Aperture Data Studio

Licensing options

Data Catalogue and Governance

Catalog and govern your data and data quality rules, customise the catalog to your business needs and analyse the impact of bad data on your business processes

Rate: Flat Fee

Find Duplicates

The Find Duplicates module uses powerful standardisation and matching algorithms to group together records containing similar contact data (e.g. name, address, email, phone) and keeps that information within a duplicate store. It is also completely configurable down to the most granular name and contact elements.

Rate: Per record

Pushdown Processing

A feature that converts data transformation workflows into SQL queries, enabling them to be executed directly on the database. This approach eliminates the need to transfer irrelevant table data into Aperture Data Studio, minimising data movement and leverages the database's processing power for more efficient query execution.

Rate: Per record

Real-Time Workflows

A feature that lets you process and transform individual records instantly. Unlike traditional batch processing, this feature validates and manages single data records in real-time, triggered by API requests for immediate results, enabling real-time data validation in Aperture Data Studio.

Rate: Flat Fee
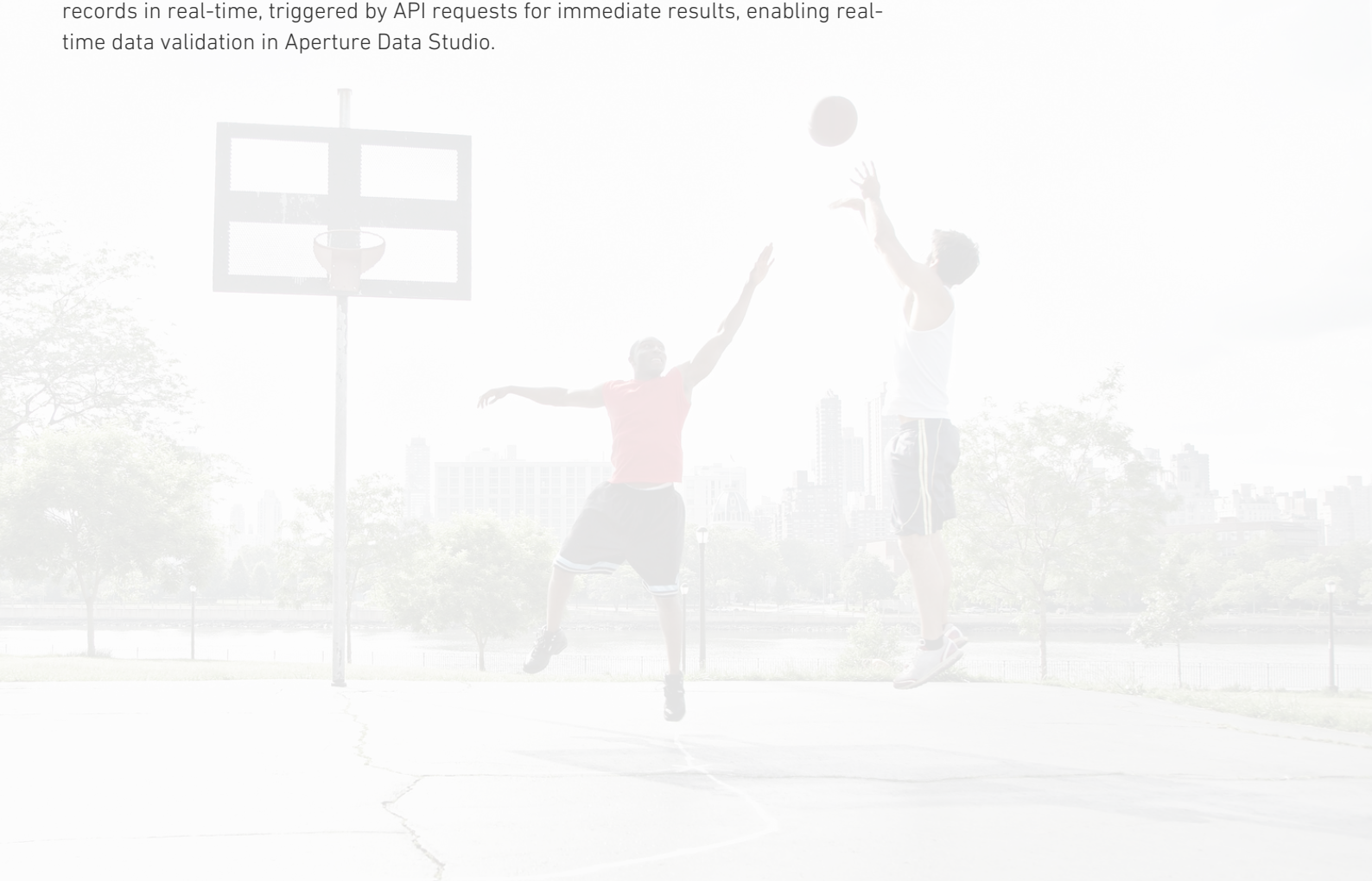
Additional users

User license limits apply to your licensing. As your data team grows, you may consider purchasing additional user licenses for your new team members.

Designer	Designer users typically manage data, create Workflows, or carry out user administration. They can 'Access Designer Interface' and optionally have access to admin settings such as managing users.	**Rate:**	Per user
Consumer	Consumer users typically interact with reports generated by Data Studio Workflows. They can only access a simplified interface with Dashboard reports that have been shared with them. If a report contains a data grid, Data Consumers will also be able to explore and manipulate this data (e.g. profile, sort or group). Data Consumers have no access to all other pages (Workflows, Datasets, Views, etc.).	**Rate:**	Per user

Additional records

The maximum number of rows that you may load (per dataset/snapshot) in Aperture Data Studio. This number will be added on top of the maximum number of rows allowed by licence entitlement. This limit applies to all Datasets, including Snapshots.

Rate: Per record

Progress JDBC Driver

A JDBC driver is required to connect to a database or CRM. Progress JDBC Driver provides access to a wide range of JDBC drivers in a bundle. It is supported directly by Aperture Data Studio and is configured in the file datadirectJdbc.json.

