

Experian Data Quality management for Collibra

Integrated Data Quality

Organisations are striving to be more data-driven, but data quality issues and silos continue to prevent companies from making the most of their data. At Experian, we can help you take control of your data to improve outcomes and build stronger customer relationships through world-class validation, data management and enrichment capabilities.

Understanding and linking all your data has become an increasingly challenging task. We can help enable instant profiling analytics, relationship discovery and high speed data quality processing, ensuring rapid time to value, leading to productivity. Keep your data current, clean and accurate, enriched with sophisticated segmentation. Proactively monitor, profile, standardise, cleanse and validate. Take control of your own data to uncover true value.

Why Experian?

- **Comprehensive solutions** to manage your entire data quality life cycle, integrated within the Collibra platform.
- **Single Customer View** across multiple databases and touchpoints
- **Support & implementation** by experienced consultants

Key capabilities



Profiling

Proactively profile, interrogate and assess data across your organisation to identify outliers or unusual values



Discovery

Investigate and assess data structure to identify relationships, regardless of data type



Cleansing

Transform and improve the quality of your data with Experian Data Quality's cleansing capabilities



Standardisation

Build standardisation rules to keep data formatted consistently across the organisation



Monitoring and resolution

Control your data over time with dashboards, around the-clock monitoring, customisable alerts and root cause identification

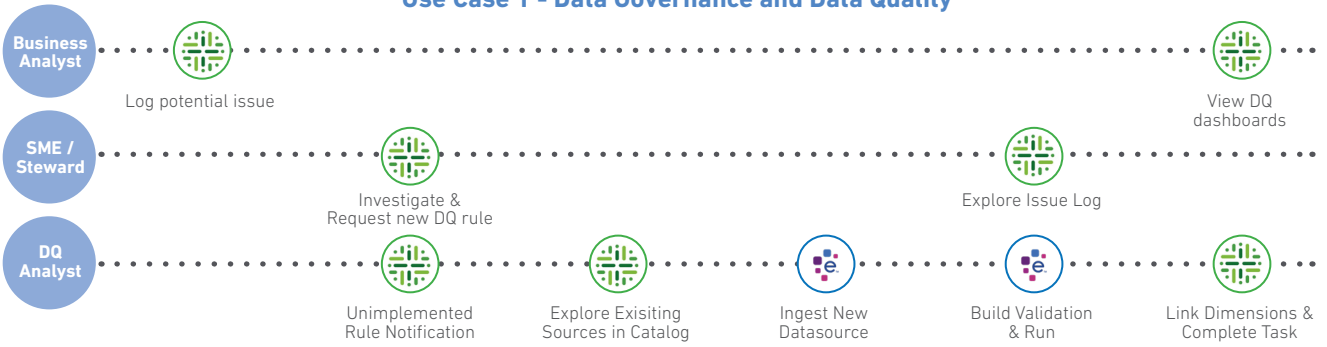
experian. Aperture Data Studio

Validating Addresses, Rows for View - A

	Name	Uniqueness	Unique Count	Completeness	Row
1	Address1	80.08%	205	100%	256
2	Address2	80.47%	206	82.42%	256
3	Address3	69.53%	178	100%	256
4	Address4	50.39%	129	100%	256
5	Address5	34.77%	89	100%	256
6	Country	1.95%	5	100%	256
7	Validate Address: addressLine1	65.63%	168	100%	256
8	Validate Address: addressLine2	15.23%	39	100%	256
9	Validate Address: addressLine3	23.05%	59	100%	256
10	Validate Address: locality	61.72%	158	100%	256
11	Validate Address: province	31.25%	80	100%	256
12	Validate Address: postalCode	73.44%	188	100%	256
13	Validate Address: country	2.34%	6	100%	256
14	Validate Address: MatchResult	3.13%	8	100%	256
15	Validate Address: MatchResultCode	3.13%	8	100%	256

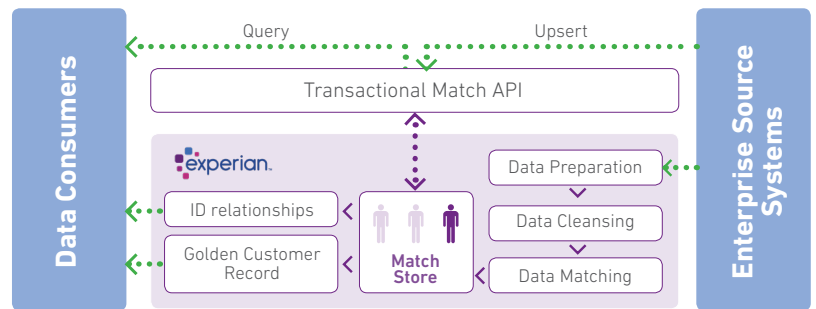
How?

