experian.

Aperture Data Studio

Securing the best data, to drive the best business outcomes

Business leaders underestimate the amount of bad data they have and the negative impact of it. Not only does bad data hinder IT initiatives, it can impede daily business operations and broader critical investments. Having accurate, trusted data allows for an increased competitive advantage in the form of better customer experience, more accurate decision-making, increased innovation, and more efficient business practices.[1]

Aperture Data Studio combines self-service data quality and globally curated data sets in an intelligent data quality and enrichment platform. It empowers modern data practitioners to rapidly build the most consistent, accurate, and holistic view of customers. 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.

Features*

- ☑ Workflows
- ☑ Data Views
- ☑ Files, databases, and cloud stores as datasets
- ☑ Extensibility
- ☑ Data Tagging
- ☑ In depth Data Profiling
- ☑ Rule-based data validation
- ☑ Address, Email, and Phone Validation
- ☑ Data Enrichment
- ☑ De-duplication and harmonisation
- ☑ Software Development Kit (SDK)
- ☑ Connectivity with ABN Lookup and NZBN API
- ☑ Access to free e-Learning modules for self-paced learning

40% of individuals within the business do not trust data insights.[1]

91% of business leaders say implementing data quality has improved business agility.[1]

By implementing Aperture Data Studio, we have confidence in our data, something that didn't exist before. Now we are served dashboards that contain complete and accurate information which allow us to have more control over and greater insights into the data we hold on our clients. The solution has given us a simple, automated process to establish and continually manage the quality of our data.

Data & Technology Operations Officer from a NZ Investment Firm

1 Experian 2022 Global Data Management Research Report
* Product features may differ based on deployment type

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Benefits

Multiple deployment options
Aperture Data Studio is a self-contained web-based application that runs on physical hardware or virtual machines. You can chose the deployment type that best matches your organisational need - self-hosted or Experian-hosted.

Cost efficient
Let Experian set up and manage your Aperture Data Studio platform by choosing the Experian-hosted deployment. This means no complex technical deployments or additional service and maintenance charges for your team.

Flexible platform
Aperture Data Studio is hyper-connected and extensible; natively supporting over half a dozen file formats and comes with dozens of JDBC source connectors. You can easily access all data sources and your IT infrastructure from one place to build your own sophisticated data manipulations.

Ease of use
The drag-and-drop visual workflow builder enables you to quickly and easily build sophisticated data quality processes and share them with colleagues in a few hours. Share re-usable functions securely across the business that support best practice and reduce errors.

Automatic validation & enrichment
Machine learning simplifies complex tasks such as address validation and finding duplicates and also helps with data tagging and identifying sensitive data. Continuously verify that you have valid consumer data to improve communications and analytics and reduce risk.
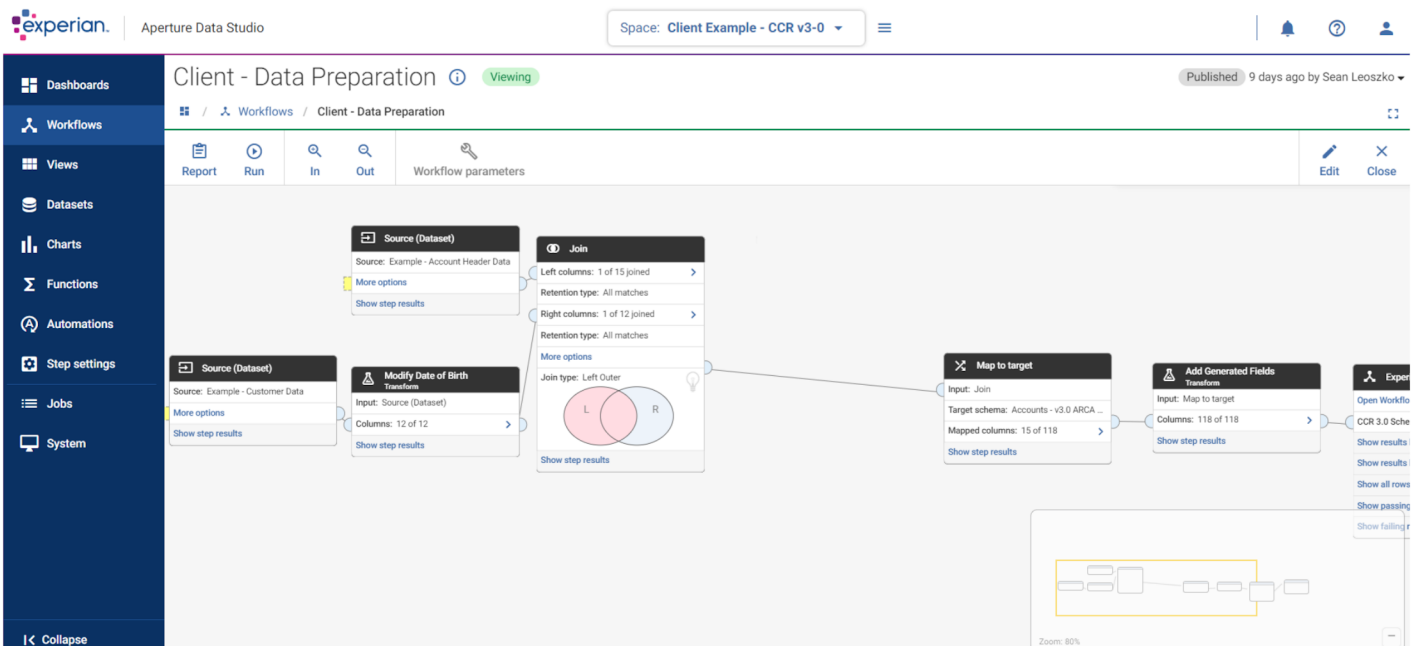
You can also validate and enrich your data against Experian curated data sets, enhancing your data in a few simple clicks. The platform uses augmented machine learning to speed workflow creation and rules optimisation.

Secure collaboration
The platform facilitates collaboration between data practitioners with varying skill sets and needs. You can share trusted data views, validations, and transformations to provide consistency, accuracy, and control. You can also easily audit your workflow processes and have full version control.

Faster time to value
Aperture Data Studio can be implemented and start being used the same day, allowing you to get value from the tool immediately. Operationalise your data quality initiatives and deploy self-service solutions faster than if you had to rely on IT or writing SQL.

Take your trusted data and operationalise it across your team.

Workflow
Create and share reusable data workflows to suit your business rules and processes.

Enrichment
Leverage Experian data assets to build a more complete understanding of your consumers.

Cleanse and Transformation
Standardise and validate addresses, emails, phone numbers, and other data elements to improve overall data health.

Profiling
Proactively profile your data to discover unknown data entities or unusual values.

Harmonisation
Apply AI powered fuzzy based de-duplication and data blending and harmonisation to create golden record stores for use as single customer views.

Validation
Build your own sophisticated business rules or simply validate your data with over 100 preconfigured data evaluation functions that can be reused.