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**the file.**

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Data Breach  
Case Study of  
Lessons from the  
Field Experian ...  
Case in Point:  
One university  
had the guts to**

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**be open and transparent about a data loss incident, setting a good example for other organizations no matter the industry. Upon discovery of the incident, the university**

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**Study - MIRACL**

**We are proud to be partnering with Experian for this, and we are proud to be serving**

**Myanmar.” Mark Flaming, Chief Digital Officer, Yoma Bank.**

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awarded the  
Best Data and  
Analytics. Read  
more about the  
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revolutionise  
banking in  
Myanmar.**



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Increasing  
conversions for  
B2B products  
in... Experian  
Business Express  
and Experian  
B2B Prospector  
are two of  
Experian's  
marketing**

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**products that are aimed at businesses who want to find and qualify new business customers in the UK.**

**Credit Risk and Marketing Case Studies | Experian Using AWS,**

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**Experian has built a big-data processing platform called Experian Ascend that will enable integrated analysis, development, and deployment of analytical and decisioning solutions for customers**

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**against 15 years  
of full-file U.S.  
credit data in the  
cloud. Experian  
is a global leader  
in consumer and  
business credit  
reporting and  
marketing  
services, with  
annual revenue  
of more than \$4  
...**

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**Blog - Experian**

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**Study Zero**

**Knowledge,**

**Government and**

**Financial**

**Services.**

**Experian chooses**

**zero-knowledge**

**proof to power**

**its product for**

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**Gov.UK Verify.  
To ensure that  
UK citizens using  
Gov.UK Verify  
have secure  
access to their  
online accounts,  
...**

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Case Study:  
Center Parcs**

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**Hear Adi Clowes,  
Head of Data and  
Analytics for  
Center Parcs,  
discuss why the  
UK's leading  
short break  
holiday provider  
uses Experian's  
data validation  
platform and  
linking  
technology to  
deliver...**

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Racing: Bringing  
the single  
customer view to  
life. This IDC  
Market Note  
highlights Arena**

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**Racing  
Company's  
transition to a  
new data  
management  
suite based on  
Experian  
Aperture Data  
Studio to support  
its initiative for a  
single customer  
view (SCV).**

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**Study - Amazon  
Web Services  
(AWS)**

**Case Study:  
Experian. Apr 9.  
Written By Jay  
Ayd. How  
Experian is  
helping the UK  
economy through  
the Coronavirus  
pandemic. By  
Jonathan  
Westley. The**

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**COVID-19  
outbreak has  
changed the way  
we all lead our  
lives.**

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Business Pledge  
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Experian Cisco  
ACI provides  
Experian the  
foundation for**

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**global data  
center  
connectivity  
Experian, a  
global leader in  
consumer and  
business credit  
reporting and  
marketing  
services with  
clients in more  
than 80  
countries, chose  
to standardize**

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**on Cisco ACI and  
the Nexus 9000  
as its data center  
fabric.**

**Yoma Bank Case  
Study - Experian  
Hidden in plain  
sight. Sometimes  
the answer can  
be hidden in  
plain sight. For  
Experian, this  
was the case**

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**when**

**investigating**

**high drop off**

**from its order**

**page. “When we**

**started to really**

**focus on**

**optimizing**

**individual pages**

**on our site,**

**SessionCam**

**quickly proved**

**its value,” says**

**Aliur Rahman,**

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# **Head of Digital Optimization & Personalization Delivery.**

**Experian Case  
Study | Case  
Study Template  
An Experian Case  
Study.**

**Experian's  
DataLabs were  
established in  
2010. Comprising**

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**of expert data scientists they focus on new data, advanced ... The use cases of Trusso extend beyond Open Banking. It provides an approach and architecture that solves many Big Data problems.**



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First Financial  
Asset  
Management  
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Utilizing  
Experian's  
Collection  
Triggers SM  
product, First  
Financial Asset  
Management  
collected \$3.5**

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**million – a  
return of \$72 for  
every \$1 spent  
on trigger data  
within two years.  
The company  
simultaneously  
improved its  
operational costs  
associated with  
the collection of  
these and similar  
customer  
accounts.**

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**Cisco Case  
Study: Experian -  
Cisco  
Since 2015  
Experian have  
worked with a  
leading provider  
of financial  
services, who  
have over 30  
years'  
experience  
providing**

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**consumer and  
business lending,  
to thoroughly  
understand their  
most responsive  
audience for  
personal loans  
and reach them  
via email  
marketing.  
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case study**

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for Equitable  
Disaster  
Recovery. SP  
Group utilized  
Experian data  
combined with  
Hurricane Harvey  
damage data  
from the Federal**

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**Emergency  
Management  
Agency to  
identify the  
neighborhoods  
that are most  
vulnerable to the  
negative impact  
of property  
damage due to  
their underlying  
economic  
conditions  
exhibiting high**

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**distress - the  
greatest need  
neighborhoods.**

**Case study: Saga  
services | Latest  
Thinking Blog -  
Experian  
Experian Case  
Study The  
Business  
Information  
division within  
Experian® , the**

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**global  
information  
solutions  
company,  
identified the  
need for a  
number of  
communications  
solutions to  
support key  
objectives:  
increasing  
efficiency,  
improving**



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**customer service  
and reducing  
overhead costs.**

**An Experian Case  
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how home equity  
lender, Spring  
EQ, leveraged**

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**Experian Boost™, which captures the value of consumer's utility and telecom trade lines, to help applicants near approval or risk thresholds qualify for better loan terms and conditions.**

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**Experian Case Study | Engagedly Case study: Saga services Saga sees instant savings from using Experian's fraud solutions in their processing. Saga is a British company focused on supporting**

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**the needs of those aged 50 and over and currently serves more than 2.7 million customers.**

**Data Breach  
Case Study of  
Lessons from the  
Field - Experian  
Experian Case  
Study:**

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**Customized, User-Friendly Performance Platform**

**Increases Employee Engagement**

**“There were a lot of costs to doing performance review the old way.” When Mark Nemeth, Head of**

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**Performance  
Optimization,  
began his  
position at  
Experian Data  
Quality, he found  
himself wading  
(or, more likely,  
drowning) in a  
sea of Word  
documents—one  
for each  
employee's  
annual**

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**performance ...**

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SessionCam  
Experian  
Marketing  
Services  
embedded a  
team of  
marketing,  
planning and  
data experts that**

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**worked with  
Boden to  
transform their  
marketing  
approach,  
looking at a four-  
pronged  
transformation  
involving: data,  
models and  
insight, strategy  
and planning,  
and system  
access.**



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**Services**

**This case study**

**explains how**

**LEAF, an**

**equipment**

**leasing and**

**financial**

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**company for  
dealers,  
resellers,  
manufacturers  
and distributors,  
is able to stay  
competitive by  
refining its  
business  
strategies and  
focusing on  
development of  
more profitable  
account**

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**relationships  
with Experian  
business credit  
reports as well  
as membership  
in the Small  
Business Credit  
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