

**Release dated: 10 March 2003**

**UK'S MARKET LEADING ONLINE DATA CLEANSING SOLUTION  
LAUNCHED IN HOLLAND**

Experian Intact, the UK's leading online data cleansing service, has been launched in Holland ([www.experianintact.nl](http://www.experianintact.nl)), providing the Dutch market with its first comprehensive Internet-based data verification service. Businesses in Holland will now be able to take full advantage of the range of services provided by Experian Intact, including data cleansing, suppression, de-duplication and data enrichment.

Experian Intact is a joint venture between Experian® and UK database service provider, Synectics Solutions. Since its launch in the UK in 2001, Experian Intact has processed nearly 500 million records. For the Dutch market, Experian Intact includes comprehensive data sources from Experian and third party data contributors, providing the most accurate source files for data cleansing. Significantly, customers can also take advantage of considerable data enrichment facilities available through Experian Intact, including appending lifestyle information and Holland's market leading demographic classification, MOSAIC.

As a fully automated service, Experian Intact allows customers to submit data securely online, any time of the day or night. One of Experian Intact's unique features is its free data audit, providing customers with an instant snapshot of data quality. Customers use the data audit to identify specific areas of data that need attention, such as incorrect postcodes, duplicated records and misspelt addresses, as well as providing a compelling argument for data cleansing, highlighting real return on investment.

**More...**

## UK'S MARKET LEADING ONLINE DATA CLEANSING SOLUTION LAUNCHED IN HOLLAND

Page 2 of 3

David Coupe, Managing Director of Experian's Marketing Services division explained: "Experian Intact has quickly grown to become the UK's market leading online data cleansing service, with customers across a broad spectrum of industry sectors now regularly using the service to maintain the quality of their data. Our launch into Holland reflects our confidence that Experian Intact will make a major impact in this market, providing businesses with a high quality data cleansing service that is convenient and easy to use."

Hans Gillis, Senior Manager, Marketing Services for Experian Netherlands, added: "Experian Intact is Holland's first on-line data cleansing service and will fundamentally change the shape of the data management industry. Now, companies large and small can use this comprehensive service and meet the requirements of the Dutch privacy law, paragraph 11.2, in relation to their databases, using Experian Intact as an innovative solution."

By logging onto [www.experianintact.nl](http://www.experianintact.nl) Dutch companies will be able to check their databases against a host of market leading cleansing and suppression files to ensure data accuracy. Experian Intact holds postal address verification files, national change of address information, telephone files and MOSAIC consumer segmentation databases.

*To check out the comprehensive range of services on offer from Experian Intact and to make use of the free data audit facility log onto [www.experianintact.nl](http://www.experianintact.nl).*

***This press release can be found on <http://press.experian.com>. For more information on Experian, visit the company web site on [www.experian.com](http://www.experian.com).***

ENDS....

**For further press information, please contact:**

**NICK HANN**, Press Relations, Experian, Talbot House, Talbot St, Nottingham, NG1 5HF. Tel: 0115 968 5048. Email [nick.hann@uk.experian.com](mailto:nick.hann@uk.experian.com)

Or

**PIETER STROOP**, Experian Netherlands, Verheeskade 25 2501 BE Den Haag, Tel: +31 (0) 70 440 4820. Email [pieter.stroop@experian.nl](mailto:pieter.stroop@experian.nl)

## **NOTES TO EDITORS:**

### **About Experian**

Experian provides strategic support to organisations around the world. It helps its clients target, acquire, manage and develop profitable customer relationships. It does this by combining its advanced decision support and outsourcing services with information on consumers, businesses, motor vehicles and property. Experian works with more than 40,000 clients across diverse industries, including financial services, telecommunications, healthcare, insurance, retail and catalogue, automotive, manufacturing, leisure, utilities, property, e-commerce and government. Millions of consumers rely on Experian's consumer credit services to meet their financial management needs. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. It has a 175-year history and unbroken sales growth over the past 22 years. Its 13,000 people support clients in more than sixty countries. Annual sales exceed £1.1 billion.

**For more information, visit the company's web site on [www.experian.com](http://www.experian.com)**

**The word 'Experian' is a registered trademark in the EU and other countries and is owned by Experian Ltd and/or its associated companies.**