# Sparkling [logic]

## SMARTS
## Decision Manager

Sparkling Logic™ is a leading business rules and analytics platform provider. SMARTS™ Decision Manager helps companies automate decisions made by their enterprise systems using business rules and predictive analytic models, combined with real world results to continuously improve the quality of these decisions. Customers use SMARTS Decision Manager for applications such as catching fast-changing fraud and personalizing their offerings down to an individual customer.

### DEFINE DECISIONS
Create Decisions with Business Rules and Predictive Models

### MEASURE DECISIONS
Test, Simulate and Optimize Decisions

### DEPLOY DECISIONS
Deploy Executable Decisions and Dynamically Update

## MARKETS

Sparkling Logic is used across industries and applications that require speed and quality in discovering, testing, optimizing, and executing high-value decisions, such as risk management, compliance and personalization.

### FINANCIAL SERVICES
Sparkling Logic delivers leading edge decision solutions for key financial services solutions such as customer aquisition, origination, and management,  as well as risk and fraud.  In Insurance SMARTS is used for underwriting, eligilibiltiy and enrollments, claims processing and insurance fraud.
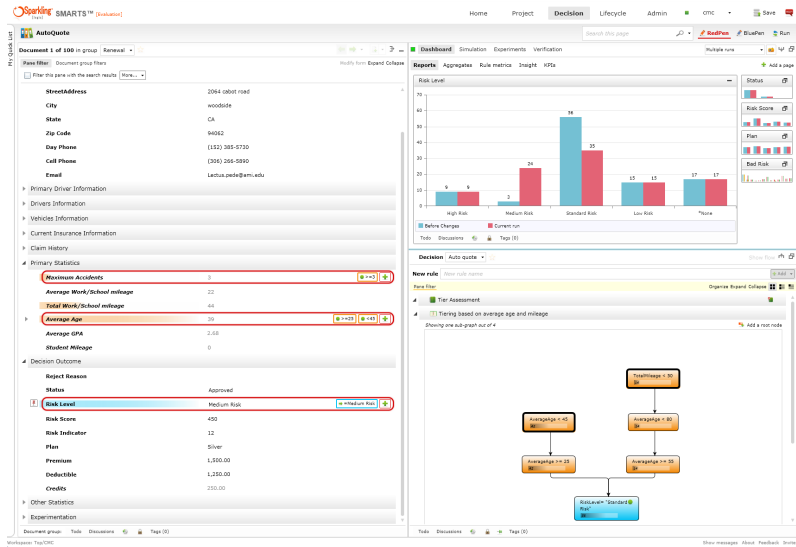
### HEALTHCARE & WELLNESS
Sparkling Logic's business rules and analyics platform provides solutions addressing healthcare fraud, eligibility and enrollment, health claims processing, disease management, and clinical treatment recommendations.

### ENERGY & UTILITIES
Sparkling Logic  helps power and utilities organizations meet challenges in compliance and operational performance, including asset management solutions combining data analytics from devices and remote sensors for condition based maintenance.

# SMARTS
# Decision Manager

SMARTS Decision Manager provides complete support for:

- Extracting insights, predictive models, business rules and decisions from data and business expertise using industry-leading and patented approaches
- Measuring their efficiency through advanced decision analytics
- Optimizing them according to your objectives and constraints
- Deploying the resulting optimized decisions
- Dynamically managing their evolution

## BUSINESS RULES AND PREDICTIVE MODELS

- Use graphical tools to capture business rules and decisions from policies and expertise
- Generate or import predictive models

## DECISION ANALYTICS

- Visualize and manage decisions graphically
- Measure decision quality using KPIs
- Run map-reduce simulations on large data sets
- Optimize decisions

**SMARTS Decision Manager for Continuous Decision Improvement**

- Business Rules
- Predictive Models

- Decision Analytics
- Simulation

- Cloud Decision Service
- On-Premise Decision Service
- Decision Component

DEFINE DECISIONS

DATA

MEASURE DECISIONS

DEPLOY DECISIONS

## AGILE DEPLOYMENT

- Put decisions, business rules and predictive models into action on the cloud or on any enterprise platform
- Create standalone services in Java or .NET
- Once deployed, use new data to dynamically refresh decisions and models

Sparkling Logic SMARTS™ is a product of Sparkling Logic Inc.
For more information contact us at info@sparklinglogic.com or sign up for a free trial on our website.

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COOL VENDOR

# www.sparklinglogic.com