Progress Corticon BRMS

Understanding Business Rules and How to Use Them

Peter Judge

Software Architect, Progress Software

PROGRESS

Agenda

- Introduction to Business Rules Management
  - What Is Business Rules Management?
  - The Business Rules Management Problem
  - The Corticon Solution
- Corticon Customer Success
- Corticon Differentiation
- Corticon Demo
- Corticon and OpenEdge
- Summary & Q&A

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What Is Corticon Business Rules Management?

Software to help make
the Right Decision at the Right Time
with Business Agility

- **Should we pay this claim?**
- **What offer should we make, now?**
- **What resource should we allocate?**

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What Is Business Rules Management?

Decisions are governed by business rules

DECISION

Should we pay this claim?

RULE

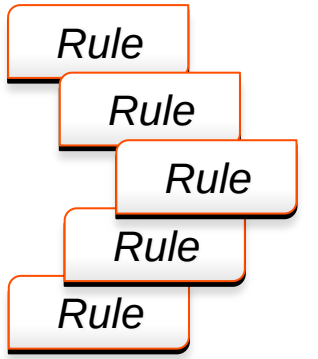
Reject claims with invalid billing codes

BRMS – Business Rules Management Systems

*(a.k.a. **rule engines**) externalize decision logic from applications and represent as business rules*

Claims Management System

BRMS



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The Problem: Automating Business Rules

Traditional approach is programming-based

- Simple rules difficult to automate, sophisticated ones impossible
- Single change can impact hundreds of rules/processes

There Is a Better Way…

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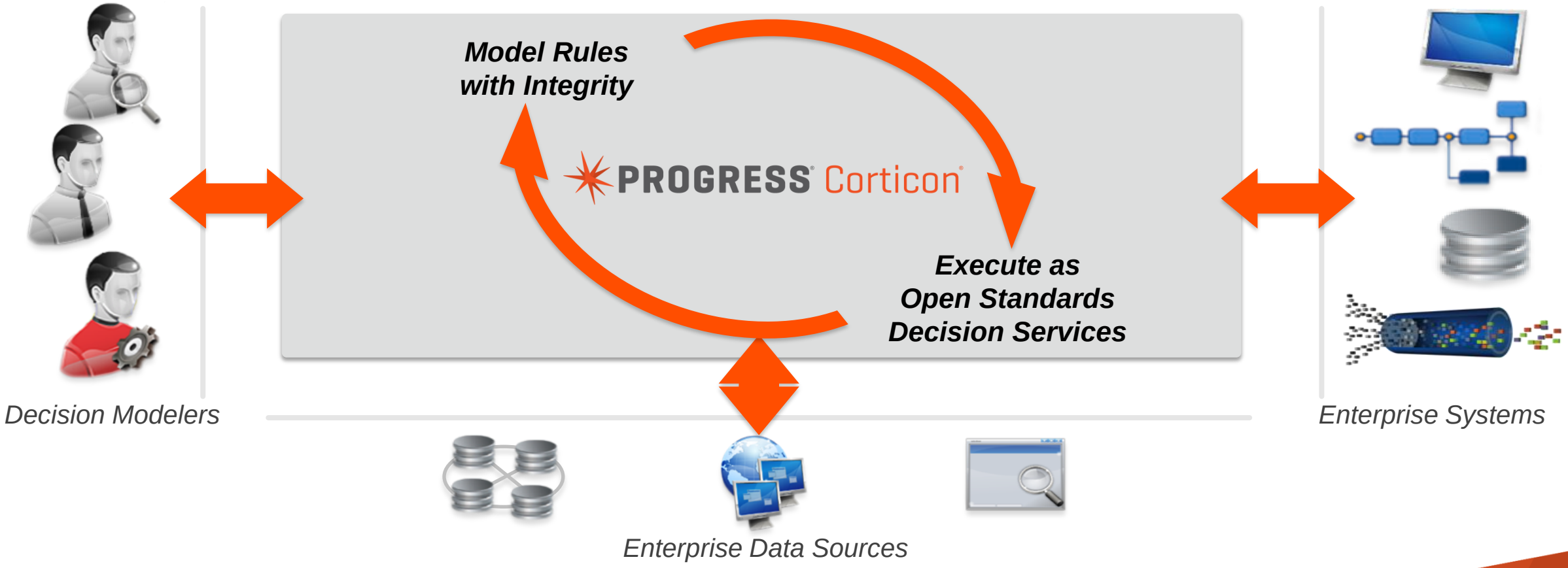
The Solution: Progress Corticon Business Rules Management System

- Separate decision logic from code
- Empower business users
- Ensure performance & scalability
- Enable fast, safe changes



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Progress Corticon: 500+ Customers

INSURANCE	FINANCIAL SERVICES	GOVERNMENT	HEALTH & HUMAN SERVICES	eCOMMERCE
UNUM	M&T Bank	FBI	pennsylvania DEPARTMENT OF PUBLIC WELFARE	ebay
AEGON	usbank Five Star Service Guaranteed	OPM	hp	D-reizen
TOKIO MARINE	GM Financial	DIA	KU MEDICAL CENTER The University of Kansas	SIMPLEXITY
Cigna	citi	State Department	IM Ingenious Med	jostens

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Progress Corticon: Key Use Cases

Commerce (Sales & Marketing)

