Product Sheet

Data management for enterprise

Increase the value of your CRM or ERP investment with ongoing accurate data

Integrate our data management products with your SAP, MS Dynamics 365, and Salesforce systems

Transform your data

Experian's data management integrations allow users to validate addresses, emails, and phone numbers in real-time easily integrates into enterprise applications:

We validate the data at the point of capture into your CRM and ERP, giving you a more accurate view of your customers as well as saving you time and money wasted on dealing with corrections before it travels downstream and affects day-to-day activities.

The business benefits

Gain confidence in the data that enters your enterprise application and drive value from your business's most important asset – your data.

Informed decision making
By improving the quality of your data, you will develop a robust platform for reporting and analysis that will deliver valuable findings about the customer.

Single Customer View
Your enterprise application should represent the single truth behind the data you hold. Mistakes result in errors and costs being incurred - our integrations help to create that complete view of all your customers.

Improved business efficiency
Correct contact data is essential for more efficient sales follow up, streamlined invoice-to cash procedures, targeted marketing communications, efficient logistics and supplier relations, financial regulation compliance and clearer information for analysis and reporting.

Improved brand perception
Ensure a customer forms a good impression at every touch point with your organisation, to boost loyalty and repeat business. From something as simple as capturing a contact's full address from minimal information, to more complex objectives like forming a single record in your CRM system; your customers expect you to get their details right.

Support for regulatory compliance
By introducing validated data entries into your enterprise application, you will be able to build a solid data foundation supporting your business with thriving under data regulations like GDPR.

Targeted communications
Accurate customer and prospect information will ensure your communications can reach the right contact at the right time. This will result in more cut-through, better informed customers and prospects, and stronger relationships.

Approved partner
We are approved Salesforce, Microsoft, and SAP Partners with our data management capabilities available as an app on the Salesforce AppExchange.

Protect your CRM and ERP investments today – email or call us now to get started.

Email us
dataquality@experian.com

or give us a call
0800 197 7920

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