Use Case 1 - Data Governance and Data Quality



Use Case 2 - Customer Identity Mastering

1. Build clusters of duplicates
2. Match any new duplicates or deltas to the right clusters
3. Establish golden customer record by matching and record prioritisation rules



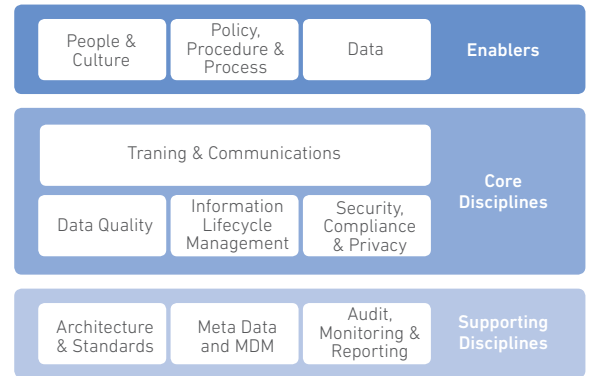
Data Quality is at the core of Data Governance. You need data that is accurate, complete and trustworthy. High quality data that guides better data governance strategies and makes it easier to identify compliance risks.

Business challenge

Many companies struggle to establish data governance initiatives. All too often, companies invest significant amounts of time, effort and money only to have their governance initiatives fail due to issues with the quality of the data itself.

- **Scale and complexity** of data requires more time, effort and money for Data Quality and Data Governance
- **Low Data Quality** negatively affects the business rules that are collected, prioritised, and validated for Data Governance
- **Managing Critical Data** Elements is crucial for business
- **Keeping up with Regulatory changes**, meeting the Compliance Requirements

Information & Data Governance



Client Story

Our client, one of the largest insurance companies in Australia had data quality issues with their member data. This impacted their ability to maximise its strategic and commercial outcomes.

They wanted to manage and harness the data captured to deliver a better customer experience. Their Data quality issues however were preventing them from moving forward.

Collibra Data Governance with Aperture Data Studio enabled our client to understand, manage and update data through sophisticated workflows configured for business needs, involving business data stewards and enabling them to make decisions and act. Aperture Data Studio provides the control mechanisms and guiderails to ensure better data quality, while quality programs monitor and track the alignment to those outcomes.

Key Benefits

Experian integration within Collibra is seamless. The Data Quality rules defined in Collibra can then be actioned directly within Aperture Data Studio. For our client this meant a much faster and cleaner migration of data. Data quality rules were set and complete within approx. 8 weeks.

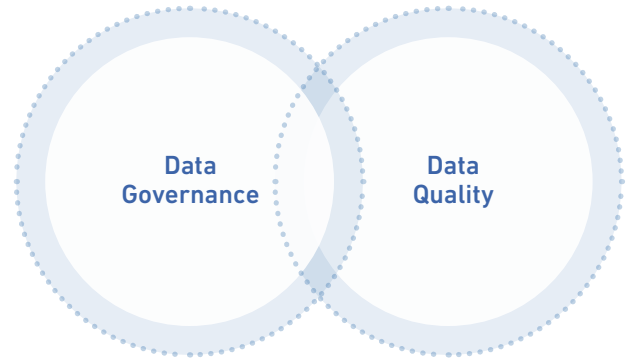
Experian's solution integrates and complements the solution offered by Collibra.

Improved control of business-critical data coupled with high quality insights meant there was a significant increase in overall business efficiency.



Data Governance and Data Quality

Experian Data Quality management for Collibra has been created by two of the market leaders in data governance and data quality.



It provides an end-to-end data governance and data quality solution.

With Experian's Data Quality Management platform, Aperture Data Studio, data owners, consumers and processors can ensure that their critical data elements governed through the Collibra platform is of the right quality and can be maintained over time.

The integration leverages Collibra Connect APIs to look for new rules and trigger changes within the Experian Aperture Data Studio workflows.

A screenshot of the Experian Aperture Data Studio web application. The interface shows a sidebar with navigation options like 'Details', 'Diagram', 'Pictures (1)', 'Quality', 'Responsibilities', 'References', 'History', and 'Files'. The main content area displays a report titled 'Customer Lifetime Value' with a 'Certified Level 3' status. A login form is visible on the right side of the screen, with fields for 'Username', 'Jobname', and 'Password', and a 'Log In' button. The background of the screenshot shows a blurred office scene with people working at a desk.

How it Works?

With Experian's Data Quality Management platform, Aperture Data Studio, data owners, consumers and processors can ensure that their critical data elements governed through Collibra platform is 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.

Key Benefits

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Market-leading tools ensure data governance initiatives are driven by accurate, complete and trustworthy data
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Expert consultancy assists in the design, development and implementation of an end-to-end data governance and quality solution
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Easy-to-install, user-friendly platforms get data citizens up-and-running quickly and deliver value fast

Contact our team to get started on your data governance, with data quality journey.