

# Aperture Data Studio: powering data superiority in Experian's UK Data Office

Experian's UKI Data Office implemented Aperture Data Studio in 2021 to enhance data quality. Their activities include data onboarding, consulting, and operational data quality. The platform supports various use cases, streamlining operations, improving accuracy, and saving costs. It processes 63+ million consumer records monthly and has new governance features.

## Challenge

In 2021, Experian's flagship data quality management platform, Aperture Data Studio, was implemented within Experian's UKI Data Office. Deployed initially to help maintain and improve data quality, the solution has become integral to the Data Office team and supported Experian in achieving data superiority within the UKI market. Since 2020, the Data Office has steadily adopted Aperture Data Studio for a growing number of use cases. Critically, the solution has been integral to helping deliver data superiority in the Experian Bureau, ensuring high accuracy data and the best possible match rates to help promote fair outcomes for the UK's consumers. The product is now widely used across the division to achieve trusted data whilst delivering cost savings, revenue and more efficient operations.

With the recent launch of a new Data Catalog and Governance module to diversify and deliver additional value, the Data Office team are reviewing opportunities to utilise these new capabilities alongside existing use cases that include data onboarding, consulting, operational data quality and more.

## Solution

Aperture Data Studio was initially adopted by the Data Office Consultancy team to support Bureau data quality. With business users able to quickly build rules to check credit data against Bureau, SCOR (Steering Committee on Reciprocity) and regulatory (FCA) requirements, the solution reduced manual intervention, becoming the go-to tool for automated quality checking. Recognising its effectiveness and usability, the team have been able to leverage the platform to support clients through onboarding and first submission.

“Aperture Data Studio is our workbench, our eyes on the world, delivering a 360 view of our clients and products that allows us to consistently improve and deliver the experiences you'd expect from a market leader.”

**Diane Sawyer, Head of Data Architecture, Experian UKI Data Office**

From here, the Aperture Data Studio for Credit Data package was created to replicate the checks, monitoring and testing developed directly for client use, allowing furnishers to automate the CAIS submission process, rapidly identify and resolve problems and monitor the quality of their submissions in line with regulation.

## Results

- **30+** clients use the solution to automate monthly credit data preparation and submission
- **63+ million** consumer records flow through the platform each month, accounting for 13% of Bureau data
- Standard of Bureau data has improved

## Client Spotlight

- A leading UK bank have reduced the time taken to source and validate their credit data **from 24 hours to 90 seconds** using Aperture Data Studio, and now benchmark as having the best data quality in their peer group.
- A major telecommunications company, have delivered significant improvements to their data quality, **removing over 100,000 problem records**.

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**“I use Aperture Data Studio all the time to analyse data from the CAIS master file and to interrogate client files when running data enhancement projects. Historically, we sourced this kind of information from dedicated technical resource and it would take upwards of a week. Now, I get this information easily, often within minutes.”**

**Tim Adkin, Data Quality Consultant,  
Experian UKI Data Office**

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The Data Architecture team recognised the opportunity Aperture Data Studio offers to manage data in a structured, organised and reportable way. The team selected the product to support a programme focused on driving operational efficiency across Experian’s vast data estate. With disparate systems and data sources at play, it was necessary to build a connected ecosystem to deliver clarity, automation, and excellent customer service. Since integration, over 150 workflows and reports have been built, allowing the team to assess the quality of data across the estate, identify and fix data issues at source, reconcile and deduplicate data across systems, extract and monitor data on an ongoing basis, maintain data quality to business standards, and use root cause analysis to improve operational processes.

## UKI Data Office

This reporting underpins stringent data quality monitoring, which has streamlined operations and driven business improvement. For example, improving the quality and consistency of product data supports digitalisation of the Service Desk and better customer service.

Through a competitive tender process, Aperture Data Studio was selected as the ingestion tool of choice by the Data Office for Experian's migration to a cloud-based Bureau. The ingestion programme will standardise the approach and technology used to ingest data into the region's Bureau and other business areas. The platform will be used to validate and transform all external data used across the UKI business. Data will flow through the solution with key ingestion best practices including cleansing, validation and transformation applied before it is used by the business. Having observed Data Office's use of Aperture Data Studio, the EMS team selected the product via tender to replace an incumbent for ingestion, append, enrichment, suppression and return of client data. Data processes have been audited and redesigned to be reusable in the platform to avoid duplication and future re-work. The predicted cost savings are over \$400,000/year..



**With the Data Office, we have proven that Aperture Data Studio is a best-in-class solution that supports highly complex, enterprise-level data intelligence needs. They will continue to be a key collaborator in helping us refine our roadmap to build out the next generation of market-leading quality, cataloging and governance capabilities.”**

**Yao Li, Chief Product Officer, Experian Data Quality**

### Why Aperture Data Studio was chosen

- Efficiency
- Low/no code interface
- API capabilities
- Standardisation
- Talent retention

### Benefits

- Scalability: Aperture Data Studio will handle over 1bn records per month
- Speed to competency: The Data Office were able to establish a team of 18 roles in just one month with estimated salary cost savings of 30-40%.

### What's next?

With new governance and cataloging features, the platform now supports diverse use cases and enhances client value. As the product's popularity increases, various Experian divisions are collaborating with EDQ on use cases like data onboarding, cleansing, orchestration, enrichment, profiling, analysis, and reporting.