benefits from Experian's unparalleled expertise in managing complex data environments and access to an unrivaled portfolio of reference and enrichment data.

## Proof points

Saga PLC reduced the **duplicate customer count** from **circa 5% to under 1%** and saved approximately \$405K in direct marketing costs.

**\$405K**

**SAGA**

Speedy Hire reduced the time required for certain manual processes from days to minutes, such as a finance report that now takes **15 minutes instead of 1.5 days**.

**15 min.**



West Yorkshire Police experienced a **productivity improvement of 600%** after updating their records using Aperture Data Studio.

**600%**

**WEST YORKSHIRE  
POLICE**