

# Experian QAS

Software and services to manage contact data effectively



## Experian QAS

Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers, prospects, suppliers and employees. Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of this data to improve business processing, financial performance, efficiency and the customer experience.

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### Contact data management

Experian QAS provides software that acts as the primary point of interaction between the user and their data. It helps organisations to manage data processes better and enrich the level of contact information held within data systems. Key propositions within the Experian QAS product range include data auditing and standardisation, validation and cleaning, matching and deduplication, as well as suppression and enhancement. Specialist authentication solutions are also available to meet the growing demand for electronic identity verification in the wake of rising ID-related crimes.

### Benefits of contact data management

Experian QAS software and services bring tangible benefits to organisations by cleaning, maintaining and enhancing contact data. With organisations estimating that they waste up to 19% of revenue or funding due to poor data<sup>1</sup>, there are obvious financial, customer service, and process benefits gained through managing contact data effectively. Implementing a contact data management strategy ensures that business processes are smoother, data quality improves and that intelligent business decisions are based on accurate and up-to-date

<sup>1</sup>Global contact data management report January 2008, Contact data: the profit maker or the neglected asset?

Experian QAS  
George West House  
2-3 Clapham Common North Side  
London SW4 0QL  
T 0800 197 7920  
www.qas.co.uk  
www.qas.ie



contact information. Products offered by Experian QAS allow organisations to execute their contact data management strategy independently, or, with the help and support from the QAS Professional Services team.

#### **International**

Outside the UK, Experian QAS has offices in Europe, North America and Asia Pacific, where the company continues to see significant growth and new customer acquisition. The success of Experian QAS within these countries confirms the increasing importance of contact data management on a global scale.

#### **Customers**

Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of their contact data. Experian QAS customers cover many industry sectors including retail, leisure, finance and the public sector. Examples of customers include O2, Chelsea Football Club, Comic Relief and Surrey Police. In addition, a wide range of Experian QAS business partners sell QAS software within their own applications. Experian QAS products have been developed and certified for use within leading applications from Microsoft, SAP and Oracle®, including PeopleSoft Enterprise, Siebel CRM and JD Edwards EnterpriseOne.

#### **QAS Professional Services**

Combining extensive consultancy and training expertise, the QAS Professional Services team is available to provide advice and support to ensure you get the most from your software or services investment. In addition to helping with product integration work, QAS Professional Services can work with you to:

- Produce a data quality strategy for the ongoing improvement of your data
- Carry out a free data MOT to help you understand your contact information better
- Reduce integration time, whether it be in to your own bespoke application, or one of our partner applications
- Ensure a high return on investment
- Significantly reduce reliance on external experts for future maintenance and enhancement of your system

#### **Award-winning products**

Award-winning Experian QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support.

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**For more information please contact us:**

**T 0800 197 7920**  
**E [info@qas.com](mailto:info@qas.com)**  
**[www.qas.co.uk](http://www.qas.co.uk) / [www.qas.ie](http://www.qas.ie)**

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Nottingham NG80 1TH.

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