Apply – Price/Quote – Recommend – Police

Customer Servicing

Intake – Validate – Adjudicate – Recover – Fraud

Manufacturing & Supply Chain

Production Planning – Resource Allocation – Logistics

Enterprise Rules Management

Decision Analytics as a Business & IT Discipline

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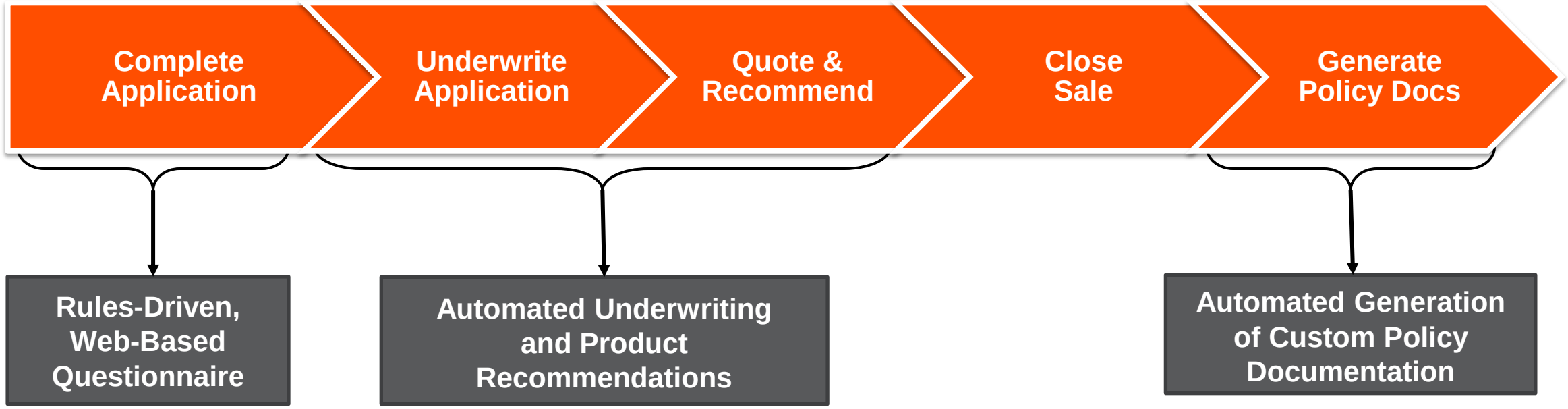
Corticon Case Study: Online Insurance Sales



Powered By Corticon
Business Rules Management System (BRMS)

PROGRESS® Corticon®

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Instant Underwriting

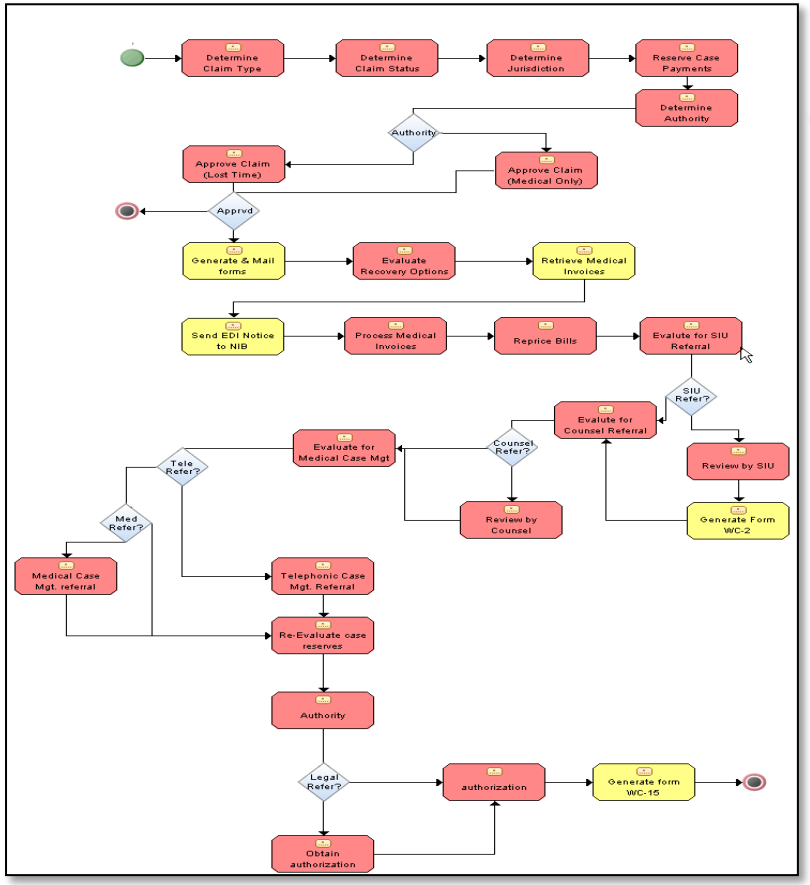
This page presents the full offer

- Final rates
- Customized plan selection
- Plan amendments based on health conditions
- All quote data on this page was stored by the Rules engine

- Grow revenues thru new sales channel
- Streamline process from days to minutes
- Rapidly respond to changes in market direction

