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The importance of commercial data overlap analysis





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Introducing:

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Experian
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Experian





Agenda

- Questions business professionals face everyday
- Master Data Management (MDM) is the answer
- MDM insights
- How MDM transforms data through data integration
- Case studies
- Summary
- Q&A





Questions...

How many **customers** do I have now? After the acquisition?

We just acquired a **company** what is the overlap of suppliers and customers....?

What **upsell potential** do they represent?

Which **markets** are my **strongest**?

How do I maximize my **spending capabilities**?



How do I **find new markets**?

How do I **manage my suppliers** effectively?

How do I ensure a **streamlined purchasing operation**?

Master Data Management

“ Master data management is a program, not a one-time project – and immediate business value can be achieved. A business-driven, phased approach to build momentum for MDM can immediately empower the business without disrupting operations. ”

— Faisal Shah

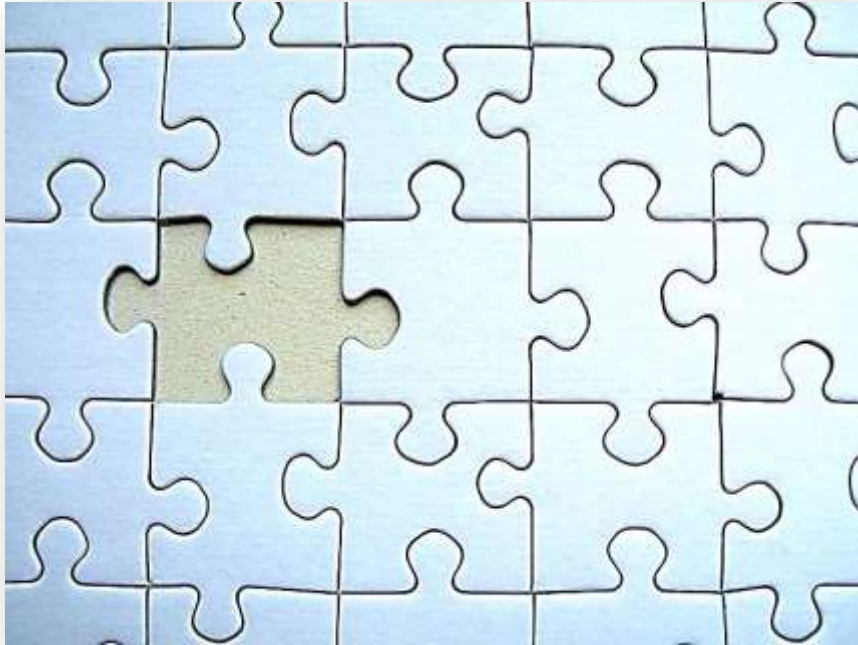


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MDM is the answer...



Apply robust master data management techniques to:

- Answer questions
- Solve challenges
- Deliver expected value



MDM insights

- CRM files
- Supplier master
- ERP
- Payment / collections data
- Internal customer data

- Analytic capabilities
- Data enhancement services
- Marketing prospects
- Reporting and analytics

- Single view of customers and suppliers
- Master database
- Use for spend analysis, supplier analysis, and customer segmentation



A holistic approach to MDM





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How MDM transforms data through data integration



Identify businesses

- The first step is a common ID
- Experian uses Business ID Number (BIN)
 - ▶ Unique identifier
 - ▶ Created and assigned to actively reported businesses
- Persistent
 - ▶ Associated with all name / address variations
 - ▶ Used in data aggregation
- Consistent
 - ▶ Business at location
 - ▶ Augment and cleanse data





Data integration with MDM

I have multiple databases, how do I identify my customers, suppliers and acquisitions?

