

# Experian Aperture Data Studio for Data Quality leaders

Embed robust data quality controls that ensure your data assets are fit for purpose

Take control of your data assets with Experian's next generation data quality technology

## Aperture Data Studio

As a chief data officer, you have many challenges:

- Pressure from stakeholders to demonstrate data quality assurance
- Demands to operationalise data quality across the business
- Constant need to support the corporate data governance function
- Implementation and assessment of corporate data standards
- Rollout of issue management, measurement and monitoring capabilities
- Need to ensure high data quality in reporting to regulators

Faced with these demands, many data quality leaders now rely on Experian data management solutions to help them realise their vision and strategy for data quality adoption.

Aperture Data Studio is designed for the modern data quality leader who needs to equip their business with a powerful, yet easy to use platform, delivering class-leading performance and functionality.

This technology will allow you to operationalise your data quality strategy by delivering a range of critical functions ideally suited to the complex regulatory and operational needs of modern organisations.

This guide outlines several of those functions and how they benefit data quality leaders.



Issue Management and Resolution



Group-wide Data Governance Support



Stakeholder Management



Collaboration and Communication



Data Enrichment



Regulatory Compliance



Operational Data Quality Management



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## Issue Management and Resolution

Our unique data profiling capability enables your team to get to the root of problems rapidly so they can start to implement long-term preventions and ongoing governance controls.



## Group-wide Data Governance Support

It is an increasing requirement in many organisations for the data quality leader to provide comprehensive support of the data governance function.

To enable you, Aperture Data Studio provides a range of governance-specific capabilities such as:

- business glossary management
- stewardship monitoring
- governance workflows
- data standards enforcement
- stakeholder reporting
- improved monitoring



## Stakeholder Management

Deliver a stakeholder management strategy that reflects the varying levels of engagement required by each stakeholder group across your data quality framework.

For example, your team can create interactive dashboards for business leaders that demonstrate the benefit of stewardship and data quality management across business lines, key data areas or compliance requirements.

Stakeholders can even use existing reporting tools to interrogate the data and visualise management information in the same way they receive reports on risk, financials and other performance metrics.



## Regulatory Compliance

Data quality leaders increasingly need to meet the demands of compliance regulations in a rapid, repeatable manner, while delivering a strong, 'value-add' to business sponsors in the form of cost savings and streamlining.



## Collaboration and Communication

The solution allows data stewards and knowledge workers to model regulations as a set of data quality rules that can be shared across the business and executed on-demand.

This allows your compliance teams to respond to any queries from the regulator in a timely and accurate manner whilst increasing governance and quality improvement for everyday operations.

As you build your workflows Aperture Data Studio creates a detailed report illustrating exactly what is happening at every stage – an important reference for you, but also for internal or external auditors and regulators.



## Operational Data Quality Management

Your goal is to extend a data quality framework across the wider organisation. One challenge of operationalising data quality is ensuring that your data quality vision can scale without undue demands being placed on IT and technical teams.

Experian solutions reduce the dependency on IT through the use of its business focused interface, low administrative footprint and rapid user productivity through embedded guided walk-throughs out of the box.



## Data Enrichment

In order to improve customer communications it is vital to verify that contact data is correct. To ensure that your messages are highly targeted, it may be necessary to add additional demographic profiling data that will enrich and complete a Single Customer View.

Aperture Data Studio offers drag-and-drop integration to petabytes of expertly curated global address, email, geolocation, demographic and political data sets. These allow you to increase the power of your data by with our data.

**Contact [dataquality@experian.com](mailto:dataquality@experian.com) or call 0800 197 7920 today to arrange your proof of value session free of charge.**