precedent

Corticon Case Study: Claims Processing

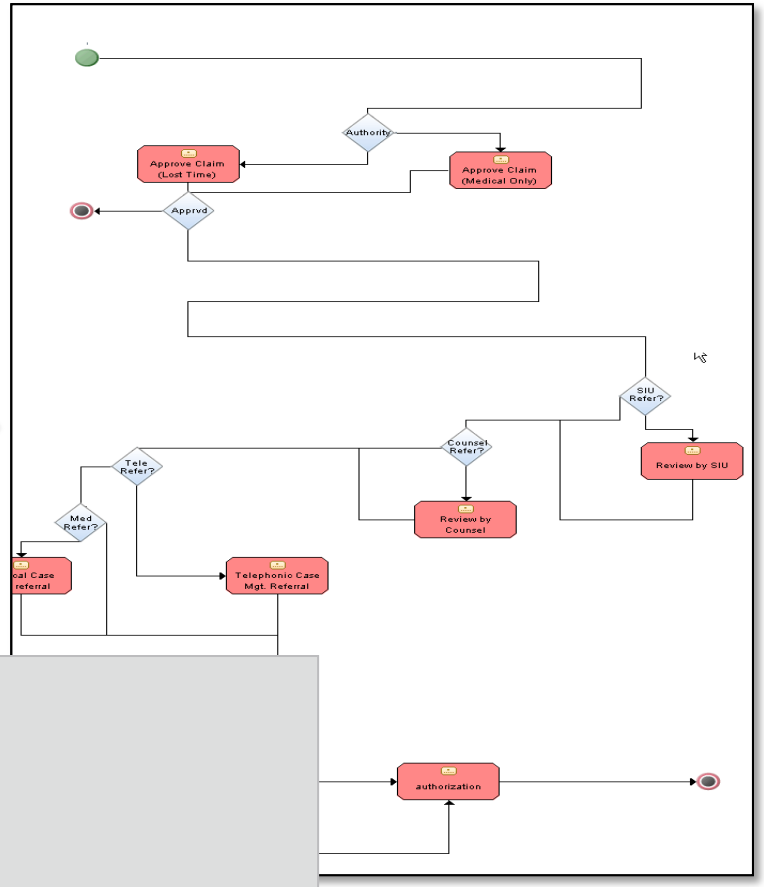


BEFORE Corticon

21 Manual Steps

AFTER Corticon

7 Manual Steps



- Accelerate Service Delivery
- Reduce Costs
- Improve Service Quality
- Improve Agility

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CHALLENGE

- With more than 150 million transactions per day, eBay required millisecond response from a rule service to ensure a responsive customer experience

SOLUTION

- **Progress Corticon's** rules engine could rapidly stand up to eBay's demanding production needs

BENEFIT

- Increased performance, scalability, accuracy, integrity and agility

Meridian Health Plan

CHALLENGE

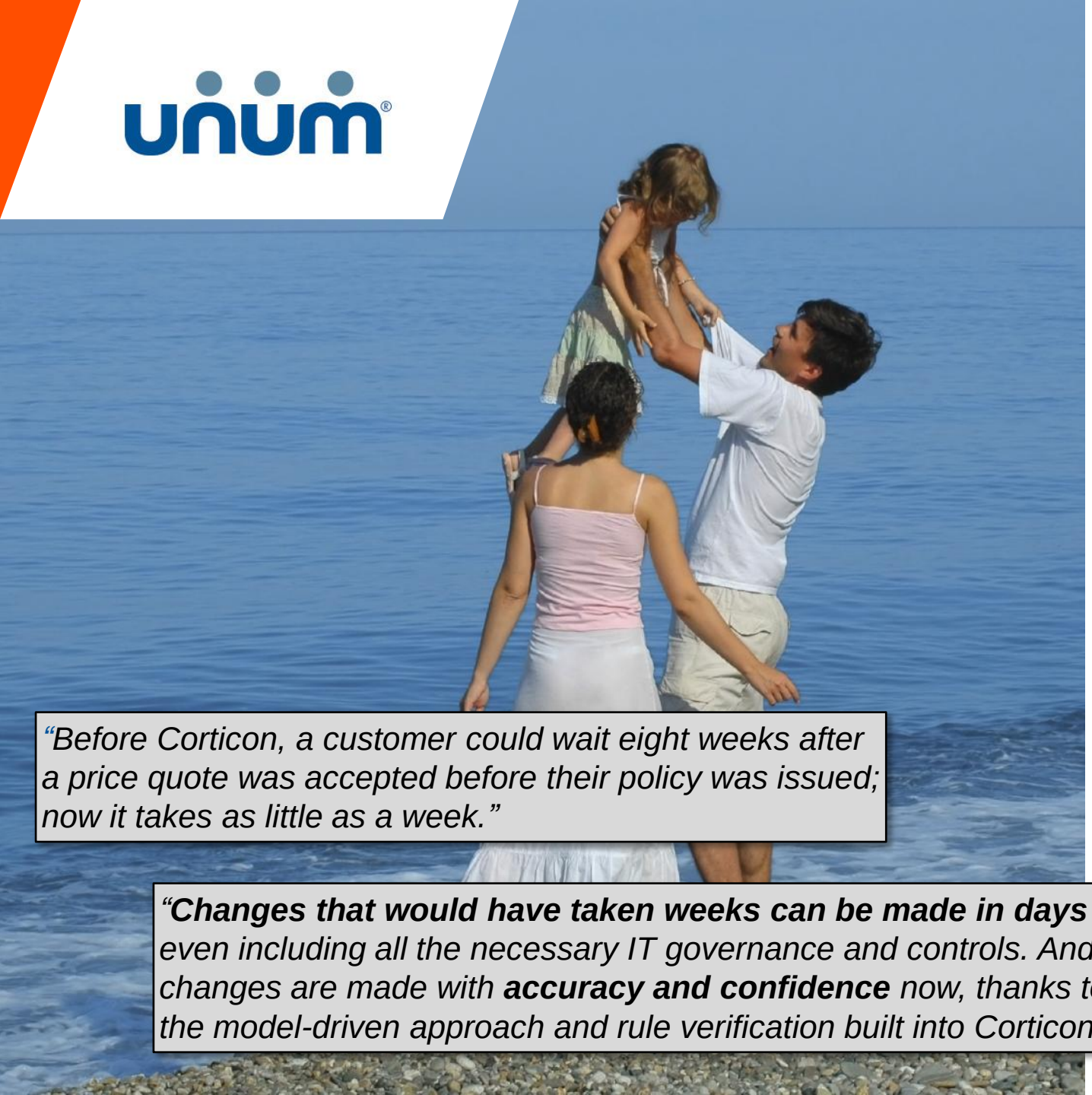
- Meridian Health Plan needed to expand healthcare claims processing business into new states and keep up with changing regulations as HIPPA and the Affordable Care Act (“Obamacare”)

SOLUTION

- Use **Progress Corticon** BRMS to modernize existing OpenEdge architecture

BENEFIT

- Empower healthcare domain expert to manage volatile decision rules outside of the OpenEdge ABL
- Accelerate application customization covering the needs of each customer as well as state/local regulatory schemes



"Before Corticon, a customer could wait eight weeks after a price quote was accepted before their policy was issued; now it takes as little as a week."

