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# Aperture Data Studio

## Securing the best data, to drive the best business outcomes

Business leaders underestimate the amount of bad data they have and the negative impact of it. Not only does bad data hinder IT initiatives, it can impede daily business operations and broader critical investments. Having accurate, trusted data allows for an increased competitive advantage in the form of better customer experience, more accurate decision-making, increased innovation, and more efficient business practices.[1]

Aperture Data Studio combines self-service data quality and globally curated data sets in an intelligent data quality and enrichment platform. It empowers modern data practitioners to rapidly build the most consistent, accurate, and holistic view of customers. The Aperture Data Studio platform is designed to help you tackle your most pressing data quality challenges, from gaining a single customer view to improving operational data quality, assisting with data migrations and enhancing accuracy in compliance reporting.

### Features

✔ Workflows

✔ Files, databases and cloud stores as datasets

✔ Data Views

✔ Extensibility

✔ Data Tagging

✔ In depth Data Profiling

✔ Data validation – rules-based

✔ Address Validation

✔ Email and Phone Validation and Verification

✔ Data Enrichment

✔ De-duplication and harmonisation

✔ Software Development Kit (SDK)

40% of individuals within the business do not trust data insights[1]

50% of people surveyed say that good data helps to improve the customer experience[1]

At Center Parcs we're committed to our vision of delivering the most personalised and proactive guest experiences at every single touchpoint. That relies on our ability to bring together millions of interactions, combining the voice of the customer with good quality data, and delivering it back to the business.

— Adi Clowes, Head of Data & Analytics, Center Parcs

(1) - Experian 2020 Global Data Management Research Report

## Benefits

### Multiple deployment options

Aperture Data Studio is a self-contained web-based application that runs on physical hardware or virtual machines, on-premises or in the Cloud. You can chose the deployment type that best matches your need and either execute a simple Windows file, deploy a Linux container, or if relying on IT to stand up your own infrastructure is a challenge, you can also opt for our Hosted and Managed service.

### Flexible platform

Aperture Data Studio is hyper-connected and extensible; natively supporting over half a dozen file formats and comes with dozens of JDBC source connectors. You can easily access all data sources and your IT infrastructure from one place to build your own sophisticated data manipulations.

### Ease of use

The drag-and-drop visual workflow builder enables you to quickly and easily build sophisticated data quality processes and share them with colleagues in a few hours. Share re-usable functions securely across the business that support best practice and reduce errors.

### Automatic validation & enrichment

Machine learning simplifies complex tasks such as address validation and finding duplicates and also helps with data tagging and identifying sensitive data. Continuously verify that you have valid consumer data to improve communications and analytics and reduce risk. You can also validate and enrich your data against Experian curated data sets, enhancing your data in a few simple clicks. The platform uses augmented machine learning to speed workflow creation and rules optimsation.

### Secure collaboration

The platform facilitates collaboration between data practitioners with varying skill sets and needs. You can share trusted data views, validations, and transformations to provide consistency and accuracy, and control. You can also easily audit your workflow processes and have full version control.

### Faster time to value

Aperture Data Studio can be implemented and start being used the same day allowing you to get value from the tool immediately.
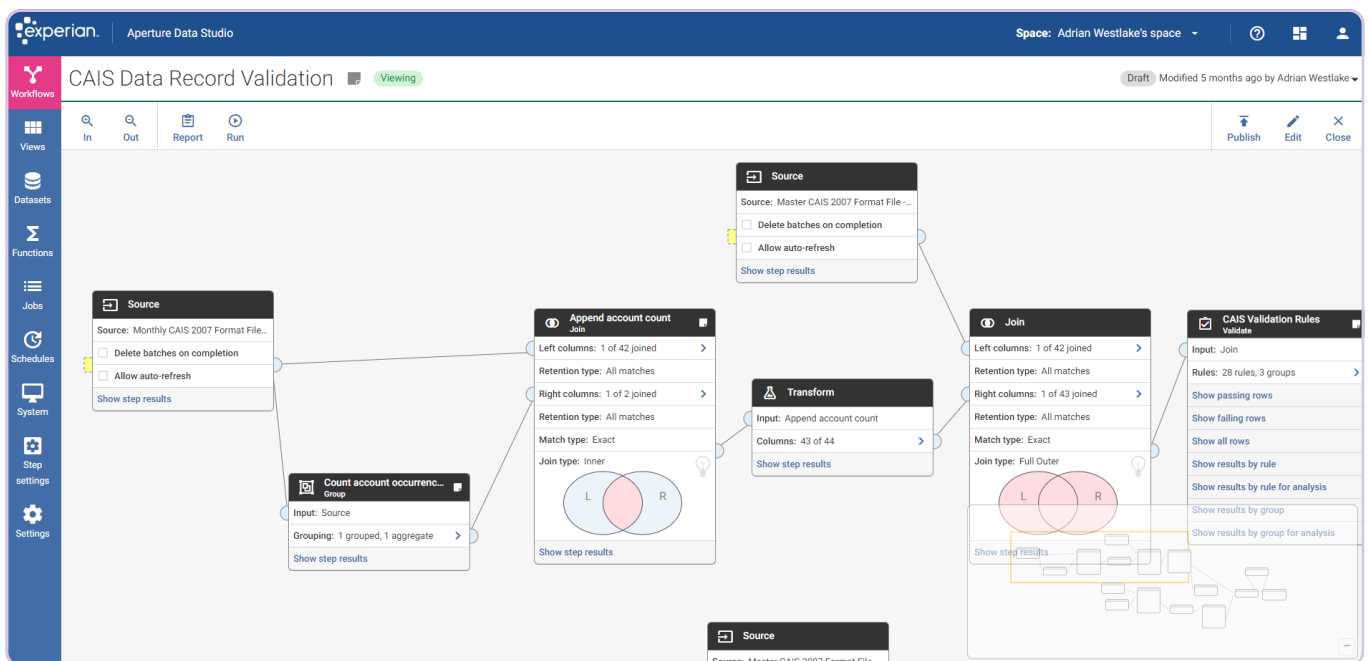
Operationalise your data quality initiatives and deploy self-service solutions faster than if you had to rely on others or IT.

# Aperture Data Studio

## How it works

- Logically compartmentalise your systems

- Divide your own work areas, control who has access to it in your own unique 'space'

- Transform and validate your data with over 100 preconfigured data evaluation functions that can be reused

- Build and share complex data procedures

- Share objects across users and teams to increase productivity, standardise processes, and record best practice

- Create data 'views' of pre-prepared and curated data for use by others

- Connect to a range of popular file-based data formats and a large customisable range of databases and system records using JDBC

- Train the platform to identify your own specific data tags based on Machine Learning Training algorithms

- Rapidly discover data issues in all kinds of data using in-depth data profiling to identify characteristics of your data against 70+ metadata attributes

- Build your own sophisticated business rules for use with your data

- Standardise, verify, and correct addresses, phone numbers and email addresses

- Obfuscate, hash, mask and hide sensitive data before sharing

- Permission object security to ensure appropriate access to data

- Validate and enrich data with Experian and third-party data sets

- Apply AI powered fuzzy based de-duplication and data blending and harmonisation to create golden record stores for use as single customer views

- Extend the solution using our SDK and APIs, making data quality an integral part of everything you do



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