Rate: Flat Fee
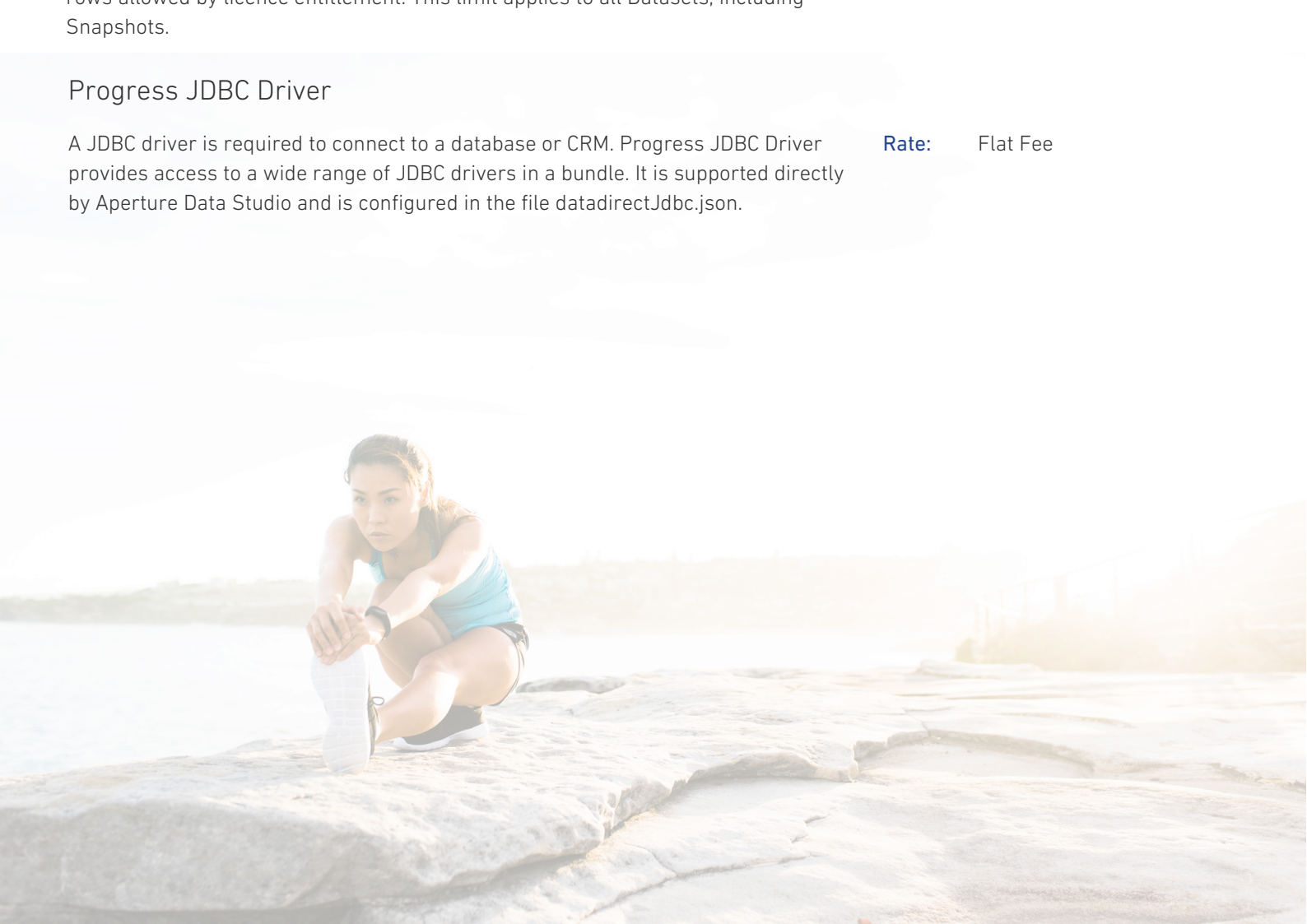
Hosting Service Fee

The Hosting Service Fee covers the dedicated instance for Aperture Data Studio. The price varies by the specification and requirements.

Rate: Client requirement dependent

Cloud Service Fee

The Cloud Service Fee covers access to the Platform-as-a-Service (PaaS).

Rate: Client requirement dependent

Address Validation Dataset

The Validate addresses step validates and enriches postal addresses based on a list of compatible Experian Address Validation reference datasets, which is updated on a regular basis. Users must install the reference data and then configure it before use.

Rate: Per record

AUS	The AUS dataset is an extract from Australia Post's core address database; the Postal Address File (PAF) contains Australian addresses in the Australia Post's proprietary address format and their corresponding DPIDs (Delivery Point Identifiers). A DPID is a randomly generated, unique 8-digit number, which is assigned to each address in the file and can be used to produce the corresponding barcode on mail pieces. The dataset constantly changes to reflect new builds, address updates and deletions.
AUG	The AUG is the geocoded address database for Australian businesses and governments. 10 trusted suppliers provide addresses to the dataset, with contributing data sources that include land records and the state and territory land agencies of Australia. The addresses are then examined, validated and assigned a precise set of latitude and longitude coordinates. Using this dataset, you can correct and validate addresses, and append location information and G-NAF PIDs (Persistent Identifiers). The physical addresses in the dataset are used to label land parcels and properties.
NZL	The NZL is New Zealand's comprehensive database of postal addresses, covering all valid postal delivery points. The data accommodates the requirements of both English and Maori languages by recognising and accepting the usage of Maori place names where these are in common. It helps you to maintain accurate mailing lists, reduce undelivered mail, and improve your customer data management.
NZD	The NZD includes an additional set of physical address records from the National Postal Address Database (NPAD) which are non-deliverable. The data accommodates the requirements of both English and Maori languages by recognising and accepting the usage of Maori place names where these are in common. It helps you to maintain accurate mailing lists, reduce undelivered mail, and improve your customer data management.
ANZ Consumer View	Experian ConsumerView is the most comprehensive, single view of households in Australia and New Zealand. Uniquely curated and validated, ConsumerView relies on trusted data sources to deliver demographic, socio-economic and behavioural characteristics. Enriching your address data can support you in building customer profiles. These profiles may contribute to segmentation strategies, personalisation efforts and decision-making processes.
International Countries	Combining international address data with our powerful address validation and cleansing solutions enables businesses to quickly capture, correct, complete and validate national and international postal addresses in real-time or in bulk for existing records. Our international coverage includes the United Kingdom, the United States, Canada, Singapore, Denmark, France, Germany, Luxembourg, and the Netherlands.

