



Ascend Ops™

Accelerating your custom feature and model deployment lifecycle

Most financial institutions are investing in advanced analytics, including machine-learned (ML) models, as a strategy to gain competitive advantage and manage risk for regulated use cases. As models become increasingly sophisticated and are applied to more business processes across the customer lifecycle, financial institutions encounter process and governance challenges, rising costs, and longer deployment times. IDC studies show that it takes about 290 days on average to fully deploy a model into production from start to finish¹. Because of this, financial institutions must rely on IT resources to overcome limitations in their production environments and support model deployment. They need a better way to manage and deploy models without having to make significant investments in infrastructure.

Ascend Ops™ transforms the deployment lifecycle for your custom features and models by automating monitoring and management processes and allowing you to deploy them directly to production.

Code once, reuse anywhere.

Fast – easily register your custom features and models and migrate to production instantly.

Flexible – simply deploy models written in a range of open-source languages or on common model development platforms that include data from a wide variety of industry leading data sources.

Efficient – reduce complexity and IT dependency using Experian's hosting and run-time services.

Promote features and models to production in days instead of months

Experian's innovative containerization engine makes it easy to instantly deploy models written in a range of multiple languages to production environments, which eliminates recoding, speeds testing, and reduces risk. An integrated UAT environment lets financial institutions upload a custom test data population or expand UAT testing to include up to 100% of Experian's consumer credit profiles.

Code once and reuse across the customer lifecycle

Once in production, advanced run-time services source data, calculate features, score models, and deliver results how and where financial institutions want to use them in batch or real-time processes:

- Included in a marketing campaign or prospect database feed
- Added to a credit profile
- Appended to an account review file
- Integrated into a decision engine or other deployment application

Streamline your regulatory and audit processes

Ascend Ops™ provides constant monitoring of usage and health statistics to track and improve drift and performance of the models you are using in production. And, to support your model governance process you can track lifecycle lineage, and store model artifacts all in one place to meet your compliance and audit process needs including development code, documentation, test data, results, and approvals.

Ascend Ops™ unlocks data to power your models

- Your proprietary data
- Experian's industry leading credit data
- Unique expanded FCRA data
- Third-party data (including from other credit reporting agencies)

We're here to help

Experian offers full managed services, either one-time or ongoing, for model deployment, validation, management, and monitoring for financial institutions looking to rely on Experian expertise to support the model lifecycle.

Experian Ascend Platform

Ascend Ops is part of Experian's Ascend Platform, a one-stop-shop for integrated solutions that unlock data and power advanced analytics across the customer lifecycle.

Ascend Ops is designed to be flexible and integrate easily into your existing technology stack no matter how you develop models, what data you use, or which deployment applications you have in place today. It also works together seamlessly with other Experian solutions including Ascend Analytical Sandbox™, Experian Credit Profiles, Ascend Marketing™, PowerCurve and Ascend Account Review.

For more information about Experian Ascend Platform including Ascend Ops™, contact your Experian sales representative or visit us at www.experian.com/ascend.