*"**Changes that would have taken weeks can be made in days** even including all the necessary IT governance and controls. And changes are made with **accuracy and confidence** now, thanks to the model-driven approach and rule verification built into Corticon."*

CHALLENGE

- Unum, a market leader in disability, group life, long-term care and voluntary benefits, needed to reduce time-to-market for new products and business rules changes

SOLUTION

- **Progress Corticon** Business Rules Management System

BENEFIT

- Faster implementation and business change cycles
- Faster price quotes—from 8 weeks to as little as one week
- Better customer service
- Unprecedented agility and business control
- Strong ROI

CHALLENGE

- One of the largest banks in Asia needed better ways to manage credit risk.

SOLUTION

- Credit scoring models build in Progress Corticon BRMS

BENEFIT

- Better credit models reduce risk and required reserves
- Improved speed to deliver new credit scoring models (and update)
- Reduced errors in models
- Reuse logic across multiple models
- Easy to use, deploy and manage

Claims Processing with BPM

Market Segment: Insurance

Application: Asset Damage (Property & Casualty)

- One of the world's largest life insurance and pension companies with millions of customers worldwide
- Considerable cost and FTEs reductions as result of straight-through processing
- Improved customer satisfaction (quicker claims handling)
- Less IT dependency, domain experts owns content and change process
- Staying compliant and consistent with government regulations
- Straight-through processing (STP) achievement circa 85%

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Progress Corticon BRMS
Recognized Market “Leader”

FORRESTER®

Corticon has **breakthrough** *tools for business analysts.*

Gartner®

Corticon positioned as **Leading Innovator** *in Gartner Magic Quadrant*

IDC
Analyze the Future

Corticon has developed **breakthrough** *technology in the BRMS market.*

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Corticon Differentiation

- Model-Driven Development
  - Automate rules without coding
- Guaranteed Rules Integrity
  - Ensure safe changes
- DeTI Engine
  - Market-best performance and scalability

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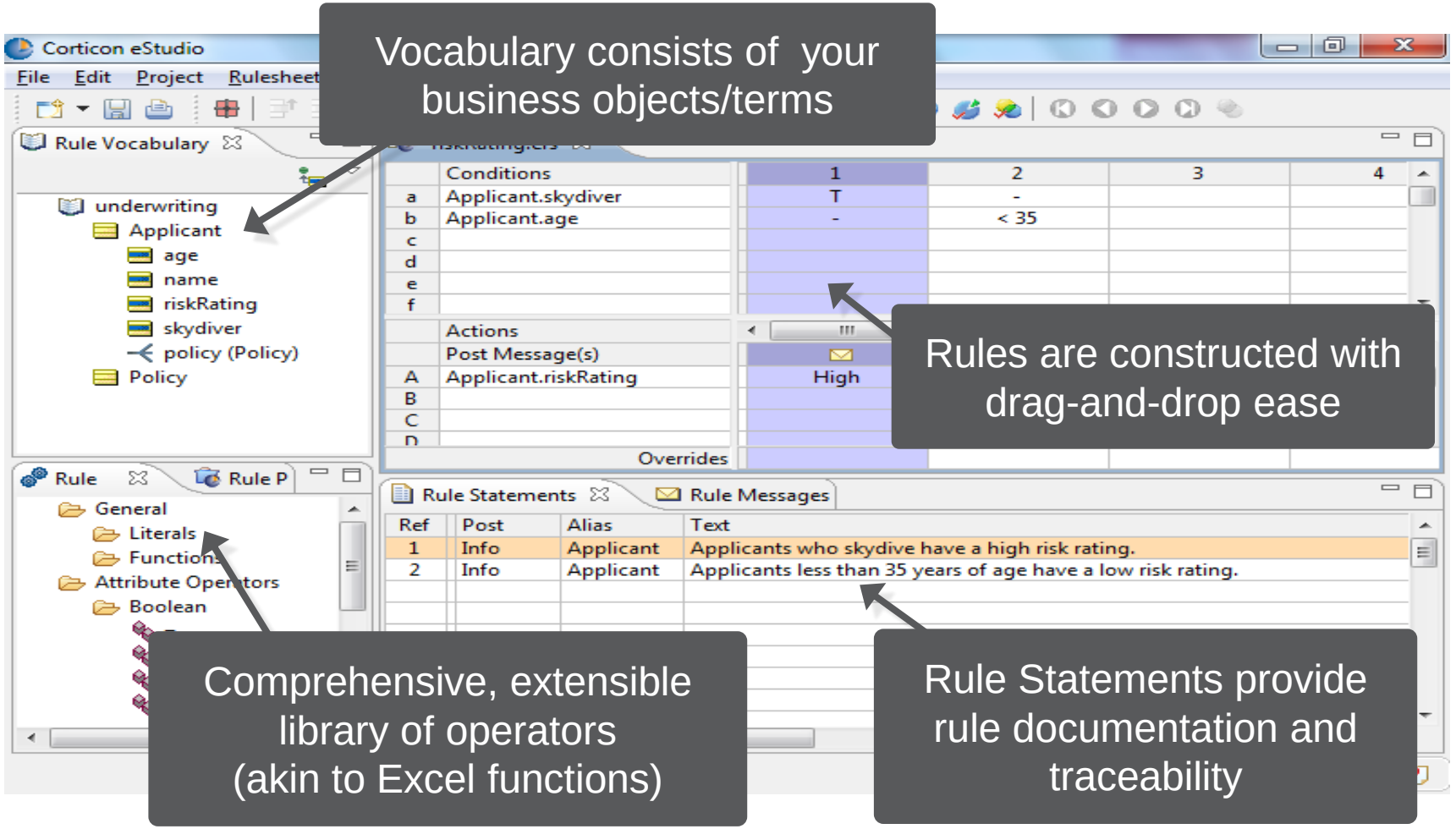
Model-Driven Rules Development

