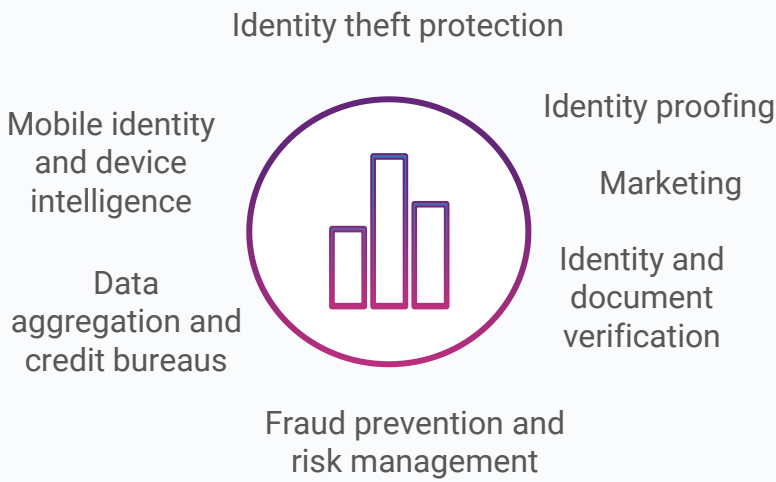


Data management for identity

Data quality is at the core of identity

Data must be standardized, harmonized, and cleansed to maximize performance of identity resolution models and is core to all identity use cases. This makes data ready for anything.

Identity ecosystem



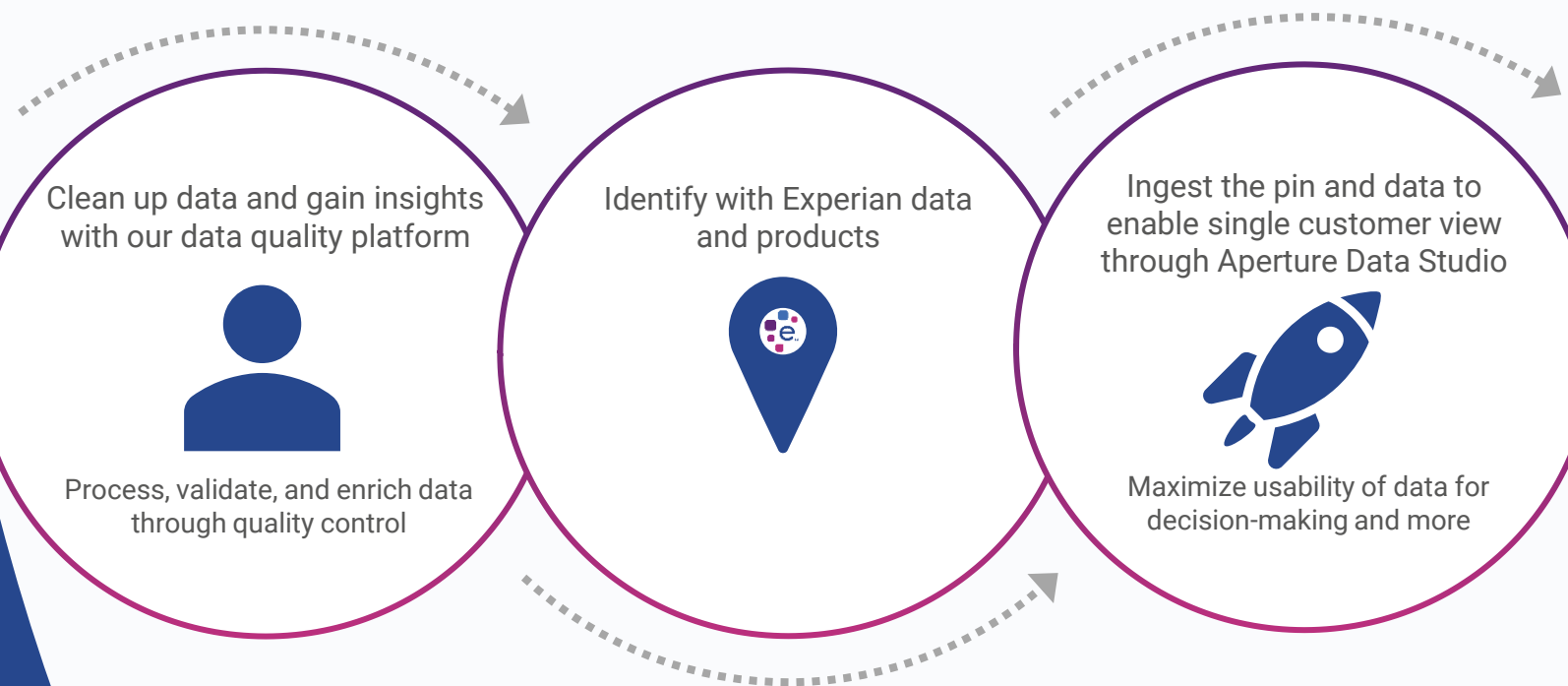
Only **50%** of business leaders believe customer relationship management system data is clean

91% of business leaders are improving their data quality, on some level.

- 2021 Global data management research report

Experian data powering identity

Data management at the core of identity means automatically connecting disparate data sources to remove duplicates, correct errors, and standardize formats. This results in an output that enables clients to persist pins in various formats that make sense for their data systems.



Making data fit for purpose

Data validation can be a quick-win, budget-friendly solution that will ensure reliable data collection and management. This can be the first step on the right track toward identity, making sure the data is actionable and keeping businesses in touch with their customers.



Email verification



Phone verification



Address verification

To make your data fit for your identity strategy, contact us today.



[Learn more](#)