

Aperture Data Studio

Reduce risk and unlock the true value of your data with well-governed, accurate and trusted data.

Did you know that less than 50% of organisations feel confident in managing data risks and privacy breaches? Or that only 30% of digital transformation efforts succeed?

In today's fast-paced environment, having accurate and trusted data is not just crucial—it's a game-changer. It's about more than managing risk; it's about unlocking value for your business - streamlining operations, making informed decisions, and elevating the customer experience.

Aperture Data Studio empowers organisations to deliver trusted data. Our intuitive, quick-to-deploy, and transparent data intelligence platform includes robust data quality and governance capabilities to help you improve, control, and govern your data.

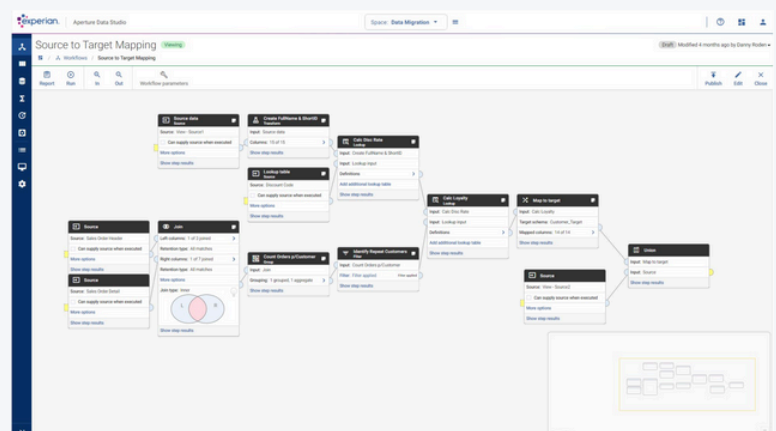
Aperture Data Studio Helps Solve:

- ✓ Poor quality contact data that limits the success of marketing communications
- ✓ Duplicated data across the business estate
- ✓ Difficulties in understanding and analysing data to drive decision making
- ✓ Limited customer understanding
- ✓ Large amounts of manual effort and time spent working on data
- ✓ Difficulties working with large volumes of data
- ✓ Lack of coding and data expertise within the business to realise data ambitions
- ✓ Challenges in data risk management and having trust in data

Key Features:

- ✓ Customisable Data Catalogue
- ✓ Data Quality Monitoring & Business Impact Analysis
- ✓ Real-time Data Validation & Transformation
- ✓ In-depth Data Profiling
- ✓ Integrations / Connectivity with files, databases, and cloud stores
- ✓ Data Quality Rules (Functions)
- ✓ Workflows
- ✓ Contact Data Validation
- ✓ De-duplication & Harmonisation
- ✓ Data Enrichment
- ✓ AI & GenAI Automations
- ✓ Software Development Kit (SDK)

Intuitive, Drag and Drop Interface



How Aperture Data Studio helps

✓ Enhance customer experience

By creating a single customer view, you can gain deeper insights into your customers and deliver improved experiences.

✓ Increase the effectiveness of digital transformation

Aperture Data Studio empowers organisations to drive data usage and innovation by delivering reliable, controlled data—essential for successful digital transformation projects.

✓ Effectively manage risk

Aperture Data Studio delivers powerful data intelligence capabilities, enabling organisations to effectively manage data risks and confidently submit trusted data to regulators.

✓ 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.

✓ Increase trust in data

Aperture Data Studio builds trust in your data, empowering organisations to confidently embrace cutting-edge technologies like AI and GenAI.

