

Aperture Data Studio



Operationalise trusted, AI-ready data across your existing tech stack

When trust is uncertain, every data decision feels like a gamble, especially at AI scale.

Gartner reports that just 39% of technology leaders expect AI investments to deliver financial returns.¹

Organisations have invested in data visibility, governance, analytics and modern data platforms, but many still struggle to operationalise trusted data across fragmented environments. When data issues are found too late, regulatory and compliance risk increases, AI and business-critical programmes slow down, operational costs rise, and confidence in business-critical outcomes erodes.

Aperture Data Studio turns fragmented data into trusted, AI-ready intelligence that delivers real business outcomes. It embeds data quality, governance, and enrichment directly into workflows helping teams improve data where it lives and use it with confidence across decisioning, risk management, and operations. When paired with licensed Experian validation, reference data and enrichment capabilities, organisations can strengthen their trusted data foundations with real-world context.

Operationalise trusted data across your business

Activate trusted data across every workflow

Embed data quality, governance and guardrails into workflows so standards are continuously applied, not checked after the fact.

Scale faster with business-friendly tooling

Low-code workflows, rule suggestions, automation and AI-assisted function creation help teams move from issue discovery to action faster.

Prepare AI-ready data grounded in the real world

Validate, match and enrich data with Experian's trusted assets and expertise to prepare it for high-stakes AI, decisioning, risk management and operations.

Work across your data ecosystem without lock-in

Apply best-practice data practices across fragmented platforms, clouds and systems without forcing centralisation or replacement.

Data trust layer for your ecosystem



1. Gartner, "Successful AI Initiatives Invest Up to Four Times More in D&A Foundations," Apr. 16, 2026. Based on a global survey of 353 D&A and AI leaders conducted Nov-Dec. 2025.

Platform capability highlights



Data Observability

Monitor data health and quality, helping teams identify, investigate and address issues before they affect outcomes.



Identity Resolution

Match and resolve records across systems to create a complete, connected, reliable view of people, businesses and other entities.



Data Quality

Profile, cleanse, standardise and improve data so it is fit for operations, risk management and AI-driven use cases.



Contact Validation

Validate, standardise and enrich address, email and phone data to improve reachability, accuracy and customer experience.



Catalog & Governance

Improve visibility of ownership, approvals, roles and policy compliance to govern data consistently and build trust at scale.



Data Enrichment

Enrich records with trusted Experian data and insights to improve segmentation, decisioning, risk assessment and customer engagement.

Benefits delivered



Faster time to value



Lower cost and complexity



Business-friendly data quality



AI-ready data for trusted outcomes



Reduced risk, stronger control and compliance

Client value realised



St. James's Place

99.16% data quality score achieved



West Yorkshire Police

600% productivity improvement



Saga PLC

£300k savings & reduced duplicates

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Improved confidence in our data allows us to deliver real benefits to the community. With better insights, we make better decisions in resource allocation.

The **importance of this system cannot be underestimated** as there are mission-critical aspects to this work.

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— Maria Hopper,
Data Protection Manager, Cleveland Police

Operationalise trusted, AI-ready data across your existing technology stack with Aperture Data Studio. [Visit our website](#) to learn more or book a demo.