Out-of-the-box ready for use by

- Business Analysts
- IT Professionals

Patented Excel-like modeling tool

- No programming
- Business friendly
- One-click deployment



Proven with the most sophisticated business problems

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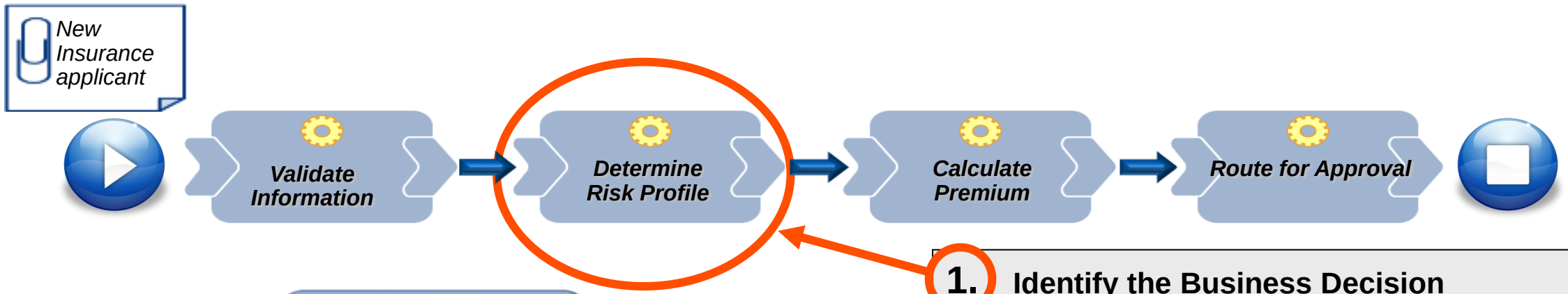
Corticon Studio Demonstration



What is the applicant's risk profile?

1. Identify the Business Decision
Ask: What decision is being made?

2. Identify the Business Rules
Ask: How do you make the decision?

3. Model the Business Rules
Use: Corticon Studio

SAMPLE RULES

- Applicants who skydive have a High Risk rating
- Applicants under 35 have a Low Risk rating

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Model-Driven Rules Development

Traditional Approach

Often contains errors and performance issues

Reduce development and change cycles by 90%

Corticon Approach

Higher quality, higher performance, agility

Business Resource

Technical Resource

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Benefits of Model-Driven Rules Management

Sample ROI Analysis – Automation of single, decision-making task*

	1st Generation	Corticon
Initial Development		
Analyze	20 hours	20 hours
Prepare – Design	5 hours	N/A
Prepare – Implement	200 hours	2 hours
Total	**225 hours**	**22 hours**

10x Improvement

Change Cycle		
Analyze	15 hours	0.5 hours
Prepare – Design	7 hours	N/A
Prepare – Implement	28 hours	1.5 hours
Total	**50 hours**	**2 hours**

25x Improvement

**Per NCAA customer testimonial. See webinar: Extreme Agility: Achieving 25x Acceleration in Business Cycles with Model-Driven Business Rules Management*

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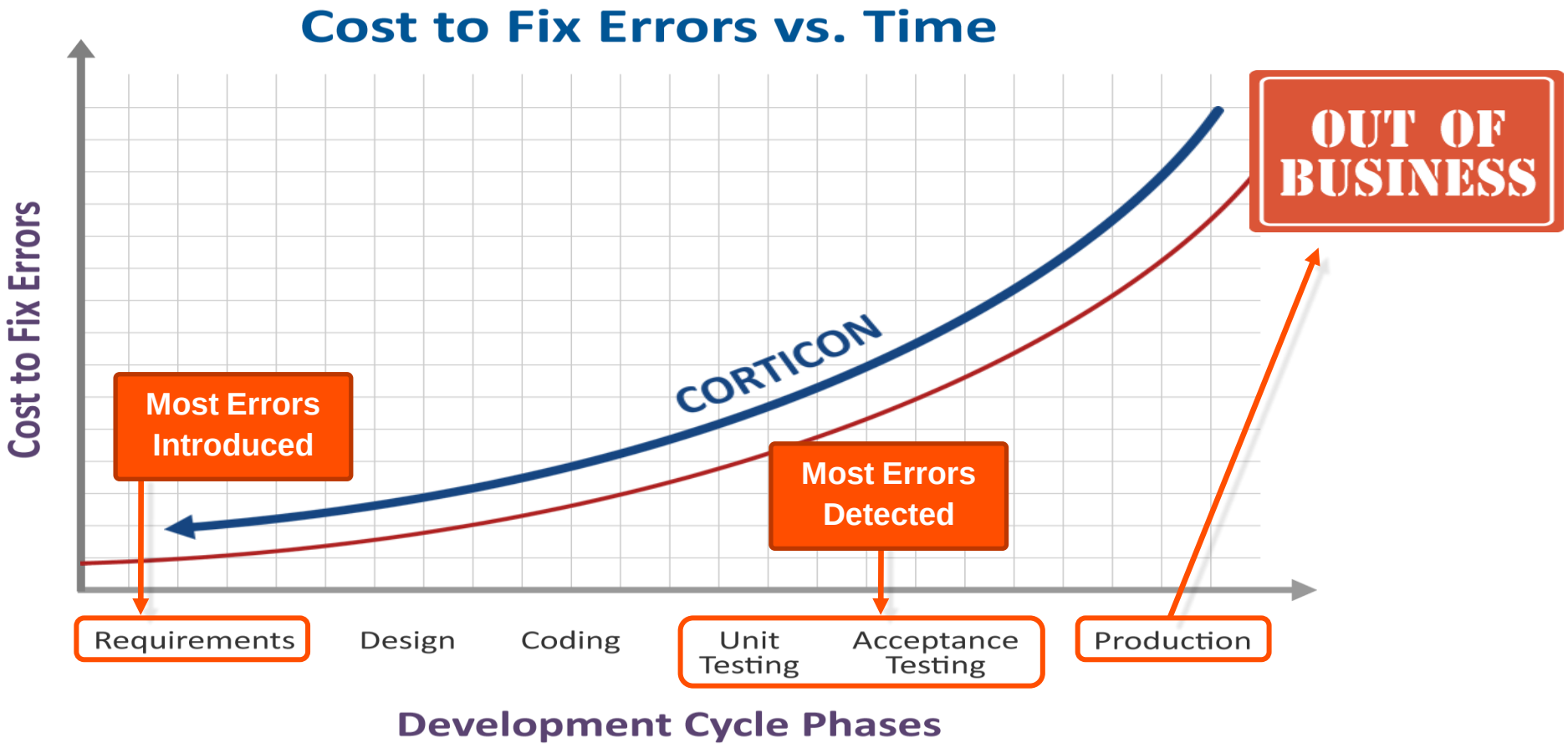
Guaranteed Rules Integrity

