Experian Data Quality

**experian™
data quality**

Cloud Business helps Experian Data Quality quickly address its security standards and achieve ISO 27001 accreditation.

Experian Data Quality is a leading provider of data quality and international address management software. Experian DQ has over 8,500 customers worldwide using its flagship QuickAddress solution suite, including Ford, Sony, Saab, Interflora and Birmingham City Council.

QuickAddress enables companies to capture and verify address data quickly from as little as a postal code or partial address. It also regularly cleans and maintains address data automatically, to conserve data quality over time.

Snapshot

- ISO 27001 accreditation
- Information Security Management System (ISMS)
- Comprehensive security audit
- Develop policy and its dissemination to staff at all levels
- Experian Data Quality achieved full ISO 27001 accreditation in only three months with the aid of Cloud Business's consultancy expertise
- Since achieving accreditation, Experian Data Quality has recognised return on investment
- Experian DQ has added new data sets and new products which offer additional income streams
- Rapid implementation provided substantial cost and time savings for Experian DQ

cloud business

What did Experian Data Quality want to achieve?

Security breaches cost British businesses in excess of £18 billion last year alone, making data protection a core issue for businesses today. The Government is encouraging organisations to take the threat to business seriously through ISO 27001.

Experian Data Quality wanted to include suppression data in version five of QuickAddress to automatically cleanse lists and remove defunct addresses of people who had moved. To obtain new data sets, Experian DQ needed to have stringent security policies in place, including ISO 27001 accreditation.

As one of the most widely recognised security standards, the accreditation would provide Experian DQ with a valuable set of measures and controls for implementing an enterprise wide information security policy.

Warwick Taylor, Experian Data Quality IT Manager explains: "We found that ISO 27001 was a necessary part of our product development. We also believed that it would help prove to our customers that our data can be trusted and would help strengthen our industry perception as a quality data solutions provider."

Experian DQ sought ISO accreditation for its operations at its primary London-based site, where the majority of software research and development is carried out.

How did we help them succeed?

Experian Data Quality invited companies to tender. Experian DQ selected Cloud Business as it was the only company that offered a three month target to achieve accreditation.

Taylor comments: "Cloud Business provided a very compelling proposition that fitted in with our plans. No one else we evaluated specialised so closely on security or came close to offering such a speedy accreditation period."

Cloud Business was involved right from the start of the process to help set up the Information Security Management System (ISMS) as defined in the ISO 27001 standard. The ISMS encompasses people, processes and IT systems and its aim is to identify, manage and minimise the range of threats to which information is regularly subjected.

Cloud Business first had to be briefed on Experian DQ's organisational strategy, which was to implement the system across all departments of its UK headquarters. It could then determine which assets needed to be protected and the relevant security controls that should be put in place, as outlined in the standard.

Once this had been achieved, Cloud Business conducted a comprehensive security audit to assess potential security threats and vulnerabilities across Experian DQ's network infrastructure, systems, security devices, current policies and procedures. Cloud Business then conducted a risk assessment across Experian DQ's information assets, in order to calculate the degree of risk and agree an approach to mitigate any risks exposed.

Before developing the Information security policy document, Cloud Business needed to assess the variances between Experian DQ's existing policy and guidelines and the code of practice as defined in the standard.

It could then develop a process for the production of the ISO 27001 security policy, documenting how Experian DQ could operate their environment, systems and networks in a secure manner.

Comments Taylor: "Within just 60 days of consultancy, we passed the BSI inspection first time. I believe that this was achieved so quickly because Cloud Business committed 50% of its time to gain a complete understanding of how our business worked."

Where Experian Data Quality happy with the result?

Since achieving the accreditation, Experian Data Quality has recognised return on investment. It has provided a route to new data sets and subsequently new products, which will offer additional revenue streams for the company. Experian DQ has also saved time and money through rapid implementation.

"Cloud Business proved that the task of certification doesn't have to be arduous and expensive. By helping us to achieve our objectives within three months, we have been able to include new data sets into our product portfolio and expand the functionality of our offering. We have saved at least nine months by doing it in partnership with Cloud Business," said Warwick Taylor.

However, the task of certification is a continuous process that, once achieved, has to be maintained. This will involve periodic reviews and site visits by a ISO 27001 assessor and re-certification needs to be granted every three years.

Taylor concludes: "We will enlist the help of Cloud Business to help us to achieve re-certification as the standard is very important to us. Cloud Business provided a very compelling proposition that fitted in with our plans. No one else we evaluated specialised so closely on security or came close to offering such a speedy accreditation period."

> "An organisation is only as good as its data, and proving data quality through ISO 27001 accreditation provides great commercial advantage for both us and our customers"
>
> Warwick Taylor, IT Manager, Experian Data Quality

A final word about Cloud Business

We create transformative IT technology solutions that give our customers the protection and freedom to become the business they want to be.

With the right protection you can empower your teams to do their best work and seize opportunities to innovate and do more with your technology.

Our Cyber Security Services are designed to protect your business and drive productivity, collaboration and agility across your organisation.

Learn more about us at www.cloudbusiness.com.

For further information on how Cloud Business can support your migration to Office 365, please contact us at hello@cloudbusiness.com, or talk to us on 0845 680 8538.

cloud
business