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Experian launches SimRisk, the international Credit Risk management competition

To highlight the advantages of effective customer management in the current economic environment, Experian, the global information services company, has launched the SimRisk Challenge, an international competition for credit risk experts.

The SimRisk Challenge allows risk management professionals to compete with industry peers and demonstrate their excellence in the management of customer portfolios. SimRisk is a virtual game that simulates a real business environment in which different teams, from around the world, will receive a number of portfolio reports that show details and performance of a realistic Retail Credit portfolio over the last 36 months to analyse and create strategies to increase its profitability.

Teams can change any part of the strategy for current accounts, personal loans and/or credit cards including: limit management, collections, renewals, pricing, fees and cross-selling. The team which generates the best results across all portfolios will be the winner and will be invited to Experian's Decision Analytics division's International Forum in Prague, the 20 and 21st of November to receive their award.

This competition is underpinned by Experian's Strategy Management software which will be used to develop and manage the strategies for the teams. The system enables business users to control and manage customer relationships and improve risk management decisions across all areas of the customer lifecycle from customer acquisition through to customer and debt management.

With Strategy Management's integrated simulation capabilities, each team will be able to evaluate the effectiveness of strategies in achieving objectives before implementation. In this way, they can have a real insight into the effect of decisions and changes that can be made, in order to adapt strategies to the changing market environments and compete with the other teams.

Strategy Management, first developed over 20 years ago, is at the heart of the Decision Analytics solutions delivered worldwide. It is used by leading organisations across a number of markets including HSBC, ABN Amro, Vodafone, Orange and Barclaycard.

For further information on the SimRisk competition and on Strategy Management, visit:
<http://www.experian-da.com/events/SimRiskChallenge/overview.html>

About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to manage their credit relationships and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2009 was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, visit the Group's website on www.experianplc.com

About Experian's Decision Analytics division

Decision Analytics is the international division of Experian specialising in providing credit risk and fraud management consulting services and products. For more than 30 years, it has developed its best practice analytical, consulting and product capabilities to support organisations to manage and optimise risk; prevent, detect and reduce fraud; meet regulatory obligations; and gain operational efficiencies throughout the customer relationship. With clients in more than 60 countries and offices in more than 30, the Decision Analytics division of Experian delivers experience and expertise developed from working with national and international organisations around the world across a wide range of industries and business size.

For more information, visit the company's website on www.experian-da.com