- Debugging rules is a major issue with traditional rule development
- Corticon identifies logical errors during requirements specification



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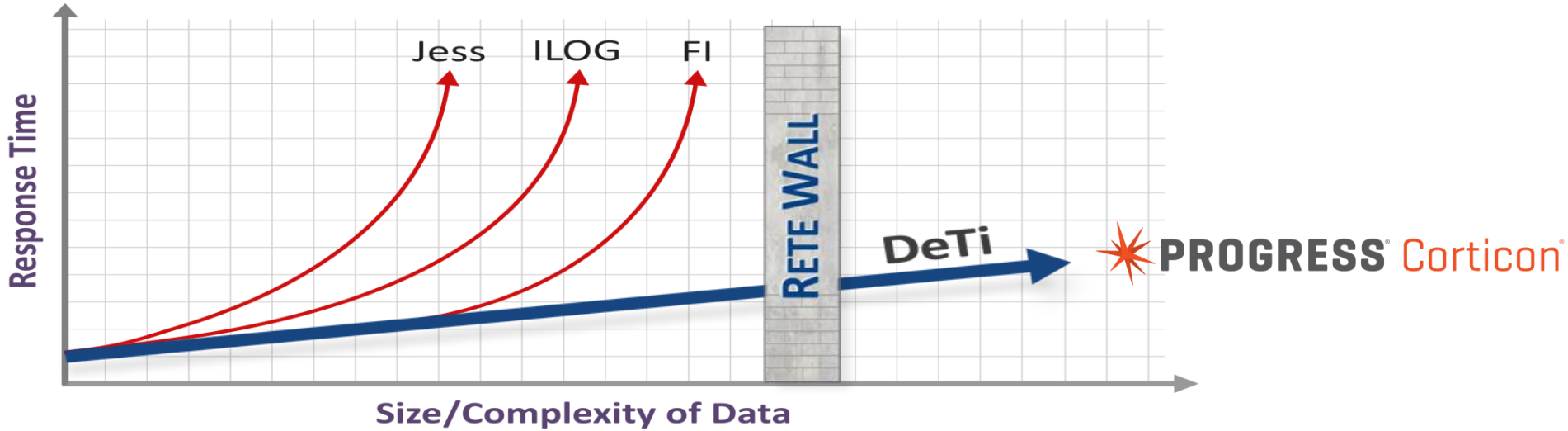
Corticon 5 Difference – Engine Performance

- Traditional pattern matching algorithm is Rete
  - Scales well with increasing number of rules
  - Degrades exponentially with increasing complexity of data – the “Rete Wall”
- Corticon’s patented DeTI (Design Time) algorithm
  - Scales linearly with number of rules and complexity of data