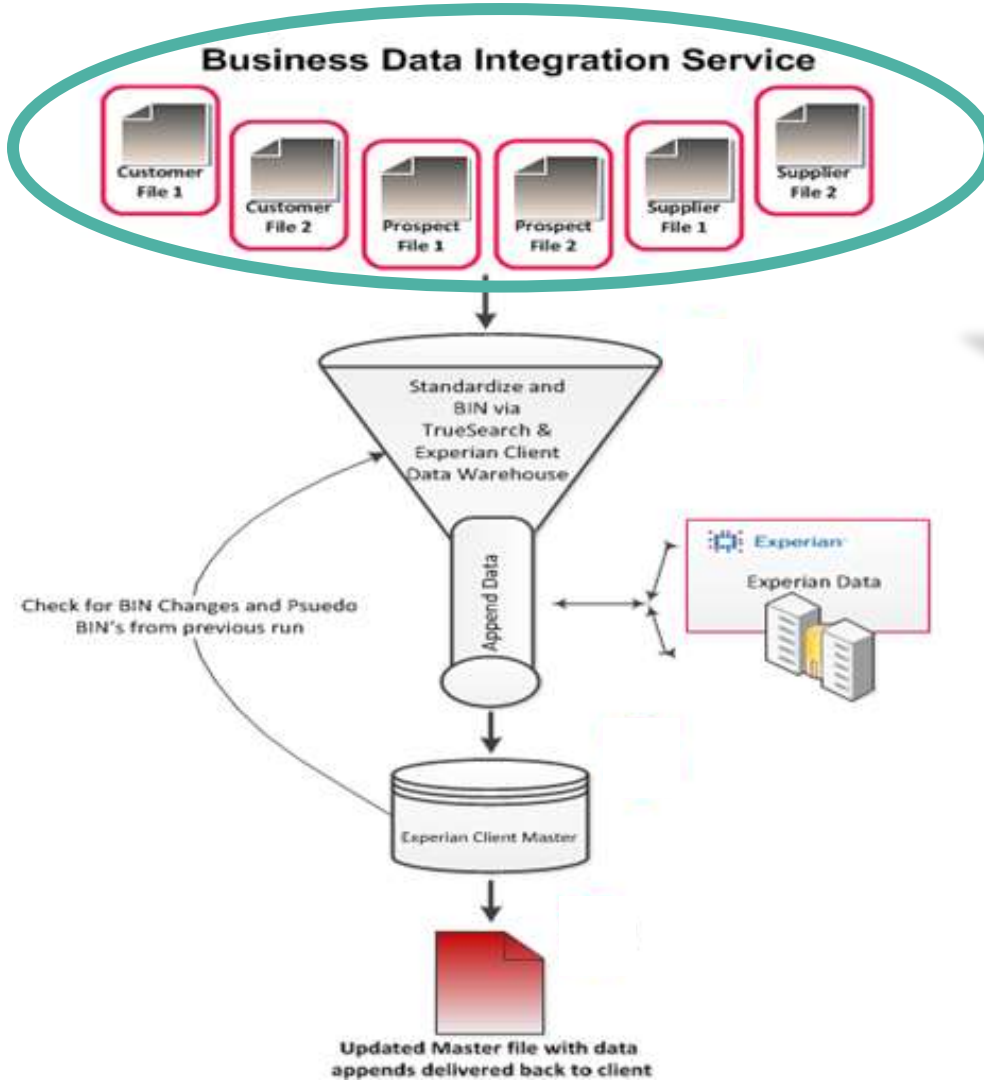
- Identify and analyze customer overlap
- Calculate total exposure for risk / spend
- Reconcile records within multiple systems
- Leverage customer / supplier relationships
- Increase negotiating power





