



# Experian's Aperture Data Studio

Unlock automated data quality



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## Who we are

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Experian Data Quality unlocks the power of data to create opportunities for consumers, businesses, and society.

We advise our clients on the most effective ways to improve and utilize data so they can keep pace with changing consumer preferences, regulations, and market innovation. All this, using cutting-edge data quality management and enrichment tools that can integrate seamlessly into your tech stack.

Powered by some of the best data sources in the world—U.S. and global mail carriers, primary phone and email services—our clients can be confident their data is fit for purpose.

### **According to our customers, this is why we win:**

- We improve return on investment
- We provide responsive account management
- We customize and bundle products for your unique business needs



## The data quality imperative

**Our research finds that 85% of leaders say they need to automate data quality to overcome skill shortages, reduce effort, and speed up analysis.**

As digital innovation spikes, automation becomes a top priority to stay ahead of the competition, while also addressing skill gaps and operational inefficiencies.

**Aperture Data Studio** does just that by empowering trusted insights across non-tech and technical teams, providing an easy-to-understand look into reports for better decision-making, innovation, and execution. Automating this allows users to operate more efficiently and reinforce confidence and trust in their data sources.



## What is Aperture Data Studio?

Aperture Data Studio is Experian's intelligent, all-in-one data quality and enrichment platform. With this tool, you can self-service data quality and access globally curated data sets for your unique business needs.

Become a modern data practitioner and rapidly build the most consistent, accurate, and holistic view of customers and records. 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.

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### Key features

- Rapidly discover data issues
- Validate and enrich trusted data sets
- Design and share re-usable workflows
- Manage data with secure admin controls
- Monitor and improve data quality over time
- Sophisticated AI-powered de-duplication

### Primary benefits

- User-friendly
- Flexible platform
- Faster time to value
- Automated validation & enrichment



## Aperture Data Studio powers data quality

From data migration to data governance, Experian's data quality platform supports a plethora of data initiatives.

Get a closer look

Watch the demo from our webinar  
["Data automation for innovation"](#)

*16:00 to 30:00 minute mark*

Here are the case studies you'll find in the following section.

### Client pain point

### How Aperture Data Studio solves

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#### Data migration

I want to migrate data to a new application to create a seamless customer portal

#### Connect disparate data

Streamline data sources to dedupe, cleanse, harmonize, and profile the data to your liking

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#### Credit reporting

I want to identify and fix my data quality issues to decrease dispute rates and percentage of rejected tradelines prior to reporting credit data to the bureaus

#### Intuitive user experience

Easy to share, visual dashboards that enable efficient review and quick-fix prioritization

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#### Data governance

I want to kickstart a data governance program to improve stakeholder reporting and make workflows more efficient

#### Extensive data management

Identify errors, create interactive dashboards that present data quality metrics, automate fixes, and get notification of issues

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#### Single customer view

I want to create a fuller customer profile to improve reporting and ensure adherence to industry regulations