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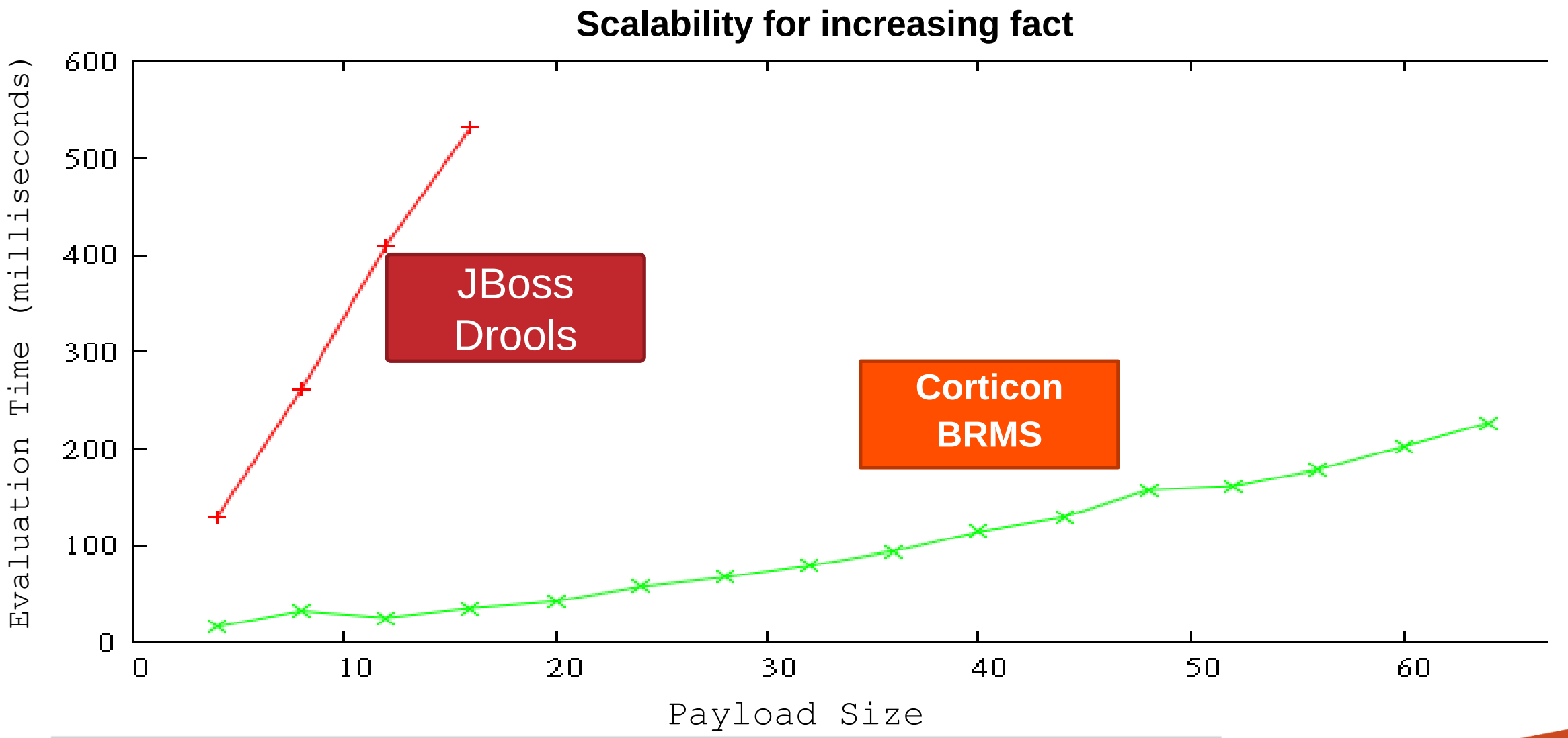
Corticon vs. Drools
Progress' Performance & Scalability Tests



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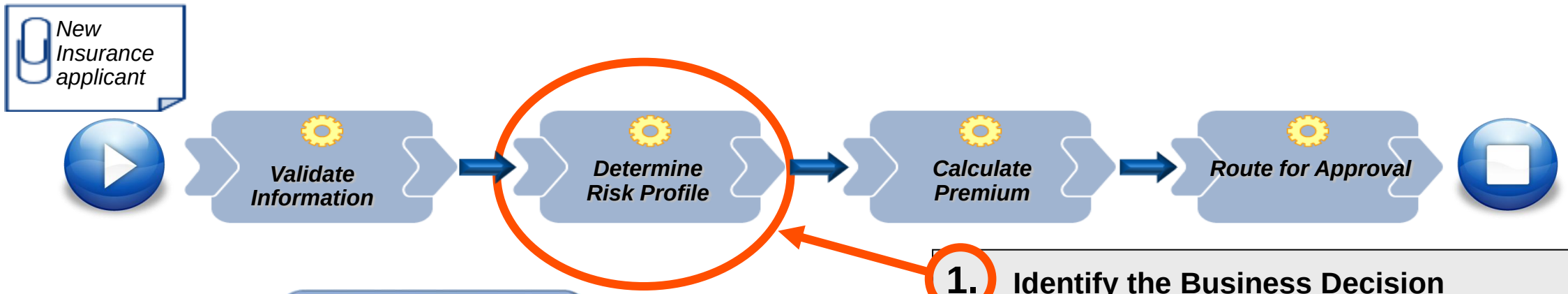

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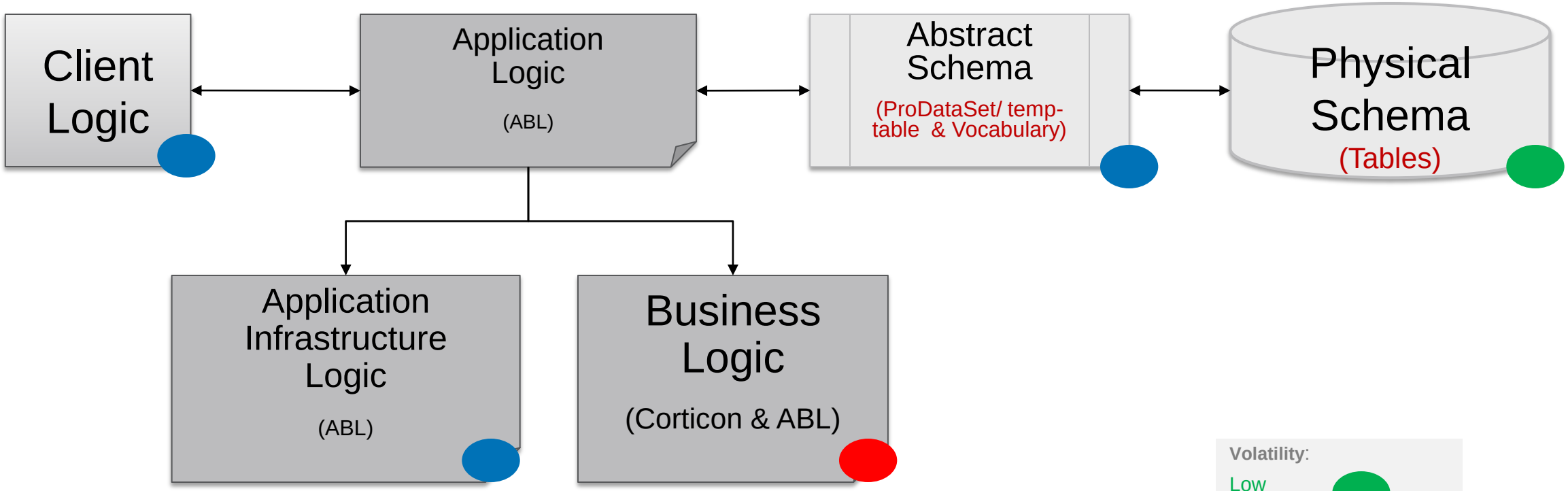
OpenEdge Application Architecture



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Why Use Corticon?