Aperture Data Studio Steps

The Aperture Data Studio Steps include a variety of templated solutions that extend the capabilities of your Aperture Data Studio instance. The Experian Professional Service team can help you implement these solutions and train your team on using them. Experian can also assist you in building and implementing Custom Steps that are unique to your requirements.

Rate: Client requirement dependent

1. Business Data (ABR, NZBN)*

A custom step that validates and enriches your existing business data against Australia's ABN Lookup and New Zealand's NZBN API service. This is beneficial for organisations that want to keep business data and information of their customers or suppliers up-to-date.

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2. Commercial Marketing Data

A custom step that validates and enriches your existing business data through Experian's Commercial Marketing Data, sourced from the Experian Commercial Bureau. This enhancement provides organisations with a comprehensive and accurate view of Australian and New Zealand entities, including operational details, structural relationships, and risk-related insights, supporting smarter marketing and decision-making.

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3. Look Who's Charging Merchant Data

Validate and enrich Australian and New Zealand merchant business data by providing trading business level insights, establishing a linkage between the type of merchant and chain, and enabling a comprehensive view of the business structure.

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4. Address Standardisation

Extract address elements from an unformatted text into a formatted and structured address.

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5. Jira Integration*

A custom step that provides connectivity between Aperture Data Studio and Jira software. It allows users to raise new Jira issues when data quality requirements are not fulfilled, update Jira issues when data quality requirements are changed, and read issue changes from Jira.

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6. Harmonisation

Take a group of records that are deemed to be for the same underlying real-world subject and produce a single resulting record by merging these records together. Harmonisation removes redundant duplicates in the process.

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7. Find Duplicates Delta Process

Reduce processing time of find duplicates and create a persistent cluster ID for matched duplicates by operationalising the Find Duplicates process.

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8. Real Time Match API

Update and query the find duplicates match store using web service calls, allowing for duplicates to be avoided at the point of entry of a record.

9. Salesforce Merge*

A custom step that allows users to use the output from Find Duplicates to merge duplicated accounts based on cluster groups. This is especially suitable for clients who want to achieve Single Customer View through their Salesforce Enterprise Web Service Description Language (WSDL).

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12. Microsoft Dynamics 365 CE Merge*

A custom step that allows users to use the output from Find Duplicates to merge duplicate accounts, contacts, leads, or cases within Microsoft Dynamics 365. This is especially suitable for clients who want to achieve a Single Customer View within their Microsoft Dynamics 365 application.

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13. Sensitive Data Scanner

A custom step that scans and flags data columns for sensitive or Personally Identifiable Information (PII) such as IP addresses, emails, and phone numbers.

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14. Collibra Integration*

This integration empowers data owners, consumers and processors to ensure that their critical data elements governed through Collibra platform are of the right quality and can be maintained over time. The integration leverages Collibra Connect APIs via Mulesoft to look for new rules and trigger changes within the Experian Aperture Data Studio workflows.

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15. Alation Integration*

Experian has integrated its Aperture Data Studio application with Alation's governance platform to help support a seamless governance program underpinned by data quality. The Experian and Alation integration can help your organisation to profile data, validate data health, and flag data that doesn't meet your data quality thresholds.

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16. Comprehensive Credit Reporting (CCR)

A preconfigured solution template designed to assist credit providers in preparing, validating, and submitting their credit reports in alignment with the latest ACRDS version.

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17. Upgrade

A Professional Service that assists clients in upgrading their Aperture Data Studio to the latest version, while taking steps to maintain compatibility with existing configurations and workflows.

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*The Experian custom steps are built to connect Aperture Data Studio to other third-party services. Experian clients must sign up, accept and fulfil any terms and conditions directly with the other third-party service providers.