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DataLabs were established in 2010.  
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they focus on new data, advanced  
analytics and innovative techniques to  
solve complex client challenges.

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that submitting reports of good utility payment will improve a consumer's credit score, create a more robust credit file, and potentially migrate to a better risk segment. Movember: Scalable field marketing for a global organization Document Published Date: Jun 9, 2016 The Australia-based not-for-profit organization Movember needed to scale their e ...

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and loved ones, these are  
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team In just over two years we've built  
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Manager for Virgin Money discusses  
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achieve an in-depth understanding of interactions with the brand. Working alongside Experian Marketing Services, Virgin Money were able to utilise Financial Strategy Segments, blended with behavioural and segmentation data to reduce ...

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Experian gathers, analyzes, and processes credit data at massive scale to help businesses make smarter decisions, individuals gain access to financial services, and lenders minimize risk. Headquartered in Dublin, Ireland, the company has 16,000 employees in 37 countries, with clients in 80 countries.

### Experian Case Study – Amazon Web Services (AWS)

Experian Consumer Information Services credit risk and marketing products help clients profitably manage and optimize their customer relationships. We regularly publish case studies supporting our clients' successes as well as white papers on industry-relevant topics and issues. Click below to download any of the applicable research.



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## Credit Risk and Marketing Case Studies | Experian

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The Experian case and its impact on users of data brokers. On 27 October the ICO announced that it had served

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an enforcement notice on Experian, requiring the credit reference agency to "make fundamental changes to how it handles people's personal data within its direct marketing services".

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Case Study: Center Parcs 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 a single view of their guests.

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Experian B2B Prospector are two of Experian's marketing products that are aimed at businesses who want to find and qualify new business customers in the UK.

[Marketing | Latest Thinking Blog - experian.co.uk](#)

According to Experian research, 70% of consumers see the benefits of sharing additional financial information and contributing positive payment history to their credit file if it increases their odds of approval and helps them access more favorable credit terms. Read our case study for more insight on using Experian Boost to:

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British Lung Foundation - COPD case study.indd - Experian campaigns to

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prove for the first time that varying the style of health intervention offered using robust data analytics and marketing techniques can produce better. TIMELOCK US Case Study (Case Study) - Archer TIMELOCK US Case Study (Case Study) - Archer

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PPF/Experian – A case study...don't leave it too late! A regular check-up at the dentist is certainly not on the top of many to do lists. However, periodic checks can save a lot of pain and, from my experience, a lot of money! Similarly, monitoring the Experian score for the principal and participating employers of your pension schemes on the PPF/Experian portal could save you from a ...

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**CASE STUDY: EXPERIAN : HANDS ON**

Case Study: Experian Cisco ACI provides Experian the foundation for global data center connectivity  
Experian, a global leader in consumer and business credit reporting and

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marketing services with clients in more than 80 countries, chose to standardize on Cisco ACI and the Nexus 9000 as its data center fabric.

Cisco Case Study: Experian - Cisco Case Studies > Experian drive business change and customer retention with Analytics; Case Studies.  
Experian drive business change and customer retention with Analytics .  
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Hundreds of millions of people with disabilities around the world are out of work or underemployed. Disability and Equity at Work is the first book to document what can be done to improve the employment situation of people with disabilities globally.

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Delving into the rapidly developing field of dual marketing, investigating the strategic alliances, multi-stakeholder perspectives and branding potential it holds, this book promotes the adoption of the multichannel approach which is fundamental to facing the challenges of marketing 4.0.

An understanding of people analytics is a crucial skill for all HR professionals. No longer limited to employees in data teams or those with analyst in their job titles, people analytics is now an integral part of every HR job. Introduction to People Analytics allows all HR professionals to get to grips with analytics, feel confident in their ability to handle employee and organizational data and use analytics to move from opinions to insights. From where to find data in an



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organization, how to collect it and analyse it through to how to use these findings to add business value, Introduction to People Analytics is essential reading for all HR professionals. With case studies and thought leadership insights from companies who have leveraged people analytics to improve culture and employee engagement, increase performance and reduce costs including NHS, Brompton Bikes, British Heart Foundation, King, Experian and AstraZeneca, FIS and Swarovski, this book shows how and where HR analytics can make a tangible difference to organizations. There is also expert guidance and practical advice on how to embed analytics into HR processes and adopt a data-driven approach to all workplace activities.

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This timely book proposes a new perspective on building innovation in companies providing business services. Implementing an innovation orientation paradigm based on six pillars – strategy, organisational culture, human resources, structure and process, marketing, and technology – it sets out a framework for achieving innovation through knowledge management.