- Puts volatile decision logic **in hands of business** (domain experts instead of just IT)
- Allows decisions to be managed in a **separate tier** with a more agile lifecycle – separation of system and business logic
- **Accelerates** logic development time and **reduces** maintenance time
- Reduces volatility of ABL logic and **dependence** on ABL experts
- Improves ease of use through **good visual tooling**
  - Build vocabularies and rules declaratively through a model driven approach
- Improves application **quality**
  - Gaps & overlap analysis – prevent technical inconsistencies
  - Use case testing on the fly

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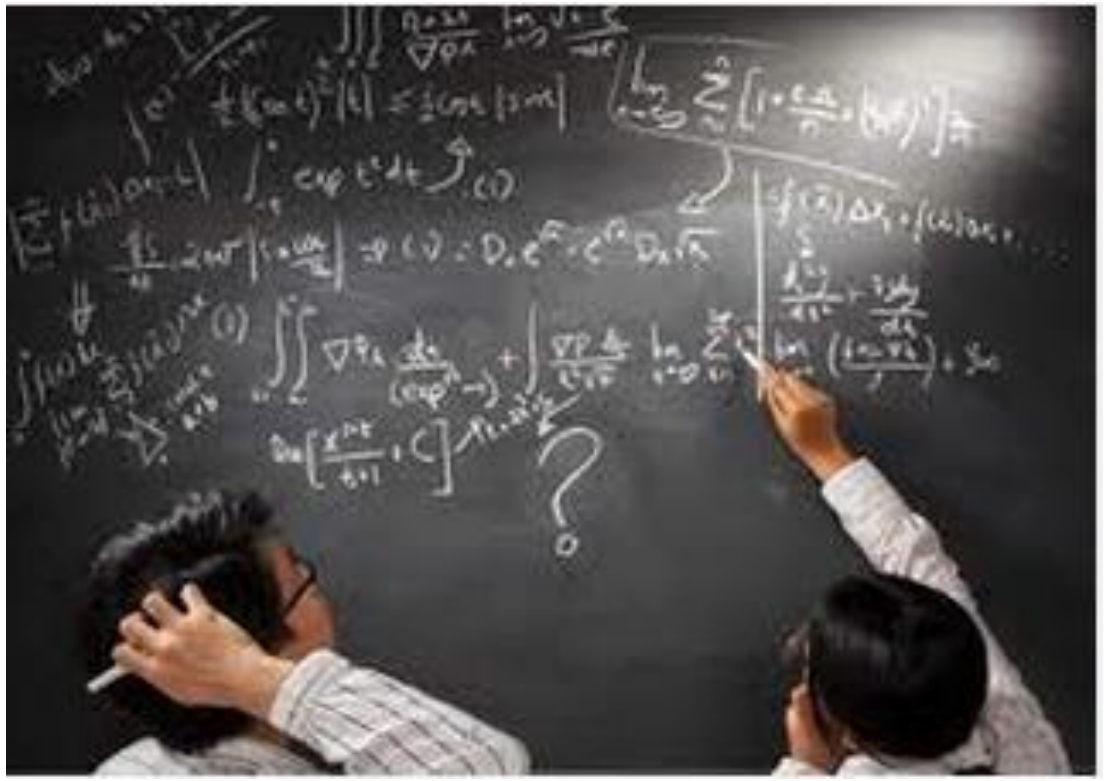
Choosing Between ABL and Corticon

- Is the business logic the result of relatively complex decisions?
- Is the business logic customized by the client?
- Are changes frequently required to the application's business logic?
- Is quality / integrity of logic critical?



The more "yes" answers, the better the fit for Corticon!

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Progress Corticon and OpenEdge

- OE 11.3 Integration Productivity Features
  - ABL API/macros to eliminate integration code
  - Shared Data Model
  - Direct Integration with OpenEdge Database (Batch Processing)
  - Improved OE BPM Integration

- 10.2B or later?
  - Integration White Paper Available
  - Integration Options
    - Web Services Call-Out (Decision Points) – via ABL and OE BPM

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EVALUATE CORTICON

Register to evaluate the industry's fastest, easiest-to-use business rules management systems (BRMS) - Corticon.

Corticon's model-driven approach delivers a 10x acceleration in application development and maintenance cycles. With Corticon, business rules are managed as business friendly models, with zero programming. This enables better alignment of business and IT resources, and empowers analysts and policy makers - those who best understand the dynamics forcing change within the organization – to safely manage the business rules. You need to experience it to believe it.

Ready to take Corticon for a test drive? Register for your 90-day evaluation today!

DOWNLOAD SOFTWARE

Login using the form below. If you are not a member of the Progress community, please create a new account.

Username

Did you forget your Username?

Password

Did you forget your Password?

Login

Progress Software cares about your security. You may be required to periodically reset your password.

Do you need login help?

Click here to create new account.

www.corticon.com

Summary

Better, faster decisions by automating business rules

Patented "no-coding" rules engine

Client Benefits:

- Mitigate Risk
- Optimize Operations
- Find New Revenue Opportunities

IT Benefits:

- Accelerate Rate of Change
- Empower Business Users
- Ensure Performance and Scalability

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