Aperture 3 & Experian: Data Quality & Governance

The Company

Experian is an information services and data analytics company, headquartered in Dublin, Ireland. With a history dating back to 1826, it has grown from a credit bureau to a global corporation. Experian sells data quality software and is one of the major players in the data quality software industry.

Experian's Global Presence & Financial Strength:

$7B	$1.2B	7%	30+	21K+	7K
Annual revenue	Net profit	Growth (2024)	Countries of operation	Employees	Corporate customers

The Market

Experian software aims at the data quality market and has recently extended into data governance via an acquisition (IntoZetta). There is no specific vertical industry focus; its software can be used in a wide range of industries. Although Experian's software has a lot of functionality needed for a master data management solution, it explicitly does not market itself as a master data solution.

The Technology

Aperture is the brand name of the Experian data quality software suite. The software is aimed at business users rather than IT departments. The software has a rich range of data quality functionality, from data profiling through to validation, merge/matching, deduplication, data cleansing, data enrichment and monitoring. A wide range of connectivity to data sources is provided through the use of Progress Software's Data Direct product. .

Key Features:

Monetary Impact Dashboard

Visualize monetary costs of data quality failure.

Real-time Validation & Enrichment

Phone, email, credit scores, and custom business rules.

AI-Powered Functionality

OpenAI's ChatGPT for natural language function generation (with plans for a proprietary LLM).

Governance Templates

Industry-specific solutions (e.g., FSA sales data regulation).

The Technology

Version 3 of Aperture Data Studio, available in Q2 2025, incorporates the recently acquired data governance functionality, including impact analysis. Business users are presented with a set of data assets that they can explore, and this includes one particularly useful and unusual feature. In the catalog, users can assign a typical cost of a data quality failure e.g. the monetary cost of a missed delivery due to a bad address, or the typical cost of a bad debt. The software monitors the quality of data against the defined rules and uses this knowledge to calculate the monetary impact of the data quality issues that it detects. Given the difficulty that many companies have in justifying data quality or data governance programs, this is a very useful feature.

Experian has long had real-time validation of emails and phone numbers, but this is now extended into a wide variety of use cases, supported by user-defined workflows based on defined business rules. Users can build out workflows to act as APIs that can be called to process single records at a given data capture point. This allows customers to use the same business validation rules anywhere. Experian is building data governance templates for some specific use cases, such as Financial Conduct Authority (FCA) sales data regulation in the UK market. At present, there is some AI capability to provide a natural language interface that generates business rules, scripts, and test values. These functions have specific training parameters designed to limit hallucinations. In time, Experian looks to expand this functionality to more areas of the software. Other features of the latest version include visual workflows, better tracking of data quality incidents, and improved scheduling and resolution of data quality issues. Experian's large sets of proprietary data mean that Aperture Data Studio is in a unique position to enrich customer data with data.

Summary

Experian is a large, indeed arguably the largest, data quality specialist vendor. Its strong parent company means that it has deep pockets, and access to the broader Experian data gives it a unique ability to enrich customer data. Its recent expansion into data governance is logical given how linked these two areas are. Experian should be on the shortlist of anyone looking at a data quality solution, especially use cases involving customer data.

Market Differentiation:

- Positioned as a data quality vendor with support for data governance
- Enrichment advantage from Experian's credit rating and information services
- Large user base and proven technology platform compared to some competitors

About The Information Difference

At the Information Difference www.informationdifference.com we offer in-depth analysis of the data management industry, in-depth analysis of the main vendors, assessments of the marketplace and white papers discussing key issues and best practice.

If you are contemplating a data management project, we can advise you on strategy, vendor selection and best practice.