

PROGRESS BUSINESS RULES MANAGEMENT

The typical enterprise makes thousands of recurring decisions in the course of their daily operations. Decisions like these, for example:

- ▶ “Do we deny or approve the claim?”
- ▶ “For which of our programs—if any—is the customer eligible?”
- ▶ “How much of a processing fee are we going to charge for the current transaction?”

AUTOMATING BUSINESS DECISIONS

Recurring decisions are made in every department of the enterprise, at a frequency and volume that significantly impact business results. In a world where we all seem to be focused on increasing agility and reducing operational costs, why aren't we automating more of these recurring business decisions? Why don't we treat our decisions as corporate assets—as we do our data, our products, and our people?

The barriers to automation are not trivial. Many organizations have decision-intensive business processes with complex decision logic that must be applied at a high transaction rate; they are challenged with both getting the logic right (correctness) and processing the logic fast enough to meet the required transaction throughput. Whether decisions are made by people or by software, they must be made consistently and accurately—every time. And for those organizations that have successfully implemented some form of decision automation, most struggle to keep up with the frequency and urgency of changes that need to be made to the decision logic. They struggle to keep up with the pace of change required to maintain their hard-won level of automation.

The truth is that successful automation of most recurring business decisions has just been too hard.

There was no practical way to automate decisions qualified as:

- ▶ Complex and expensive to execute in an operational environment
- ▶ Difficult to deliver consistently, with required quality
- ▶ Highly volatile, requiring frequent updates
- ▶ Subject to oversight, audit, or compliance review

UNLOCK ADDED EFFICIENCY IN YOUR ORGANIZATION

No practical way until now, that is. Progress[®] Corticon[®] provides software and services that help organizations like yours unlock order-of-magnitude improvements in operational efficiency latent in the recurring decisions of core business activities. It effectively teaches its customers how to treat their decisions as corporate assets.

**Corticon
makes
automation
attainable
for
decisions
that
could not
previously
be
automated.**

Corticon's solutions deliver high-quality, high-fidelity, high-performance automated business decisions, increased agility of decision change processes, and new insights into the linkage between individual recurring decisions and overall business performance.

Customers like eBay, AEGON, LexisNexis, US Bank, and the State of Texas have been able to combine these improvements in decision automation, decision change processes, and decision-related insights to realize significant bottom- and top-line results.

BUSINESS RULES MANAGEMENT FOR: LINES OF BUSINESS

Separates decisions from processes for easier, faster change & reuse

Increased speed to market of products and services

Increased customer satisfaction and retention through more dynamic, personalized pricing & bundling

OPERATIONS

Increased ability to execute faster and more reliably

Minimized integration effort, maximize integration flexibility

Compliance with decision-related regulations more efficiently and consistently

INFORMATION TECHNOLOGY

Automated rules without programming (model-driven)

Out-of-the-box accessible to business and IT

Enables business and IT users to author, improve, collaborate on, and maintain decision logic

Deployable as Web services and delivers increased performance & scalability

FACT:

On average, less than 20% of enterprise business decisions have been successfully automated

RESULTS SHARED BY CUSTOMERS:

- ▶ 50% savings in cost per transaction (saving \$10M a year)
- ▶ 85% reduction in time to market with new products
- ▶ Reduction of annual IT maintenance

For more information about Business Rules Management at Progress Software, go to www.progress.com/en/corticon

PROGRESS SOFTWARE

Progress Software Corporation [NASDAQ: PRGS] is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership.

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