

Achieve business potential with consulting services

Support to deliver value from Decision Analytics



Consulting

As well as building experience and expertise into Decision Analytics propositions, Experian also supports clients through the strategy design and implementation process, and beyond as their business develops.

Consultants from Experian's Decision Analytics division are there for every stage of the project, working to understand each client's business and helping to design and implement systems that deliver objectives.

Following implementation, the consultants stay close to every organisation through a regular review programme to evolve and enhance strategies as needs change and the business grows. Most importantly, regular monitoring evaluates the benefits achieved, creating an environment for future improvements and increasing returns.

Decision Analytics consulting has the overriding aim to prove and deliver quantifiable benefits to every business. It is practical and results driven, with proposals that are realistic to implement and maximise the benefits returned.

1. Built-in intelligence

Experian has worked with clients in different industries around the world and has used this experience to create Decision Analytics propositions specifically designed to address key business challenges.

Drawing on a unique understanding of business drivers, the complete propositions incorporate proven, leading practice to ensure clients can focus on what really adds value to their business. This ensures organisations can rapidly realise the benefits from Decision Analytics and maximise the return on investment.

2. Project consulting

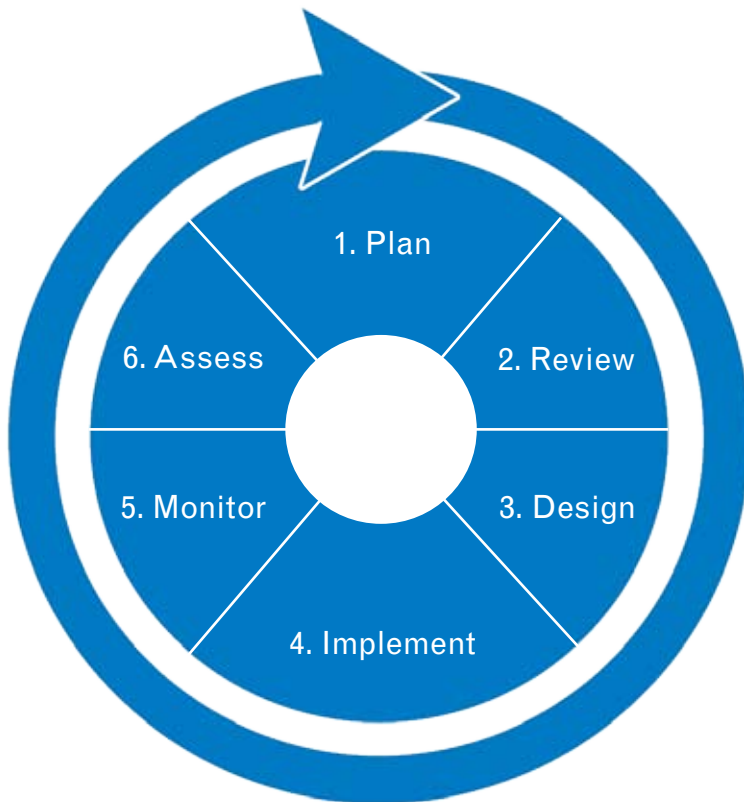
Decision Analytics consultants work with clients at every stage of the project, firstly to review the current situation by spending time in the business to fully understand organisational aims, goals, challenges and constraints. Then, together, the key strategic initiatives required by the business are identified, clarified and prioritised to ensure objectives are met and profits maximised.

Consultants assist in the definition of the business case and project scope, including analysis of the potential business benefits. Establishing the scope of the project ensures that the maximum benefits are realised by identifying all the critical success factors.

These include organisational issues that need to be addressed, the impact on processes, staff, IT infrastructure, credit policies and strategies and how this change should be managed.

Strategy design is a critical element of a Decision Analytics delivery where consulting can add significant value. Using knowledge of the client's business drivers and challenges, combined with leading practice, consultants help to create the most effective credit and marketing strategies that maximise the profitability of every decision. These strategies are tested and proven prior to implementation, giving confidence in the operation.

**Consulting expertise
is built into every
Decision Analytics
proposition and
supports clients now
and into the future.**



1. Achieve clarity and agreement on objectives and milestones across the business.
2. Identify and understand the current situation and gaps between strategy and reality.
3. Identify opportunities for improvement, key success factors and design challenger strategies to target these. Establish key performance indicators.
4. Deploy challenger strategies into the live environment and set up monitoring.
5. Track short, medium and long term effectiveness of the new strategy.
6. Review results against original objectives and quantify benefits.

3. Strategy consulting and review

Experian believes that the delivery is only the beginning of the relationship, and builds a partnership to continue to support and enhance the solution through a regular programme of consulting and development. The pressures of day-to-day management can interrupt a structured review plan; therefore a key part of the Decision Analytics proposition is a regular consulting programme of Strategy Reviews.

The aim is to create a culture of continuous improvement in each organisation and to make sure organisations realise the often significant benefits that can be achieved from regular reviews.

Whatever the client's situation is, Strategy Reviews progress organisations through the evolution of strategy design, from experience based strategies, through to data driven strategy design and optimisation. The Strategy Review programme creates a working partnership to regularly design, review and implement customer decisioning strategies.

Decision Analytics consulting

Consulting is an on-going investment to ensure a client's customer decisions continue to add value to their business. Experian has provided Decision Analytics consulting services for hundreds of organisations, both in the design and implementation of Decision Analytics systems and in the review and improvement of existing systems and strategies.

The consultants apply an independent, rigorous, analysis-driven review of an organisation's situation at every level of the

business, to develop practical recommendations and drive them through to implementation. By working closely in partnership with clients, Decision Analytics consultants are able to continually evolve the leading practice to meet the needs of an ever-changing business environment. The company is committed to innovation and is constantly challenging and refining practices and processes to move clients from 'best practice' to 'next practice', sharing knowledge and innovation through the publication of white papers and articles.

About Decision Analytics from Experian

Decision Analytics is the international division of Experian specialising in providing credit risk and fraud management consulting services and products.

With clients in more than 60 countries and offices in more than 30, it delivers Decision Analytics experience and expertise developed from working with national and international organisations around the world.

