



Experian Data Validation for System Integrators

Quickly validate addresses, emails, and phone numbers directly within your clients' CRM

Our research finds that 88% of organizations believe that integrating data quality capabilities into existing applications helps them increase agility and flexibility. By fixing data inaccuracy at the source, organizations can ensure a reliable intake of trustworthy data. As a system integrator, your clients rely on you for ease of implementation and expertise. By partnering with Experian, you can leverage a global and trusted leader in data quality to clean and update contact data for your clients.

What's in the app

Experian has bespoke apps for Microsoft Dynamics 365, Salesforce Sales and Service Cloud, and SAP. Our capabilities include contact data validation for postal addresses, emails, and phone numbers. Experian can help your clients validate global customer contact data in real-time or batch. Additionally, our services can enrich your clients' data with a superior suite of datasets, metadata, and components.

Why recommend Experian?

- **Global coverage:** 240+ countries
- **Powerful data:** Authoritative data sources including Royal Mail, USPS, Australia Post; official phone networks & mailbox providers
- **Broad enrichment capabilities:** Geocode, health & consumer data, disposable phone number check, business vs consumer domain identifier, phone number live status
- **Easy deployment:** Pre-built integrations with a comprehensive user guide for fast time to value
- **Customer service:** With 24/7 global support
- **Latest technology:** Supported by specialist development team with SAP, MSD, and SF expertise
- **Vendor certified:** Across SAP, MSD, and SF
- **Performance:** Validations returned in less than 500ms, scalable and stable
- **Expertise:** We are recognized as a Champion in the data quality space with over 25 years of experience

User benefits:

- Fast data capture for a frictionless user experience
- Clean contact data from day one
- Deepened customer understanding
- Smarter targeting, segmentation, and decision making
- Improved delivery rates with high-precision geocoding

Partner benefits:

- Build your value proposition with our trusted technologies, data, and services
- Enhanced deal value, and commission
- Dedicated Account Manager and Data Quality Consultants
- Supporting materials and expertise
- Affiliation with Experian, raising your brand awareness in the industry

Why Experian Data Validation Solutions?

Grow revenue



Improve conversion with faster form completion using intuitive in-line validation

Increase marketing ROI through informed targeting and segmentation

Personalize interactions to boost customer value and retention

Qualify and prioritize sales leads to maximize opportunity and efficiency of sales campaigns

Reduce cart abandonment rates with frictionless checkout experiences

Reduced costs



Reduce failed postal deliveries with split-second validation of addresses against official sources to ensure accuracy and deliverability

Streamline data quality management with one suite of data quality solutions, removing the need and cost of multiple data partners and technologies

Suppress inaccurate or non-contactable data from marketing activity to reduce wasted spend

Identify and risk assessment data representing potential fraud risk to minimize coupon abuse and new account fraud

Increase efficiency



Autocomplete technology means quick and easy record creation with no distracting pop-ups

Pre-built integrations for seamless deployment and fast time-to-value

One app, global coverage, fully scalable that grows with your business

Access the app directly from the marketplace and quickly configure it within your environment in minutes

Reduce the burden on customer-facing teams with faster data entry and reduced data corrections

Mitigate risk



Validation time and date stamp to show when data was last verified to identify decay risk and ensure accuracy

Regular, automatic dataset updates for easy data management

Clean data ensures customers are contactable 99.95% service uptime with millions of transactions processed in sub-seconds, even during peak periods

Developed and maintained by teams with specialist CRM/ERP knowledge to ensure the app remains relevant, modern, and fit for purpose

There's a lot on the line when it comes to your clients' data. We can help you make the most of it.

Visit us at edq.com/partners/ to get started today.