

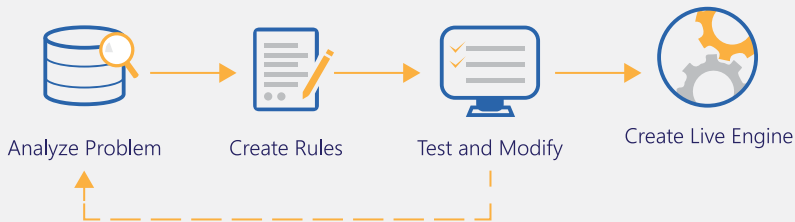
VIVIDRULES™ is an automated rule based decision management solution which helps businesses, organizations and government entities to define, validate and implement various decisions accurately and in a timely manner.

Its powerful decision model designer gives the liberty to business analysts to create scoring and decision models through a user friendly interface.

VividRules gives business analysts the freedom and independence to:

- Develop business rules and strategies.
- Interactively modify and test them.
- Automatically generate full production strength rule engines.

Decision Automation Process



VividRules – Decision Model

This example shows simple validation rules for a loan application that checks customer age as well as the size of loan. The results cause a record to be declined or passed forward to other sections.

Decision arc: control flow through network

Decision node: Signature posting record count

Decision Node: Signature posting record count

Decision Node: Reference name for another tree

Decision Node: Signature posting record count

Unique ref to model

This highlighted result is shown as brown color line in the tree is selected

Customer_ID	Age Decline	DCSI	Loan Amount	Customer Age
CustID00000	14/03/2008		2,758	7
CustID00001	03/03/2001		682	15
CustID00002	04/05/1978		2,572	28
CustID00003	25/05/1968		0	36
CustID00004	27/10/1975		0	49
CustID00005	2/10/1990		1,984	39
CustID00006	26/01/1962		0	64
CustID00007	24/05/1977		2,781	28

VividRules Key Benefits



Agility

- Diagrammatic interface with real time feedback
- Creates real time and batch engines automatically
- Proven performance



Rich Decision capability

- Flexible segmentation
- Hard and soft decisions encoded
- Integral expression parser
- Complex multi dimensional decisions managed



Comprehensive Testing

- Configurable test data generators
- Model debug tools
- Automated testing capability



High Performance

- Thousands of complex decisions per second on workstation
- Ten of thousands per second on engine



Ease of integration

- Lightweight engine
- Jar file, Byte engine, compiled engine of choice
- XML, csv, fixed length

Implementation of VividRules

In a typical retail finance structure VividRules replaces the cumbersome manual process of decision making based on policies and rules. It not only automates the decision making process but also significantly reduces the time to take accurate decisions.

