

Data quality for data governance

Why data quality matters for data governance

Experian has been helping consumers and businesses unlock the power of their data for more than 25 years with over 20k people in 43 countries, and our solutions allow you to analyse, enrich, profile, validate, and standardise your organisation's most valuable resource—your data. With our trustworthy data quality software, you can confidently build a data governance framework that promotes collaboration, performance, and security.



Aperture Data Studio and enabling data governance

We understand what you need

- Robust data principles, policies, standards, and guidelines for the organisation
- Accurate data quality to inform existing systems and processes
- A process to profile and categorise large volumes of disparate data
- A framework to map the flow of sensitive information throughout the lifecycle.
- Effective communication with stakeholders at all levels, from users to executives

Here's how Experian can help

- Rule execution engine
- Inform data standards
- Facilitate data investigation
- Govern access management
- Provide a single source of the truth for data
- Evaluate data against reference master data
- Project-based data cleansing and transformation tool

Our annual research report found that...

- 1 91% of business leaders say implementing **data quality has improved business agility**
- 2 83% of business leaders expect **digital transformation to improve through data quality**
- 3 72% of business leaders say **email is the top channel** they rely on to reach customers

How it works

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 customers.

Validation

Standardise and validate addresses, emails, and phone numbers for better match rates.

Profiling

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

Harmonisation

Use Smart Harmonisation and machine learning to determine the best record or record components to keep.

Top benefits



Aligning data governance with data quality

You'll have access to a range of data governance-specific capabilities, including business glossary management, stewardship monitoring, governance workflows, data standards enforcement and stakeholder reporting.



Stakeholder communication

Aperture Data Studio allows you to share workflows across the business to encourage data standards. It also integrates with your current reporting tools, enabling a seamless experience with existing stakeholder reporting and dashboard environments.



Governance of new data requests

Create a data governance layer across your entire data landscape to discover, measure, improve and continuously monitor the quality of the information sources requested.



Issue Management & Resolution (IMR)

You can now link top-level directives for data governance down to grass-roots improvement without having to 'cobble together' a disjointed set of tools. In addition, by adopting one platform, you can distribute an IMR capability across the organisation faster and cost effectively.



Regulatory compliance

Your team can model regulations as a set of data quality rules that can be shared across the business and executed on demand. This allows compliance teams to quickly respond to regulatory requests while delivering governance and quality improvement for daily operations.