

# Experian Aperture Data Studio

Making the best data drive the best outcomes

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

## Aperture Data Studio

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 it incorporates machine learning algorithms for automatic data tagging to improve day-to-day data quality. This promotes operational efficiency and improved accuracy in reporting.

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

### Unrivalled Speed to Value

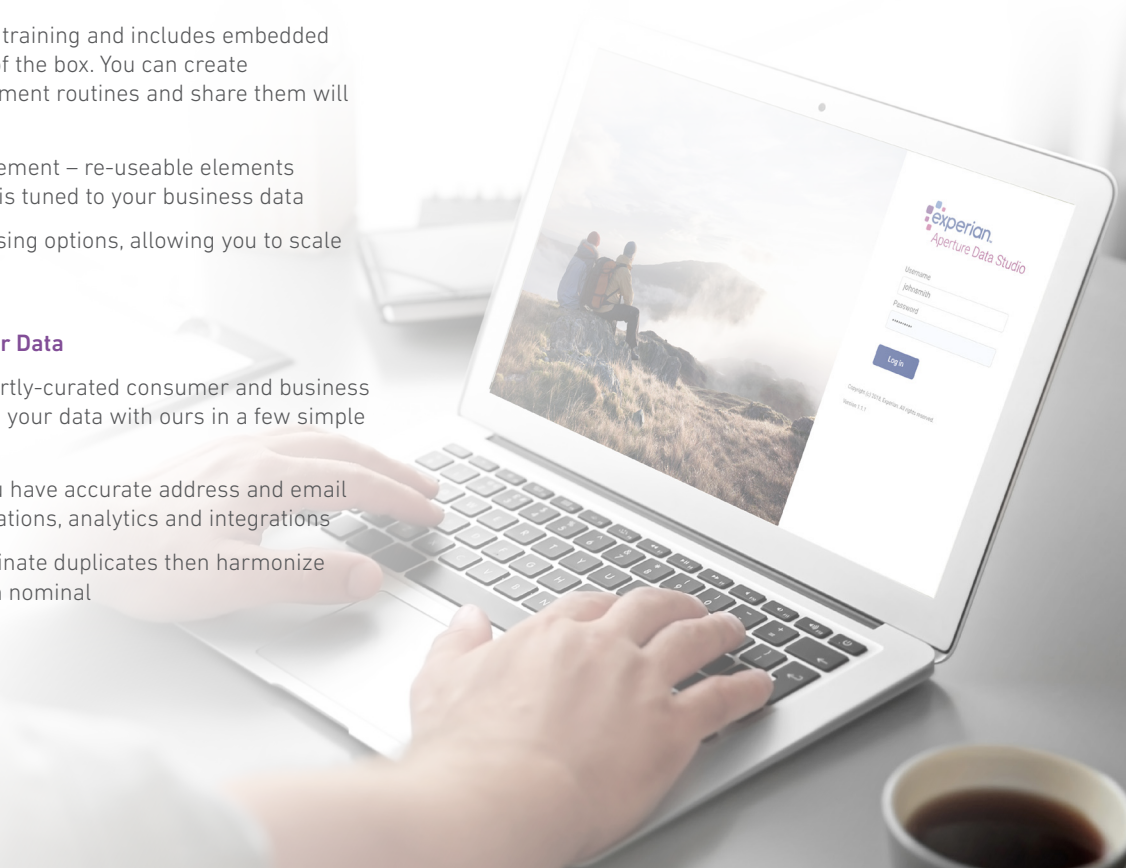
- Data Studio needs minimal training and includes embedded guided walk-throughs out of the box. You can create sophisticated data management routines and share them with colleagues in a few hours
- Operationalise data management – re-useable elements promote best practice that is tuned to your business 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 then harmonize records to achieve a golden nominal

“As a seasoned Data Migration consultant the ability to rapidly perform a comprehensive assessment of the quality of my client’s data and provide the visual insights directly to the business community is incredibly powerful. At any stage through the data migration journey we can monitor the success of our data quality validation and cleansing initiatives by reporting at source, in the staging or post migration”

— DTA Consulting Limited, Independent Data Migration consultancy



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## Single Platform

- 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

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“The Experian data quality solution has increased our marketable customer base by about 1 million contacts, as we only market to people with a verified address.”

— **Graeme McDermott**, Customer Insight and Data Manager, AA