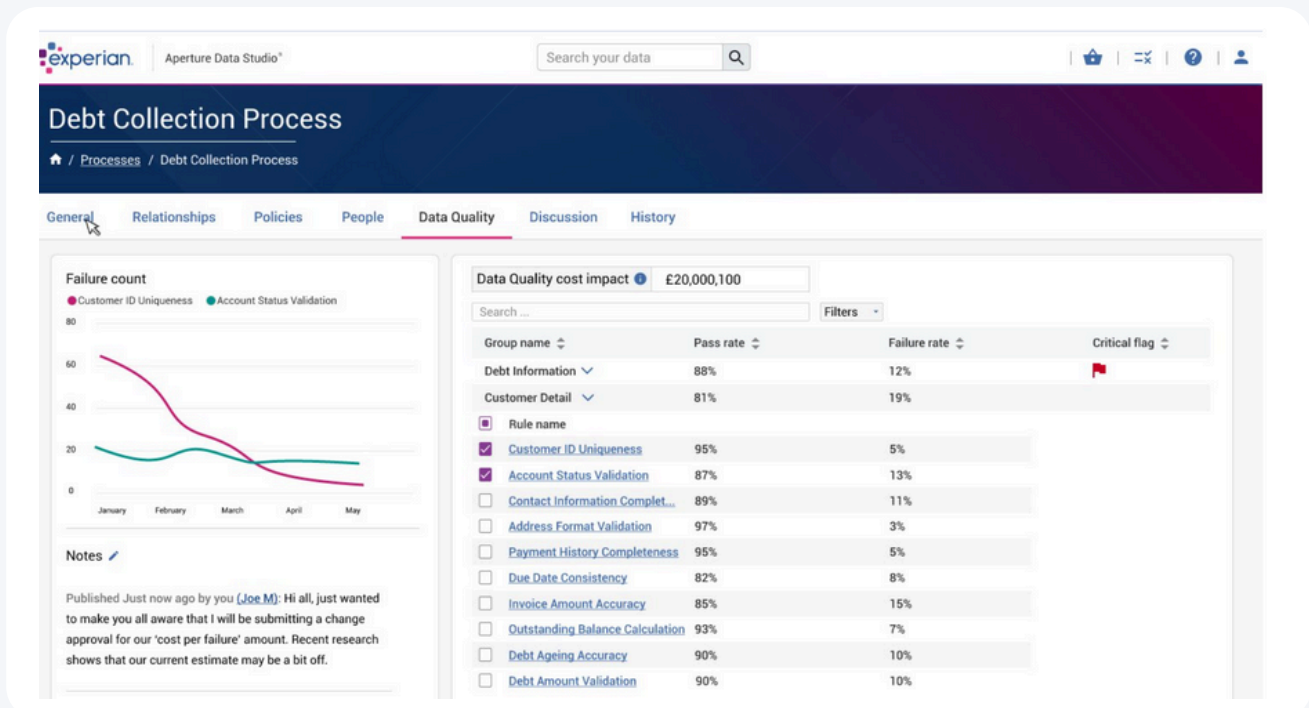
✓ Generate more data innovation

Aperture Data Studio enables organisations to provide access to trusted data for innovation – either design a new product, process or a better way to serve customers.

✓ Prioritise data issues based on financial impact

Aperture Data Studio uncovers the commercial impact of data quality issues on critical business processes, empowering data practitioners to build compelling business cases to prioritise and resolve these challenges.

Analysis of Financial Impact on Data Issues



Why Aperture Data Studio



Easy to use

Whether you're a technical specialist or a business user, Aperture Data Studio's intuitive interface, Community Forum, documentation, e-learning, and GenAI assistance will help you quickly adopt and gain value from the platform.



Fast time to value

Aperture Data Studio can be up and running in the same day. With pre-built templates, the ability to pinpoint the financial impact of data issues, and an intuitive user interface, you can quickly deliver value.



Measurable Return on Investment (ROI)

Aperture Data Studio is engineered for results. With pre-built templates, you can swiftly address specific business needs. Its capability to map critical business processes to data issues allows you to quantify the cost of bad data and prioritise actions effectively.



Access to Experian's data and expertise

Aperture Data Studio benefits from Experian's unparalleled expertise in managing complex data environments, and access to an unrivaled portfolio of reference and enrichment data.



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.



Proof Points

Aperture Data Studio has given us an incredibly robust data migration solution. Our developers managed to create the required workflows with ease and transfer the data across quickly and efficiently. This was largely achieved due to the highly intuitive nature of the product.

Project Manager at a leading Australian Bank

By implementing Aperture Data Studio, we have confidence in our data, something that didn't exist before. We're served dashboards that contain complete and accurate information which allow us to have more control 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 NZ Investment Firm



Experian Aperture Data Studio offered the best solution to our needs and outperformed all other alternatives. Experian is easy to deal with. They held our hand when we bought the product and made things easier.

Manager Valuation Strategy at a leading Australian Bank