

2 What we do

Data

At the core of Experian are comprehensive databases of credit and marketing information on consumers and businesses. These databases are derived from both public and private sources and contain extensive, high quality information with considerable historical depth. Our comprehensive portfolio of data is maintained and owned by Experian and offers a greater breadth of information than any single competitor, making us a partner of choice to many clients.

Decisions

Building on this foundation of data, Experian uses proprietary analytical tools to help business clients turn raw data into critical decisions in a timely and consistent manner. Our tools also help consumers to make faster and more informed financial and purchasing decisions.

Distribution

Experian sells to clients in more than 60 countries around the world and has offices in 36 countries. We also serve clients in many different markets, including the financial services, retail, telecommunications, automotive and public sectors. This broad distribution platform is unmatched within the global information solutions industry.

2.01	Credit Services
2.02	Consumer credit
2.04	Business information
2.08	Transaction processing
2.10	Automotive services
2.12	Insurance services
2.13	FARES (First American Real Estate Solutions)
2.15	Decision Analytics
2.16	Credit analytics and decision support software
2.20	Fraud solutions
2.23	Marketing Solutions
2.24	Data and data management
2.28	Research services
2.30	Digital services
2.32	Business strategies
2.35	Interactive
2.38	Consumer Direct
2.40	Lead generation