#### All-in-one organization

Consolidate, standardize, dedupe, format, and enrich customer data in one tool



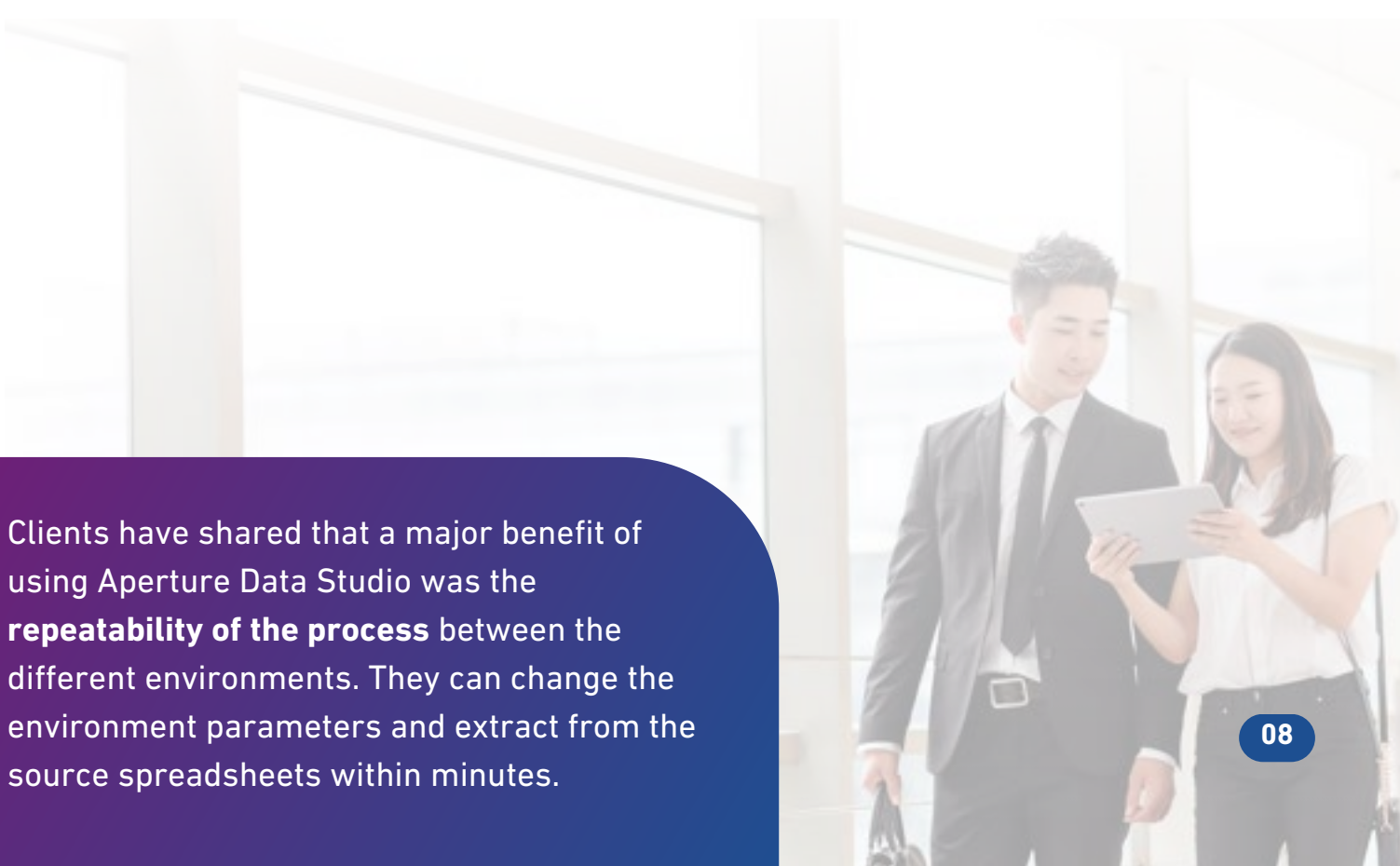
## Data migration

### Experian helped this consultancy turn around a data migration project in just 4 weeks

This major consultancy and certified Salesforce partner was tasked with helping a leading wireless infrastructure client develop a new customer portal within Salesforce. The aim was to create a consistent platform where customers, contractors, and sub-contractors, could log in and see a real-time, single source of project information.

To do this, the client needed to migrate complex project data from the legacy system to an application called 'Sitetracker', a Salesforce integration. In search of a solution that offered flexibility, efficiency and repeatability, they chose Aperture Data Studio to facilitate the migration.

Aperture Data Studio delivered, providing a drag-and-drop visual workflow builder, the flexibility to quickly and easily manipulate and transform the data from the .csv file to extract, and the ability to display the data in the structured way they required within Sitetracker. Once the process was confirmed, it was repeated multiple times in different environments, with the parameters easily and quickly changed as required.



Clients have shared that a major benefit of using Aperture Data Studio was the **repeatability of the process** between the different environments. They can change the environment parameters and extract from the source spreadsheets within minutes.



## Credit reporting

### **This mortgage lender saves 50 hours a month with DataArc 360, powered by Aperture Data Studio**

This established mortgage lender was diligent in their effort to maintain compliance with the Fair Credit Reporting Act (FCRA) and report accurate customer credit data through the Metro 2<sup>®</sup> file. However, the process of extracting and checking borrower data was a manual task for the team, costing precious time and resources. DataArc 360<sup>™</sup> has automated the credit reporting process and immediately impacted their business.