Data integration Step 1

Organize



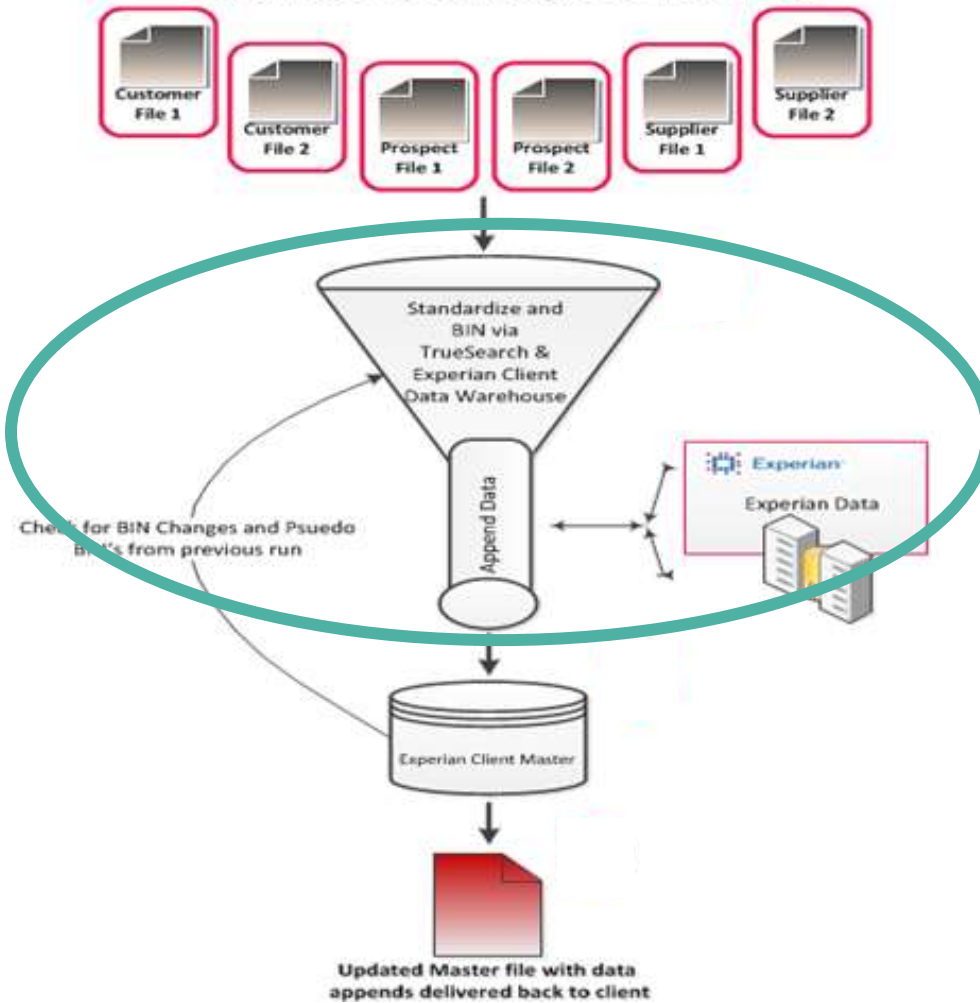
- Cleanse
- Standardize
- Match
- Link to family members
- Single view of customer