Whether you are a new entrepreneur, an experienced CEO or a business owner seeking an exit strategy, nothing is more important than your company's financial solvency and value. How can you ensure this during an economic rollercoaster? In *Driving Business Value in an Uncertain Economy*, business advisor and

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author, Mark Jordan, offers business owners the key factors that drive business value in any economy. In this book, you will learn: [ Making the Case for Sales and Marketing - How the common mistake of skimping on sales and marketing can sink your company...fast. [ Unlocking the Business Plan Blueprint - How millions of business owners are driving their companies into the ditch because they forgot to look at the roadmap. [ Gaining the Economic Advantage of Efficiency - How leading corporations are shredding dollars from their overhead and how you can, too. [ Protecting Your Intellectual Property - How companies are making millions (and billions) on intellectual property they already own. [ Preparing for the Inevitable - How you can prepare yourself and your business for your

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eventual exit. [ Discovering the Value in Being Unique - How a simple unique positioning statement can instantly set your business miles apart from its competition and attract buyers. Filled with frank advice from the trenches, case studies, and easy to follow action items to improve business value, this handy book will teach you how to thrive in any economy.

Data Warehousing in the Age of the Big Data will help you and your organization make the most of unstructured data with your existing data warehouse. As Big Data continues to revolutionize how we use data, it doesn't have to create more confusion. Expert author Krish Krishnan helps you make sense of how Big Data fits into the world of data warehousing in clear and concise

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detail. The book is presented in three distinct parts. Part 1 discusses Big Data, its technologies and use cases from early adopters. Part 2 addresses data warehousing, its shortcomings, and new architecture options, workloads, and integration techniques for Big Data and the data warehouse. Part 3 deals with data governance, data visualization, information life-cycle management, data scientists, and implementing a Big Data–ready data warehouse. Extensive appendixes include case studies from vendor implementations and a special segment on how we can build a healthcare information factory. Ultimately, this book will help you navigate through the complex layers of Big Data and data warehousing while providing you information on how to effectively think about using all these

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technologies and the architectures to design the next-generation data warehouse. Learn how to leverage Big Data by effectively integrating it into your data warehouse. Includes real-world examples and use cases that clearly demonstrate Hadoop, NoSQL, HBASE, Hive, and other Big Data technologies Understand how to optimize and tune your current data warehouse infrastructure and integrate newer infrastructure matching data processing workloads and requirements

Most technology entrepreneurs start companies and spend years of their lives building them with the goal of generating significant wealth through a successful sale. For many, the sale of their company is a one-off event for which they have little or no experience,

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but whose outcome can make the difference between true financial security and years of frustration and regret. This book gives honest, practical advice for executives and shareholders of technology businesses on how to prepare their businesses and how to manage and optimise the sale process through to a successful completion for maximum value. The author draws on his direct experience from a 20-year career in technology and corporate finance, but also on the experience of others in the industry - notably, corporate finance advisers and lawyers, corporate development professionals working at some of the most acquisitive large technology companies and entrepreneurs who have sold their businesses. After every second chapter, there is a case study of a

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technology company that has been successfully sold, written from interviews with the key individuals involved. These give real-life experiences from diverse businesses, ranging from a pre-revenue company sold when its product was still in beta to a \$100m revenue company sold in its fourteenth year. This is a practical guide that can be followed and consulted to give insight into every part of the sale process and to learn from others who have gone through it many times.

This book makes a forthright case for a shift in policy focus from 'community cohesion' to the broader notion of social cohesion, and is distinctive and innovative in its focus on evaluation. It constitutes an extremely valuable source both for practitioners involved



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in social cohesion interventions and for researchers and students studying theory-based evaluation and the policy areas highlighted (housing, intergenerational issues, the recession, education, communications, community development).

Over seven years, 45 of the world's top investors were given between \$25 and \$150m to invest by fund manager Lee Freeman-Shor. His instructions were simple. There was only one rule. They could only invest in their ten best ideas to make money. It seemed like a foolproof plan to make a lot of money. What could possibly go wrong? These were some of the greatest minds at work in the markets today - from top European hedge fund managers to Wall Street legends. But most of the investors' great ideas actually lost

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money. Shockingly, a toss of a coin would have been a better method of choosing whether or not to invest in a stock. Nevertheless, despite being wrong most of the time, many of these investors still ended up making a lot of money. How could they be wrong most of the time and still be profitable? The answer lay in their hidden habits of execution, which until now have only been guessed at from the outside world. This book lays bare those secret habits for the first time, explaining them with real-life data, case studies and stories taken from Freeman-Shor's unique position of managing these investors on a day-to-day basis. A riveting read for investors of every level, this book shows you exactly what to do and what not to do when your big idea is losing or winning - and demonstrates conclusively why

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the most important thing about investing is always the art of execution.

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