

Experian Ascend: Analytics on Demand

Better decisions, powerful insight and faster decision making - now accessible to all

How much of your strategic business decision making is based on instinct? Our research found that 40% of organisations still rely on subjective opinion to make decisions and less than a third feel that they can effectively use analytics to gain useful insight from data. In a market which is ever evolving through competitive and regulatory pressures, quick and accurate decisions to drive your business forward are increasingly important. How do you make faster, more reliable decisions based on a depth of insight that you have never seen before?

Analytics: A balancing act

We know that the amount of resource required for a typical analytics project is vast. From the identification and access of the data sources at the start through to extracting insight and presenting it in a business-friendly format – time, money and analytical expertise are the resources you require to meet business requirements. This, alongside the sophisticated technical estate required to support your projects, means it can become a balancing act between the quality and quantity of your projects. But what if you could increase the quality and quantity whilst keeping costs under control and access meaningful insight in seconds?

Introducing Experian Ascend Analytics on Demand

Experian Ascend Analytics on Demand is a powerful and secure analytics platform that gives you access to Experian's leading consumer bureau and a range of alternative data sources, including your own, on demand.

By equipping yourself with the analytics tools of the future within Experian Ascend, you can build a range of benchmarking, scorecard and customer management analysis on the platform in real time, before presenting

them in many interactive formats designed for presentation in the boardroom. Experian Ascend allows you to:

- **Co-create unique insight** by blending your own, 3rd party and a comprehensive range of Experian's market leading data sets.
- **Use future focused 'big data' modelling toolkits** Data modelling tools are integrated as standard with Machine Learning plug-ins available as optional.
- **Extract compelling decision-making material in seconds** Visualisation software is included and provides interactive mapping, charts and graph capabilities. Your model builds can also be easily integrated into automated decision making software such as Experian's PowerCurve.

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How can Experian Ascend benefit your organisation?



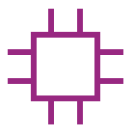
Instant, real time and unlimited access

Experian Ascend is available whenever you need it to be.



Access an anonymised version of the UKs

largest consumer credit bureau, trended, alternative and marketing data which is updated monthly so you can make decisions relevant for today's market.



Immense processing power means that

many queries are returned in seconds leading to quicker insights.



A hosted environment means that we take

all the hassle of data management away from you – allowing you to focus your analytics teams where it matters most.



No more fiddling around with reports

Extract insight into easily understandable formats for all levels of your organisation.



Flexible support Analytics consultancy and

support comes as standard with all our licences – we work in partnership with you to deliver valuable insight.

How can you use Experian Ascend throughout your business?

Experian Ascend gives you the freedom to combine, analyse and extract data to fit a wide range of business needs. Here are a few ways that Experian Ascend can unlock insights across your business:



Benchmarking – Compare business performance/demographics to competitors by industry sectors to identify opportunities.



Understand customers – Understand customers spending habits/affordability over time to inform risk management and customer lifecycle decisions.



Understand opportunities – Review rejected applicant performance to make improvements to the decision process.



Modelling – Build and evaluate a range of models and methodologies to create predictive economic models and calibrate your scorecards.

Why Experian?

Experian's ability to combine leading data assets, cutting edge analytics and world class consultancy all in one solution means you can partner with us to help make the most of the advancing analytics technologies.

Our expert consultants, backed with decades of experience in analytics solutions, will ensure that Experian Ascend is helping you to uncover the insight you need to grow your business.

To find out how
Experian Ascend
can unlock insights
for your business and
improve your strategic
decision-making
contact us on

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