experian™

Experian Aperture Data Studio for SCV

Building a Single Customer View to deliver insight and drive value

Discover, profile and transform your data with our modern data management platform

Aperture Data Studio

Achieving a comprehensive understanding of your market, and your customers, is absolutely vital. The quality of your underlying data is fundamental to achieving a universal view of your data.

Aperture Data Studio is designed to help you tackle your most pressing challenges around gaining a single customer view and improving day-to-day data quality to promote operational efficiency and improved accuracy in reporting. Only Aperture Data Studio combines self-service data quality with globally curated data sets. This allows modern data practitioners to build the most consistent, accurate and holistic views of consumer data available. As such, the system is designed to help you tackle your most pressing challenges around gaining a single customer view and improving day-to-day data quality to promote operational efficiency and improved accuracy in reporting.

> ### 50% of organisations cite improving customer experience as the biggest driver for implementing a Single Customer View
>
> Experian Global Data Management Research, 2018

Empowers You to Take Control

- Drag-and-drop workflow make profiling, enriching and transforming your data quick and easy

- See the results of your workflow immediately. Build, experiment and sandbox with confidence

- Aperture Data Studio understands business data out-of-the box, providing built-in validations for a wide range of common expressions

Unrivalled Speed to Value

- Aperture Data Studio needs minimal training. You can create sophisticated data management routines and share them with colleagues in a few hours

- Operationalise data management – re-useable elements promote best practice that is tuned to your business data

- A range of affordable licensing options, allowing you to scale your usage over time

The Best of Your Data and Our Data

- Leverage petabytes of expertly-curated consumer and business records globally, enhancing your data with ours in a few simple clicks

- Continuously verify that you have accurate address and email data to improve communications, analytics and integrations

- Use fuzzy matching to eliminate duplicates to improve the integrity of your data

"Not having a clear view of each record in our system meant valuable time and resource was spent manually linking and managing duplicates. What's more, accurately reporting and delivering on regulatory requirements was incredibly labour intensive. Creating a universal view with accurate, up to date data has solved that problem and in the policing world that means a far quicker response to the public, budgetary savings and the opportunity to better identify those most vulnerable in our community."

— **Maria Hopper,** Data Protection Manager, Cleveland Police
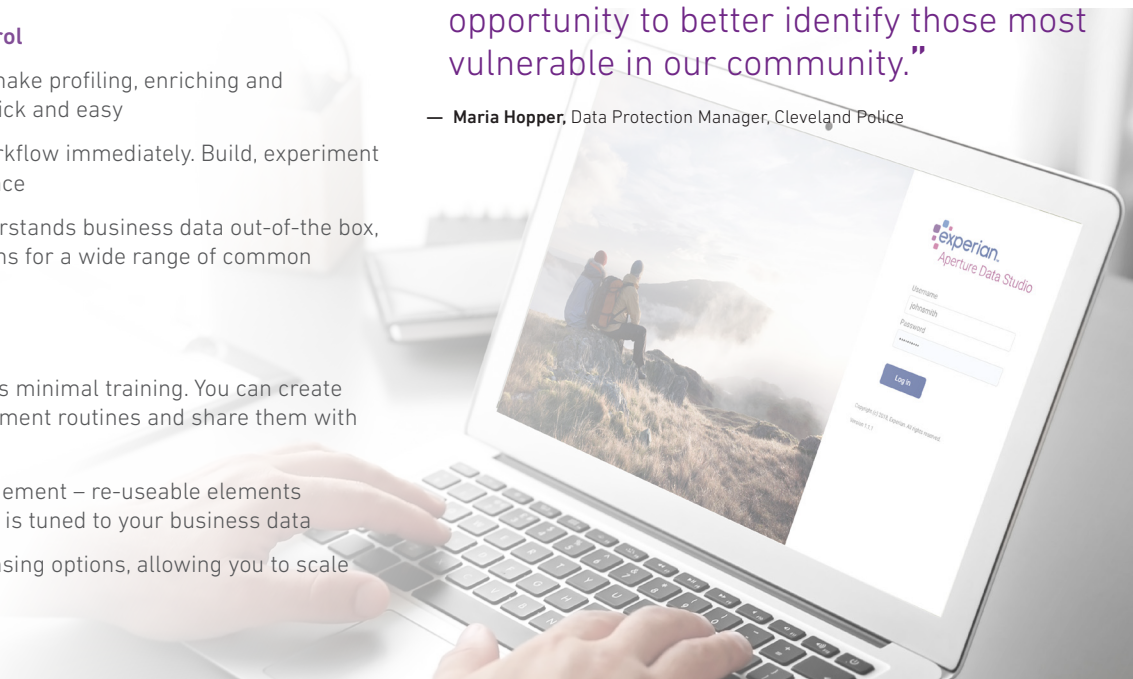
Experian Aperture Data Studio

Single Platform

- Aperture Data Studio is hyper-connected, giving access to a huge range of data sources and reporting/visualisation tools

- Embed popular scripting tools such as R and Python to leverage machine learning and predictive analytics

- Extend the solution using our SDK and API, making data quality an integral part of everything you do

" At Center Parcs we're committed to our vision of delivering the most personalised and proactive guest experiences at every single touchpoint. That relies on our ability to bring together millions of interactions, combining the voice of the customer with good quality data, and delivering it back to the business."

— **Adi Clowes,** Head of Data & Analytics, Center Parcs

Using Aperture Data Studio to build your Single Customer View

Few organisations underestimate the power of data to help achieve their business objectives. However, using this data to its fullest potential has been an elusive goal for many. To help overcome this challenge, we have developed a 4-step approach to addressing the data management needs of any organisation, across any market sector. Our approach focuses on the data and provides a methodology that will consolidate, clean, fix, link and enrich with additional customer insights across all data assets within a business.
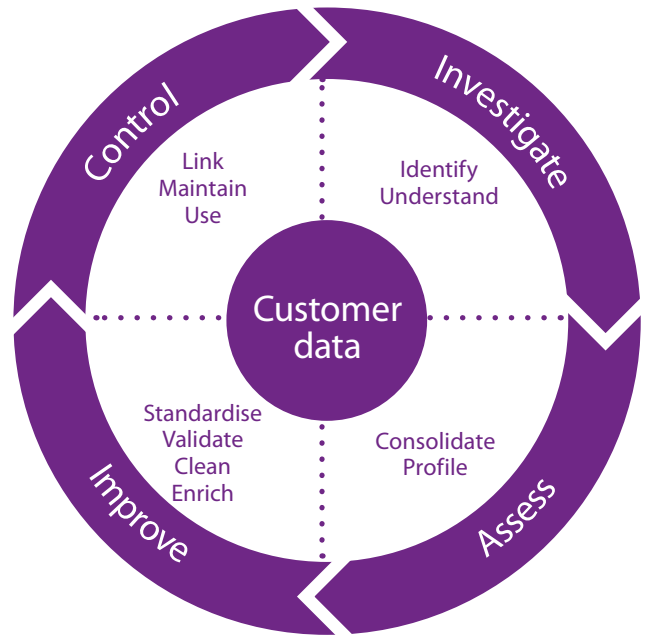
Diagram: Experian's 4 step approach to building your Single Customer View using Aperture Data Studio.

Contact dataquality@experian.com or call 0800 197 7920 today
to arrange your proof of value session free of charge.

Experian

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