



## Setting New Standards in List Management

Migrating from manual shipping and receiving methods to digital information delivery can generate tremendous cost savings and process efficiencies for your business — and it doesn't have to be difficult. Just ask the believers at Experian.

For years, Experian was sending and receiving huge database files of information via round reel tapes and CD media, utilizing countless shipping and receiving resources, and paying exorbitant FedEx shipping charges. There had to be a better way.

### Big Changes, Big Savings

Experian turned to Savvis with initial goals of establishing faster delivery of lists and making it easier for customers to access Experian solutions. Soon, they had an ultra-secure Savvis content distribution service connecting all of their processes and partners. But the real story is what they didn't have. Experian no longer had to manually process tape cartridges, reels, and CDs sent in from customers. Gone too were the servers, applications and FTP Bulletin Board. Annual cost savings have risen to \$1.8 million.

"No one can touch Savvis," said Chris Stanton, Chief Information Officer and Executive Vice President. "Once our customers saw the cost savings of transmitting data on the Savvis Content Exchange, we set a whole new standard in list management."

To completely automate the process, Experian went a step further — connecting the Savvis Content Exchange directly to their mainframe computers. With full API automation (based on XML standards), Experian is now able to transition mega database files — containing hundreds of thousands of names — from job ticket stage to processing to the customer in a matter of seconds.

### Enterprise To Enterprise Connectivity

With Savvis, Experian is doing much more than storing and forwarding data. The company pulls together data from centers throughout the U.S. and has enhanced services to over 3,000 trading partners.

#### Company:

Experian

#### Website:

[www.experiangroup.com](http://www.experiangroup.com)

#### Industry:

Media

#### Solutions:

- Digital Content Services
- Security

#### Key Impacts:

- Reduced time-to-market from five days to two
- Eliminated infrastructure costs of servers, applications and FTP
- Eliminated hard media, realizing substantial cost savings
- Produced a one-third reduction in shipping resources

To put this in perspective — every month Experian transfers more than 400 gigabytes of information. It's a mind-boggling number of back-and-forth sends that have to take place with zero errors. To comply with federal laws regarding the transmission and sale of personal information, Savvis provides multiple layers of redundancy and security — including private network firewalls on both sides, encryption between IP gateways and a separate “last mile” solution of redundant, independent lines to increase disaster recovery.

Painless Implementation

A better user experience resulted in quick adoption among Experian users. With the ease of a drag-and-drop interface, users were transferring files on the Content Exchange within 24 hours. Specific information can easily be added to any transmission in electronic job tickets. Automated notifications confirm successful file deliveries. And with web-based tools, users can quickly configure sending and receiving permissions or generate package traffic reports.

“I can't imagine trying to build this level of service ourselves. Now, all we have to do is connect a partner to the Content Exchange,” said Stanton. “Nothing holds us back from expanding Experian's business.”

**For more information  
about Savvis, visit  
[www.savvis.net](http://www.savvis.net) or  
call 1.800.SAVVIS.1  
(1.800.728.8471).**

EMEA  
Savvis UK Limited  
Tel +44 (0)118 322 6000

ASIA PACIFIC  
Savvis Singapore  
Company Pte Ltd  
Tel +65 6768 8000

JAPAN  
Savvis Communications K.K.  
Tel +81.03.5214.0151