



Statement of Functions

iCoder Online

V1.0



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1 Statement of Functions – iCoder Online

iCoder Online is an online solution that enables authorised users to import a file of consumer data and enrich this file with the ConsumerView, segmentation and other demographic variables that they licence from Experian.

iCoder Online is accessed through a standard web browser with each user having their own username and password credentials; there is no requirement to install software on local IT infrastructure. iCoder Online utilises multi-factor authentication as part of the login process, requiring a user to provide additional information to log in, in addition to a standard username and password.

Functionality for a user may include:

- Ability to import data into the system in a flat file format, such as .csv
- Ability to map their data to pre-defined columns
- Ability for the system to carry out matching via matching algorithms to identify each record at Person (P), Household (HH) or Postcode (PC) and match it to Experian's demographic datasets
- Ability for users to select which of their available variables they want to append to their file. The variables available to a user are dependent on the license they take from us.
- Ability to submit a file to a queue. This file is placed in a processing queue and are processed on a shared infrastructure
- Once the file process is complete, a user can download their file; they are provided with a successful file, showing data and attributes, an unsuccessful / unmatched file, an audit report, and if they choose, a visual profile
- Ability to be delivered a visual profile which shows a user results from their input file in a visual format, using graphs and charts
- Output files include system data indicating the granular level at which the input record was matched, and a confidence score to indicate the closeness of the match



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