

Experian: A Credit to Data Quality

The Company

Experian is an information services and data analytics company. With a history dating back to 1826, it has grown from a credit bureau to a global corporation with over \$7 billion in annual revenue and \$1.2 billion of net profit, and reported 7% growth in 2024. It is present in over thirty countries, employs over 22,000 staff and has clients in over a hundred countries. Within its software portfolio, Experian sells data quality software and is one of the major players in the data quality software industry, with over six thousand corporate customers.

Experian is headquartered in Dublin, Ireland.

Visit their website: <https://www.experian.com/business/solutions/data-quality>

Company Name Global Presence & Financial Strength:

>\$7,500M	100+	23,000+	7,000+
Annual revenue	Countries with customers	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.

Overview

Experian Aperture Data Studio is a broad-based data quality product, with a wide range of functionality including data profiling, record matching, and data cleansing. It has established a huge global customer base and the ability to enrich data with its unique level of access to Experian data. The intuitive user interface of Aperture Data Studio is firmly aimed at business users rather than technologists, extended recently by its AI-driven natural language interface. This encourages ownership of data quality by the business lines rather than the IT department, as does the useful financial impact feature.

Key Features:

Proprietary Datasets	Mature DQ workbench	Impact Analysis	Large Customer base
Unique access to the vast databases of Experian data on businesses and consumers for data enrichment.	Aperture Data Studio has a comprehensive set of pre-built validation and transformation functions, with drag and drop visuals aimed at business users.	The catalog and governance layer lets organisations manage data assets and their owners. Unusually, this extends to quantifying costs of poor-quality data.	Experian have the largest customer base of any data quality vendor, with a long track record, especially around customer data.

The Technology

Experian's data quality software suite is called Aperture Data Studio. The software is aimed at business users rather than IT departments. The solution 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. 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 is building data governance templates for some specific use cases, such as FSA sales data regulation in the UK market. There is an AI-driven a natural language interface that generates business rules, scripts, and test values in response to user prompts in natural language. These functions have specific training parameters designed to limit hallucinations. In time, Experian will look to expand this functionality to more areas of the software.

Competitors

Experian competes with traditional data quality vendors such as Ataccama, Informatica, Talend (now owned by Qlik), IBM and Precisely. To a lesser degree, it competes with data observability tools such as those from Monte Carlo, Anomalo, Soda, Acceldata, Metaplane and Bigeye.

Summary

Experian is a large, indeed arguably the largest, data quality specialist vendor. Its strong parent company means that it can continue to innovate, 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:

- Unique level of access to Experian data for enrichment
- Strong track record for customer data in particular
- Internal catalog including data lineage and impact analysis
- Visual data studio including integrated LLM interface.

"We needed a partner that truly understands our business and has the tools to handle the high volumes of data that we are processing"

Ashraf Adil, Director of Ops, Yodel

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 practices.

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