Product sheet

Aperture Data Studio

Operationalize trusted, AI-ready data across your existing tech stack

When trust is uncertain, every data decision feels like a gamble, especially at AI scale.

Gartner® reports that just 39% of technology leaders expect AI investments to deliver financial returns.[1]

Organizations have invested in data visibility, governance, analytics and modern data platforms, but many still struggle to operationalize trusted data across fragmented environments. When data issues are found too late, regulatory and compliance risk increases, AI and business-critical programs slow down, operational costs rise, and confidence in business-critical outcomes erodes.

Aperture Data Studio turns fragmented data into trusted, AI-ready intelligence that delivers real business outcomes.

It embeds data quality, governance and enrichment directly into workflows helping teams improve data where it lives and use it with confidence across decisioning, risk management and operations. When paired with licensed Experian validation, reference data and enrichment capabilities, organizations can strengthen their trusted data foundations with real-world context.

Operationalize trusted data across your business

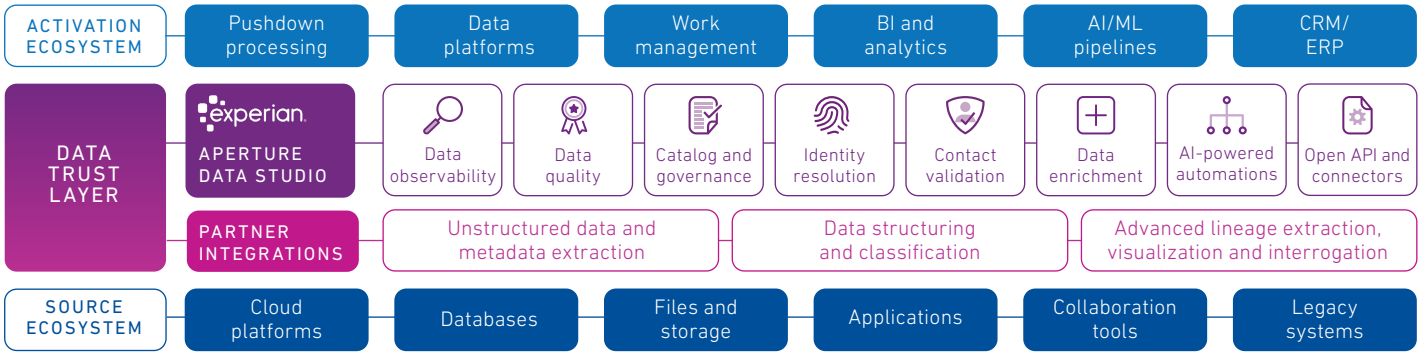
Activate trusted data across every workflow
Embed data quality, governance and guardrails into workflows so standards are continuously applied, not checked after the fact.

Prepare AI-ready data grounded in the real world
Validate, match and enrich data with our trusted assets and expertise to prepare it for high-stakes AI, decisioning, risk management and operations.

Scale faster with business-friendly tooling
Low-code workflows, rule suggestions, automation and AI-assisted function creation help teams move from issue discovery to action faster.

Work across your data ecosystem without lock-in
Apply best-practice data practices across fragmented platforms, clouds and systems without forcing centralization or replacement.

Data trust layer for your ecosystem



[1]Gartner, Successful AI Initiatives Invest Up to Four Times More in D&A Foundations, April 16, 2026. Based on a global survey of 353 D&A and AI leaders conducted Nov.–Dec. 2025.

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Platform capability highlights

Data observability
Monitor data health and quality, helping teams identify, investigate and address issues before they affect outcomes.

Data quality
Profile, cleanse, standardize and improve data so it's fit for operations, risk management and AI-driven use cases.

Catalog and governance
Improve visibility of ownership, approvals, roles and policy compliance to govern data consistently and build trust at scale.

Identity resolution
Match and resolve records across systems to create a complete, connected, reliable view of people, businesses and other entities.

Contact validation
Validate, standardize and enrich address, email and phone data to improve reachability, accuracy and customer experience.

Data enrichment
Enrich records with trusted Experian data and insights to improve segmentation, decisioning, risk assessment and customer engagement.

Benefits delivered

- ✓ Faster time to value
- ✓ Lower cost and complexity
- ✓ Business-friendly data quality
- ✓ AI-ready data for trusted outcomes
- ✓ Reduced risk, stronger control and compliance

Independent recognition

Experian is named a Major Player in the 2026 IDC MarketScape for Worldwide Data Intelligence Platform Software, at first inclusion in the category.[1]

The IDC MarketScape Vendor Assessment spans data definition, profiling, quality, lineage, cataloging, stewardship and governance, not data quality alone.

> "**Improved confidence in our data** allows us to deliver real benefits to the community. With better insights, we make better decisions in resource allocation **The importance of this system cannot be underestimated** as there are mission-critical aspects to this work."
>
> — Maria Hopper,
> Data Protection Manager, Cleveland Police

Operationalize trusted, AI-ready data across your existing technology stack with Aperture Data Studio.

Contact your Experian account executive and book a demo.

[1]IDC MarketScape: Worldwide Data Intelligence Platform Software 2026 Vendor Assessment (Doc #US54118226, August 2026).

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