#### **Time savings**

This lender reduced their process time from 65 hours to 15 hours each month.

#### **Fraud prevention**

Experian uncovered potentially fraudulent loans with a clear view of data corrections and anomalies.

#### **Data integrity**

Experian uncovered data integrity issues linked to borrowers' data inputs and then corrected and cleaned them, retrospectively and proactively.

#### **Accessibility and visibility**

The team obtained immediate access to the tool and comprehensive dashboards, enabling efficient review and quick-fix prioritization through data visualization.

DataArc<sup>™</sup> 360 is **accessible to anyone** within the business. For example, management can immediately view dashboards, the percentages of loans that are passing, the rules that are failing and at what rate and then report on these findings.

## Data governance

### This bank chose Aperture Data Studio to sophisticate its data governance initiative and automate business processes

The Chief Information Officer of this established bank recognized that ongoing issues with their data and processes were hindering their ability to find reliable and consistent answers to pressing business questions. Problems included:

- Miscommunication around who "owns" and fixes data
- Data errors, including misspellings and misplaced decimals
- Various parts of the business defined common terms differently
- Different teams sourced data from different systems for their answers
- Inaccurate historical data hindered proper predictive analytics and modeling

#### Example of this bank's data issues

Predictive analytics and modeling require accurate historical data to produce good results. For example, when predicting which customers will be a good candidate for a mortgage loan, incorrectly entered birth dates at the time of account opening ten years ago will likely skew the results. This can result in targeting potential mortgage customers too late or promoting rates too early and appearing irrelevant.

#### How Aperture Data Studio can help

**Regularly profile the data** and identify errors and issues

**Create a data quality score** for tracking and improvement

**Leverage rule set** and other capabilities to automate fixes

**Provide notification of issues** and report the updated data scores

This client chose Experian's Aperture Data Studio to **improve their data governance program** to clearly define terms, determine data ownership, and create and enforce guidelines for data entry and compliance.

## Single customer view

### **Experian's Aperture Data Studio helps this bank create a single view of their customers to generate a customer profile for financial crime reporting**

As a bank, this organization needed to adhere to Financial Crime regulations and perform Customer Due Diligence on its clients. As part of this process, their data needed to be available in a standard structure to allow for consistent reporting. However, with complex and varied ways of onboarding customers, data collection for reporting was not streamlined. Ultimately, differing workstreams, data sources, and processes made creating a single customer view difficult, and they sought a solution with matching and deduplication features.

By consolidating the customer data into Experian's Aperture Data Studio, this client could now standardize, dedupe, format, and enrich their data in one tool, creating efficiencies in reporting and providing a better understanding of their customers. By identifying each customer across the bank in a single identifier and capturing key data from multiple sources, the bank created customer profiles to approach Customer Due Diligence reporting more efficiently through a single identifier.

Aperture Data Studio enables the efficiency to **understand the customers** across all of the franchises that exist within your database **in a single identifier**.

# Aperture Data Studio powers industries

Every industry has unique challenges. Experian's data quality platform is designed to address your custom needs and empower your business for the modern landscape.

For more, go to [edq.com](https://edq.com)

Here are the case studies you'll find in the following section.

### Client pain point

### How Aperture Data Studio solves

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#### Retail

I want to better understand who my customers are and reach them in the most efficient, accurate way possible

#### Scalable data management

Validate customer data and easily share it via visual workflows and dashboards

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#### Government

I want to automate our data quality process to focus on other areas of our operation and streamline data sharing

#### Automated processes

Prevent bad data from entering the system and reduce time spent on manual work

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#### Healthcare

I want to create a single patient view to improve marketing ROI and client service

#### Single patient view

Ingest data from various sources, then standardize, validate, and append emails

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#### Supply chain

I want to connect disparate sources of a global network to pinpoint location and improve reporting for insights

#### Increased data visibility

Comprehensive dashboards that show pinpointed location data and are easily shareable with upper management



## Retail

### **This multi-billion dollar global luxury retailer chose Experian for our scalable data quality platform and excellent client support**

This retailer left their previous vendor and sought a new data quality vendor that could address their needs and grow with their expanding business.

