identity systems™

experian

Experian Ltd. A global information services company specializing in helping organizations make informed business decisions.

Identity Systems helps Experian Leverage International Markets.

Identity Systems has enabled Experian to overcome the problem of implementing their MOSAIC neighborhood classification system in countries which do not have high resolution zip code systems.

> *Using SSA-NAME3 on the PC platform, Experian has developed the "MOSAIC Matching" software application. The software allow users to append MOSAIC codes to their customer address databases with a high degree of accuracy and speed.*
>
> Paul Watts,
> Director & General Manager,
> Experian

Experian Profile

Experian is an organization employing over 11,000 people in over 80 offices throughout the UK, USA, Continental Europe, Africa and Asia Pacific. Experian is a wholly owned subsidiary of Great Universal Stores – a FTSE listed public company.

Experian helps organizations target new customers, build successful customer relationships and manage financial risk by:

- providing information on consumers, businesses, motor vehicles and property;

- creating analytical models and decision support systems;

- enabling clients to outsource a wide range of customer service and account management activity, including credit card processing, call centre services and data capture; and

- helping clients to identify new customers, develop a better understanding of existing ones and target communications more precisely.

Experian Micro-marketing Division

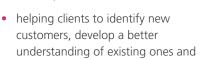**Micromarketing is a division of Experian, and is a global supplier of Micro-marketing data, software and consultancy.**

Experian has provided Micromarketing solutions for clients both nationally and internationally for over 15 years. The Managing Director, Richard Webber, is considered to be the originator of geo-demographic classification systems, building the ACORN classification system in the late 1970's.

Experian's Micromarketing Application of Identity Systems

A key part of our Micromarketing solution is the MOSAIC neighborhood classification system. MOSAIC classifies consumers on the basis of where they live.

MOSAIC classifications segment local neighborhoods (typically containing 20 to 100 households) into a number of types characterizing the people living within them. For example; in the UK, 52 segments are created ranging from "Clever Capitalists" to "Graffitied Ghettos."

Experian has developed MOSAIC in some 21 markets world wide – including most of "Western" Europe, North America, Australia, New Zealand and Japan.

In the UK MOSAIC classifies neighborhoods defined by the zip code – making it simple to add MOSAIC codes, for example, to a customer database. However, high-resolution zip code systems are rare. In most instances MOSAIC classifications are based upon official government Census areas or Experian proprietary street blocks. For these systems it is only possible to use MOSAIC by matching customer addresses to a national "master database" containing all addresses in a country.

Thus Experian faced a major problem of developing a PC based MOSAIC coding system that could operate in many markets.

For more information about Experian, please visit www.experian.com.

Identity Systems has enabled Experian to fully address this problem.

Using SSA-NAME3 on the PC platform, Experian has developed the "MOSAIC Matching" software application.

The software allow users to append MOSAIC codes to their customer address databases with a high degree of accuracy and speed. Typical match rates are over 90% and performance is up to 100k records per hour. Full control over the accuracy of match levels is given to the user, as is the ability to look at individual unmatched records.

The MOSAIC Matching software is now marketed in Finland, Sweden, Norway and Denmark. In 1999 it will be also be marketed in Spain and New Zealand.

**Paul Watts,
Director & General Manager**

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⋯⋗ About Identity Systems

Identity Systems is the pioneer in enabling organizations to build and maintain high-quality identity data search and matching software solutions. Identity Systems develops and markets software products that significantly enhance an organization's ability to search, find, match, and group identity data within its computer systems and network databases.

Identity Systems has been in this area of specialization for more than 18 years, and has over 500 clients worldwide who rely on its robust, enterprise-wide software. The Company has offices in the United States, the United Kingdom, and Australia, and agents in other countries.

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