Data integration Step 2

Analyze

Business Data Integration Service

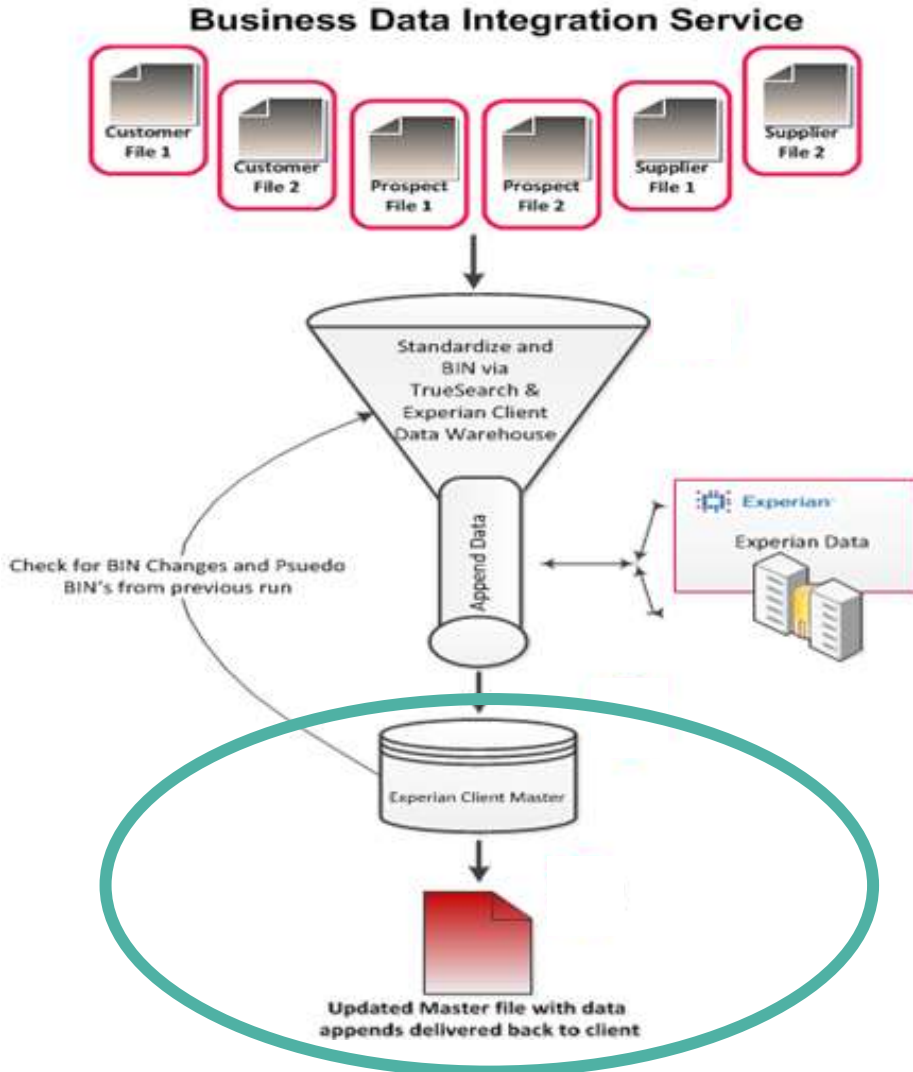


- Create a master file
- Manage accounts
- Uncover overlap



Data integration Step 3

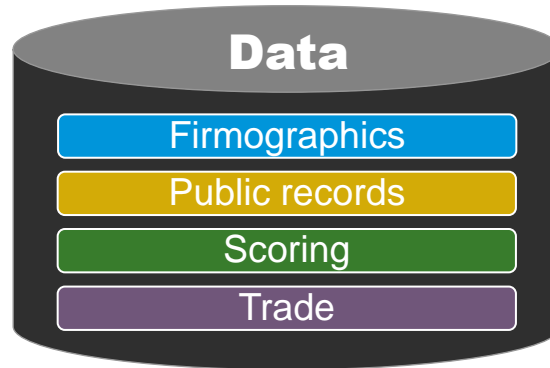
Maximize



- Identify growth opportunities
- Leverage existing customer relationships
- Decrease risk exposure
- Reduce inefficiencies



MDM data sources



Firmographics

- Address, phone
- Industry
- Employees, sales
- Linkage

Public records

- Liens
- Judgments
- UCC filings
- Bankruptcy

Scoring

- Risk assessment
- Stability assessment
- Score factors

Trade

- Counts
- Balances
- Aging
- Trends

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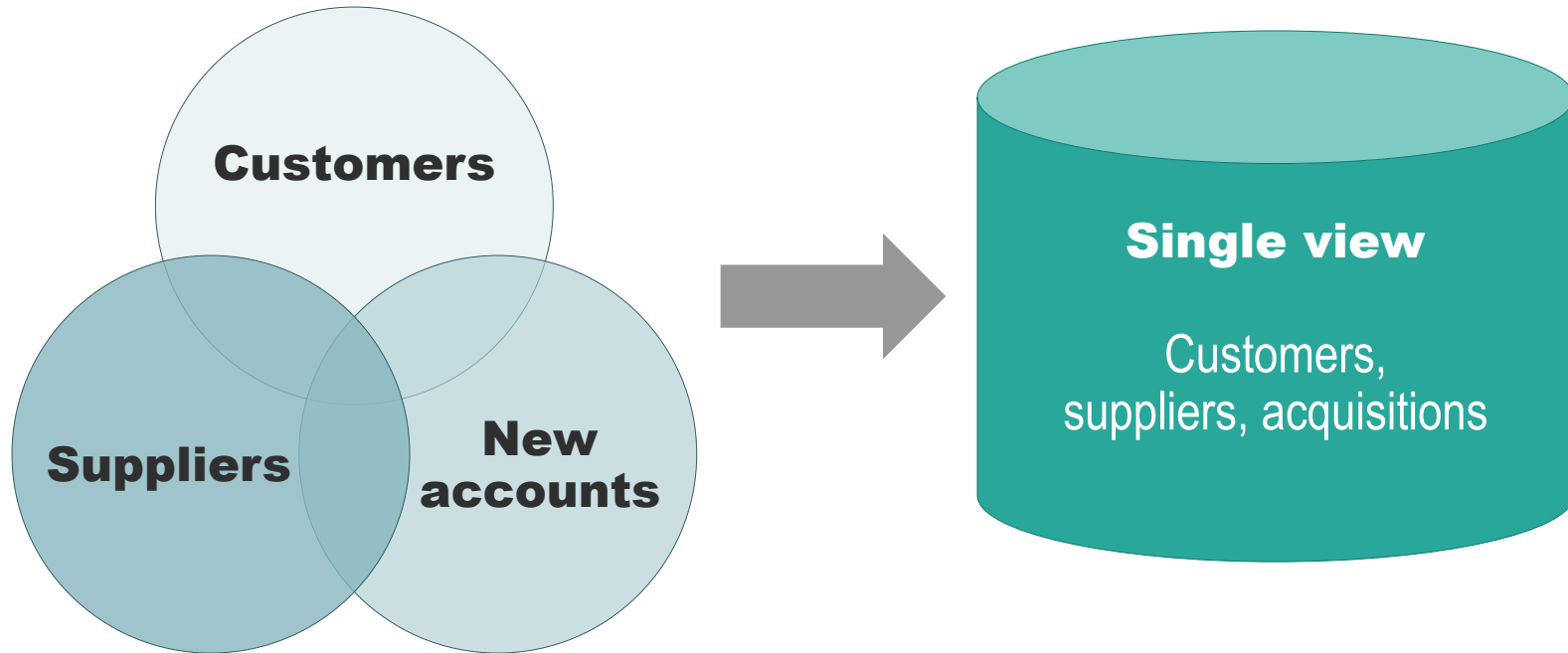
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Data integration results