#### **What they needed**

- Hands-on support, not a band-aid fix
- Pricing that remains competitive with growth
- Product development
  - Ease of access across the business
  - Detailed yet simple insight reporting
  - Scalability for high-volume retail events
  - Thorough address validation capabilities

#### **How Experian delivered**

First, we stood by our standard of providing quick, customized client support. In doing so, it became clear that we could bundle our products for a unique solution to this client's particular business needs.

We bundled Experian Address Validation with Aperture Data Studio to allow this retailer to automatically validate their addresses in-house and on their own terms. This provided a simplified process and the opportunity to clean more lists, more often, independently.

**Experian validated 8M addresses** during Black Friday. Combined with Aperture Data Studio, our retail clients can use accurate customer data to improve operations, communications, and **automate a consistent and holistic view of customers.**



## Government

### **Aperture Data Studio increased this police department's productivity by 600%**

This police department heavily relies on the quality of the data it holds. If the data isn't accurate, it can lead to errors in assessing threat, harm, and risk.

That said, data collected by law enforcement comes from many sources and in various formats, resulting in a high volume of duplicates and incomplete records. Solving these data quality issues proved to be extremely time-consuming.

For each record impacted, the Data Quality team would have to review, examine, and correct the record at the rate of 4-5 errors an hour for each team member. They estimated that it would take 2.5 years to manually correct all data errors with existing resource levels. Then they found Aperture Data Studio.

#### **Aperture Data Studio's immediate impact:**

- Reduces data duplication
- Improves and maintains data quality
- Prevents bad data from entering the system

#### **This department can now:**

- Set a new standard for data quality
- Automate processes for data sharing
- Start looking at data in other business areas

Aperture Data Studio unlocks a **proactive approach** to data quality by enabling your team to focus on complex, high-priority cases.

## Healthcare

### How Experian helped this regional eye care practice improve their data hygiene to create a trusted, single patient view in just 1.5 weeks

This eye care practice was excited to grow their client base when they acquired a patient list from another local practice. However, the data was dispersed across several spreadsheets with no uniform entry. To make matters more pressing, time was of the essence as patients had been promised their health records as requested.

#### The solution

Aperture Data Studio ingested from various data sources with differing data, discrepancies, and formats. It then took the data, profiled, standardized, validated, and appended it with emails. The now-clean data was deduped and harmonized to eliminate duplicate records. Finally, multiple sources were merged to create a complete and reliable single view of each record.

Through validation and strategic extraction, Aperture Data Studio can **set the foundation** for your practice to confidently lean on the inherited data to market and communicate.



## Manufacturing & supply chain

### **This major shipping client is achieving business agility and resilience with a single view of operations**

This large shipper and Experian client operates a global supply chain. Following the market shocks of the pandemic and the rise of digital innovation, they have been working to increase business agility, ensure constant readiness for expected and unexpected peak periods, and provide senior leadership with a comprehensive and digestible view of operations.

To achieve all this, they needed a simplified data quality solution that both technical and non-technical roles could navigate. However, they didn't want to compromise wide-ranging capabilities that could provide an efficient, single view into their massive global network of carriers, services, and warehouse locations.

#### **Enter Experian's Aperture Data Studio.**

**Management obtained immediate access** to the tool, including our easy-to-read dashboards and insight reports. This allowed them to resume strategy conversations and draft an agile market approach.

**Supply chain teams can now pinpoint** location data, making it easier to track driver hours to improve costs and efficiency.

**Data integrity issues were uncovered**, increasing quick and successful deliveries and improving customer experience and satisfaction.

Aperture Data Studio can provide a fuller view into your operations, enabling you to **cut costs, grow revenue, and improve customer experience.**

## The more you know...

### **46% of business leaders report that they are using a stand-alone data quality platform**

As the macro business environment grows more competitive, organizations will continue implementing data quality tools and best practices to protect themselves against competitors and unexpected market conditions.

This proactive business approach will become more of a competitive advantage over time, strengthening the need for automated, easy-to-use data quality solutions.

### **Improvements expected through data quality automation**

- 90%** expect to deliver a better customer experience
- 89%** expect lower costs and **85%** expect higher revenue
- 83%** expect digital transformation efforts to perform better

# Better, faster, stronger **data quality**

Powered by Experian's Aperture Data Studio

**Get started today!**

Speak to our data quality experts  
at [www.edq.com/contact](http://www.edq.com/contact)