# Innovative Solutions

## Executive Summary

Innovative Systems, Inc. is a premier provider of high accuracy data management and risk management solutions. At the foundation are industrial-strength tools for data profiling, data quality, address validation geocoding, and data integration that have been proven in large-scale, demanding environments worldwide for more than four decades.

These tools have been integrated into the Synchronos® enterprise platform for data management and risk management that features a robust, flexible database model, anti-money laundering compliance screening, the ability for clients to tailor screens and workflows with drag-and-drop functionality, and powerful reporting capabilities, all accessible through a rich HTML interface. This provides clients with the ability to select individual tools, knowing that they can easily license other components that are already integrated into the platform The enterprise platform is designed to enable our clients to rapidly produce customized, customer/party-centric applications where high data quality is critical, including those shown below.

We provide consulting services in the areas of data governance, auditing and benchmarking, project planning and justification, and project implementation to help ensure the success of your data management and risk management initiatives.

Especially important for larger initiatives, such as MDM, Innovative's 4-6 week project planning and justification engagement allows clients to know, before undertaking a project, the current data quality level, the data quality level that can be achieved upon project completion, and the time, cost, and resources that will be required for implementation, which enables organizations to de-risk these initiatives.

Innovative's solutions are available on mainframe and open systems platforms. They are delivered via license, Software as a Service (SaaS), appliance, and desktop.

### CONSULTING SERVICES

| Data Governance | Auditing and Benchmarking | Project Planning and Justification | Project Implementation |
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### SYNCHRONOS BUSINESS APPLICATIONS
*on the Synchronos Enterprise Data Management and Risk Management Platform*

| Master Data Management (MDM) | Relationship-based Customer Analytics | Value-based Customer Segmentation | Call Center Productivity |
|---|---|---|---|
| Customer Lifecycle Management | Loyalty Programs | Channel/Service Alignment | Acquisition and Divestiture Analysis |
| Fraud Prevention | Anti-money Laundering (AML) Compliance | Credit Risk Management | Your Organization's Business Initiatives |

### DATA MANAGEMENT, ENRICHMENT, AND INTEGRATION SYSTEMS

| Data Profiling and Discovery | Data Quality | Address Validation and Geocoding | Data Integration |
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## CONSULTING SERVICES

### Data Governance

Minimize expense and time, and work within your organization's existing culture by leveraging informal data governance activities that are already taking place, formalizing current levels of accountability, and addressing any lapses that may exist.

### Auditing and Benchmarking

Understand your organization's overall data quality and integrity, and learn how it compares against industry standards. Uncover problem areas and their potential impact on your business and profitability, and learn what steps should be taken to make improvements and help guide ongoing data quality management efforts.

### Project Planning and Justification

Reduce project risk and secure sponsorship through 1) a thorough analysis of the full set of your organization's data, and 2) identifying requirements and data management issues gained through business-side interviews. This allows you to know, before undertaking a project, the current data quality level, the data quality level that can be achieved upon project completion, and the time, cost, and resources that will be required for implementation. Typically used for MDM and other data management projects.

### Project Implementation

Through thousands of successful project implementations over the past 45 years, Innovative has developed proven methodologies for overcoming data management and risk management challenges. When choosing Innovative, organizations are selecting a partner that will conduct a knowledge transfer that enables them to derive the greatest ongoing value from their project investment.

## SYNCHRONOS® BUSINESS APPLICATIONS

**Master Data Management (MDM)**

**Relationship-based Customer Analytics**

**Value-based Customer Segmentation**

**Call Center Productivity**

**Customer Lifecycle Management**

**Loyalty Programs**

**Channel/Service Alignment**

**Acquisition and Divestiture Analysis**

**Fraud Prevention**

**Anti-money Laundering (AML) Compliance**

**Credit Risk Management**

**Your Organization's Business Initiatives**

These applications are built upon the *Synchronos Enterprise Data Management and Risk Management Platform*, which includes:

- An enterprise model that is designed to allow extended relationship information to be automatically captured and maintained
- Integrated industrial-strength data quality tools to establish and maintain the highest data quality
- Anti-money laundering compliance screening to help manage risk and protect your organization's reputation
- Drag and drop and wizard-driven capabilities to easily generate custom dashboards and reports
- A rich, customizable HTML screen development capability that allows your organization to match your branding and maximize productivity

## DATA MANAGEMENT, ENRICHMENT, AND INTEGRATION SYSTEMS

### Data Profiling and Discovery

Quickly and accurately obtain a detailed view of all of your enterprise's data sources, including metadata descriptions, data values, formats, frequencies, patterns, and ranges — and easily monitor the state of the data over time. Multiple users in separate locations can work collaboratively and share their findings and comments. Reduce data quality issues and minimize rework through a business glossary that identifies duplicate terms used across the organization and recognizes them as synonyms during processing.

### Data Quality

Achieve highly accurate data through a cognitive approach that mimics advanced human problem-solving techniques to effectively cleanse and link data at the individual, corporate, and/or household level. Online, incremental, and batch data flows can be easily and consistently managed. Exceptions are quickly resolved through specialized productivity workbench systems.

### Address Validation and Geocoding

Verify and correct addresses against more than 240 domestic and international postal union address databases. Data is processed through a solution that meets requirements for selected postal unions' accuracy certifications, including those of the USPS® Coding Accuracy Support System™ (CASS). Optional geocoding capabilities can provide latitude/longitude coordinates and other valuable location-based information.

### Data Integration

Rapidly and efficiently integrate massive volumes of information using high-performance ETL capabilities.

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