- Management information reports
- Identify duplicates
- Pinpoint common customers and suppliers
- Improve understanding of customer value and potential risk



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Case study



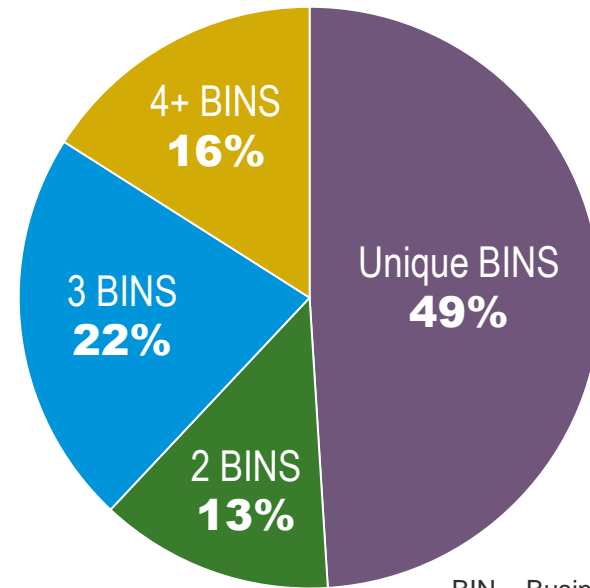


Case study

Large financial

Data cleansing and integration

- Multiple portfolios
- Acquisitions
- Duplicate records
- Aged address information



BIN = Business ID Number

Of the records with duplicates:

- Over 50% of the records associated with 2+ businesses
- 22% of the duplicate records associated with 3 businesses
- 16% of the duplicate records associated with 4+ businesses

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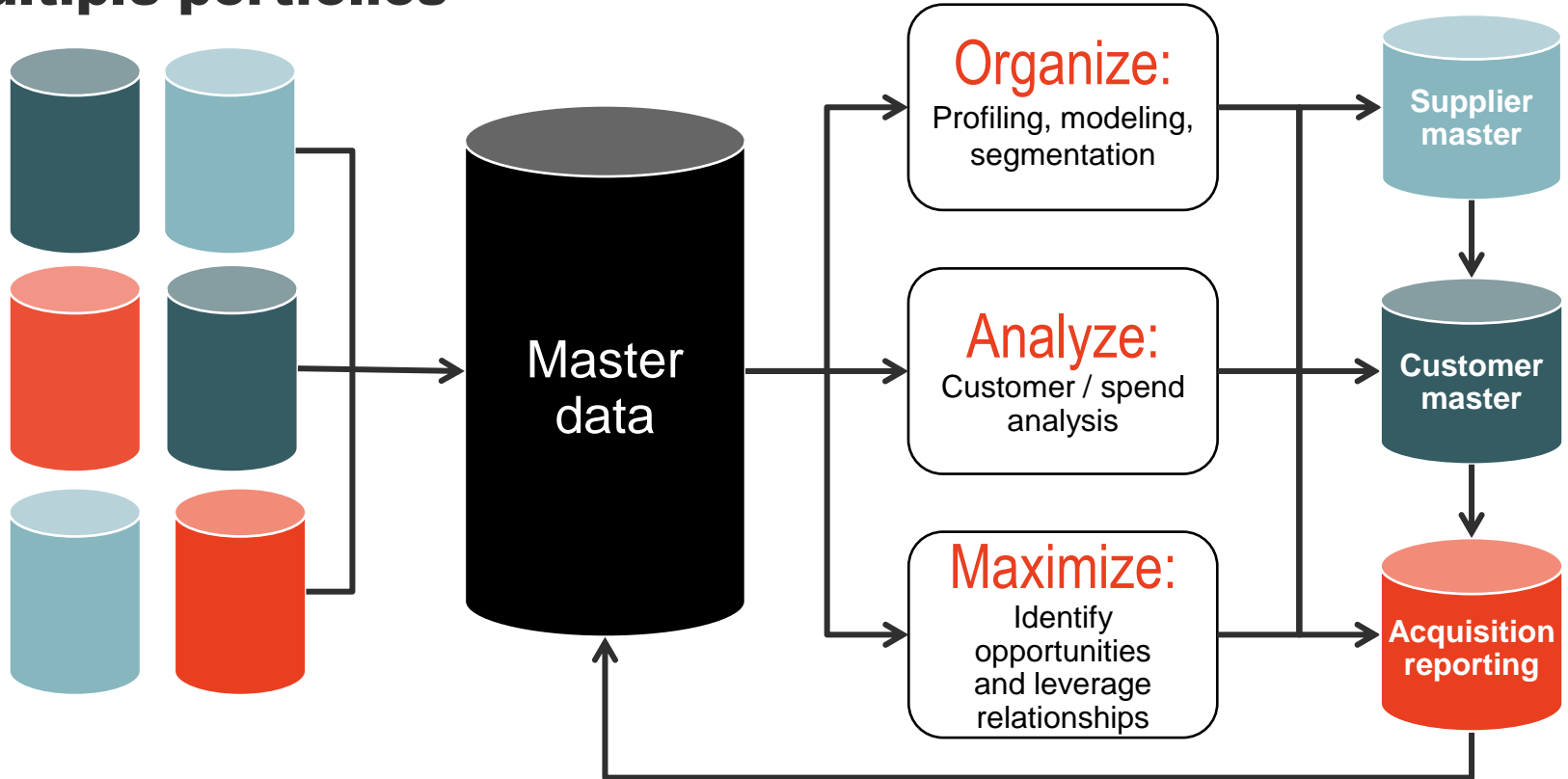
Summary





