

Innovative Systems: Enlighten Data Quality

The Company

Innovative Systems was founded in 1968 and specialises in data quality and compliance software. Customers include Prudential, Saxo Bank, Volvo, Canada Life, Scotiabank and the American Red Cross. The company is privately owned.

Innovative Systems is headquartered in Pittsburgh, Pennsylvania, USA

Visit their websites: www.innovativesystems.com and www.enlightendq.com

Innovative Systems' Global Presence & Financial Strength

>\$30M	65+	130+	300+
Annual revenue	Countries with customers	Employees	Corporate customers

The Market

Innovative Systems operates in the data quality market, with a particular emphasis on the financial services sector and insurance, while also supporting customers across a range of industries. The company has a long-established track record, with customer relationships spanning several decades. Its data quality software primarily competes with other traditional data quality and entity resolution vendors like Informatica, Melissa Data, Soda, Experian and IBM. It is less directly comparable with data observability vendors like Monte Carlo and Anomalo, which focus on monitoring rather than standardisation, matching, and enrichment.

Overview

Innovative Systems is a long-established provider of data quality software with a strong track record in regulated industries, particularly financial services and insurance. Its Enlighten platform supports both operational and regulatory use cases, alongside broader data quality capabilities such as profiling, parsing, standardisation, matching, de-duplication, and data enrichment. A key differentiator is its extensive knowledge bases and transparent, rule-driven approach to data processing, developed and refined over decades, enabling organisations to manage complex customer and entity data with a high degree of control and consistency.

Key Features:

Regulatory & Data Integrity	Advanced Matching & Entity Resolution	Address Validation & Geocoding	Flexible Deployment
Deep experience in regulated environments, including AML and sanctions screening, alongside broader data quality initiatives.	Highly configurable, rule-driven matching to support deduplication and entity resolution across complex datasets.	Built-in address parsing, validation, and geocoding to support accurate and standardised location data.	Deployable in cloud, on-premises, or hybrid environments, supporting both batch and API processing.

The Technology

The company sells software branded as FinScan, Enlighten and PostLocate. Enlighten is the core data quality platform, supporting profiling, parsing, standardisation, matching, deduplication, and enrichment. It integrates with the PostLocate for address verification and geocoding.

Enlighten is designed to process high volumes of data efficiently, with a focus on performance, scalability, and optimisation. Its rule-driven approach provides clients with transparency and control in how data is processed and matched.

Enlighten can be deployed in cloud, on-premises, or hybrid environments. It provides field-level data profiling and reporting, and enables standardisation and extraction of key data elements such as names and attributes. Matching capabilities support duplicate detection and entity resolution, including householding. Rules are deterministic and configurable, allowing organisations to manage and track data quality over time. The platform also supports Unicode, enabling processing across multiple languages.

Competitors

Enlighten competes with other traditional data quality and entity resolution vendors like Informatica, Melissa Data, Experian and IBM. It is less directly comparable data observability vendors, which focus on monitoring rather than data standardisation, matching, and enrichment. There are also specialist tools regulatory compliance, from vendors like Fincom, Facctum and Polixis, which may overlap in specific use cases. However, these tools typically do not provide broader data quality capabilities like profiling, standardisation, and entity resolution.

Summary

Innovative Systems is a long-established data quality vendor with a strong track record in the financial services. Its mature knowledge bases and rule-driven approach provide a distinct edge for managing complex customer and entity data, especially in regulated environments.

Market Differentiation:

- Advanced, rule-driven data matching and entity resolution
- Extensive knowledge bases developed and refined over decades
- Proven ability to scale for high-volume data processing
- Specific support for regulated use cases, including anti-money laundering (AML) and sanctions screening and compliance.

“Innovative gave us confidence in our data and set a strong foundation for future practices.”

Anjee Davis, President of Fight CRC

About The Information Difference

At the Information Difference www.informationdifference.com, we offer in-depth analysis of the data management industry, analysis of the main vendors, assessments of the marketplace and white papers discussing key issues and best practices.

If you are contemplating a data management project, we can advise you on strategy, vendor selection and best practice.