Completing the loop

Multiple portfolios



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Benefits

Supplier

- Supplier reduction
- Patriot Act compliance – diversity
- Dependency
- Negotiations

Customer

- Customer analysis
- Risk and credit mediation
- Intelligence for customer acquisition
- Balance of trade

Acquisition

- Strategy
- Identify opportunity area quickly
- Speed up the merger process
- Leverage data



In closing

Organize

- De-dup customers and suppliers
- Add value with consistent data

Analyze

- Make consistent, informed decisions
- Efficiently evaluate and plan

Maximize

- Quickly identify areas of opportunity
- Increase revenue and decrease expenses





Remember...

Organize

Analyze

Maximize

...that's how you **win the game!**



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Questions?





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 Excellent Above average Average Below average Poor

2. How would you rate the presenters' delivery?
 Excellent Above average Average Below average Poor

3. How would you rate the presenters' time management?
 Excellent Above average Average Below average Poor

4. How useful was the session information?
 Very useful Somewhat useful Neutral
 Somewhat not useful Not useful

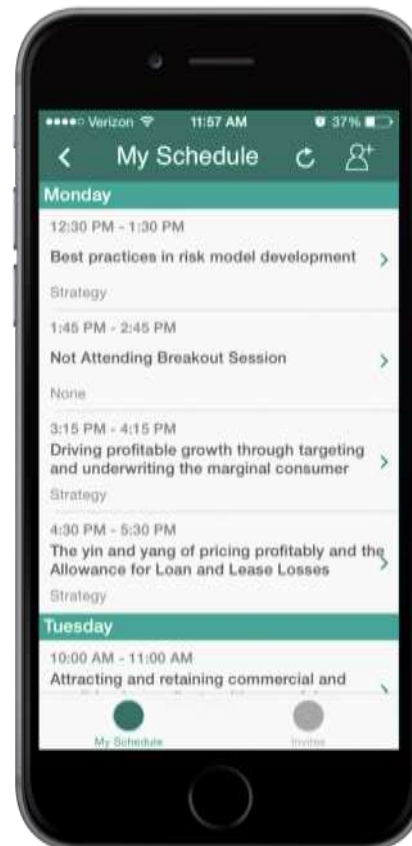
5. How would you rate the session on being current?
 Very current Somewhat current Neutral
 Somewhat not current Not current

6. How relevant was the session content to the title and description?
 Very relevant Somewhat relevant Neutral
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7. How would you rate the level of content?
 Too advanced Just right Too basic

8. Why did you attend this session? (Check all that apply)
 Relates to my business The presenter(s) Interest in new product
 Compelling session description Increase product knowledge

9. Do you have any additional comments?





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