

Respond faster by automating your decisions with business rules

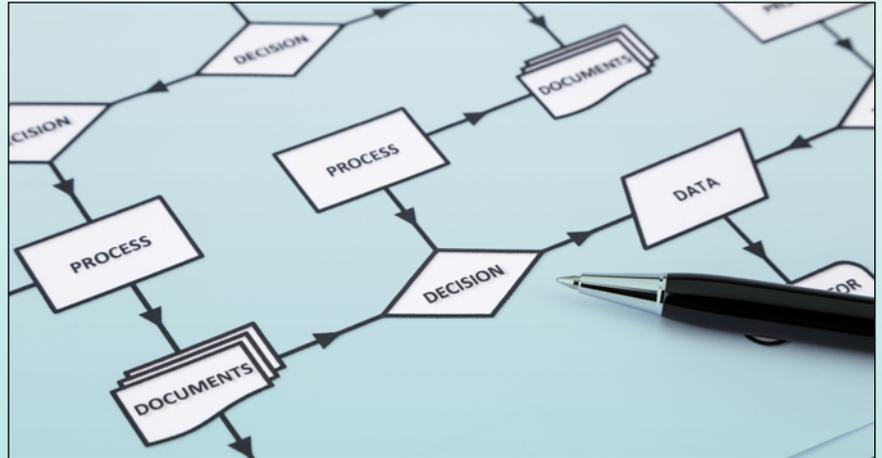


Your employees perform hundreds, if not thousands, of highly repetitive tasks every day.

Automate your digital processes—from routine tasks to advanced decision making—and you can achieve vast operational scalability, increased productivity and enhanced customer experience. Digital business automation can assist with a range of tasks—such as information retrieval by employees, systems or devices—for speed and consistency.

Automated decision-making capabilities allow your organization to:

- More easily comply with regulations and existing business policies
- Understand where your business rules are, to manage them better and faster
- React nimbly to workload changes and competitive threats
- Increase consistency and customer satisfaction with simple, iterative improvements
- Give business users the ability to view and change business policies in minutes



A BUSINESS-FRIENDLY APPROACH

Make decisions easy to understand, fast to implement

Decisions based on policies and precedent drive your business day to day, moment to moment. Business rules guiding everything from contract approval to customer support may be rigorously designed, but cumbersome to understand or update. Worse, rules may be buried in infrequently updated software.

Your organization's employees need fast, clear access to its business rules. Digital transformation can help make decision processes faster and more transparent, by making rules explicit and accessible. With an automation-backed system, business users can read rules in natural language, and easily test and implement improvements.

IBM Operational Decision Manager keeps business rules easy to understand, simple to change

Organizations make millions of operational decisions each day. The rules behind these decisions must be safe, consistent, exhaustive, regulation-compliant, traceable, strategically appropriate and flexible enough to match changing markets. **IBM® Operational Decision Manager** helps meet these requirements by extracting and consolidating your business rules in a dedicated, user-friendly platform.

Besides making rules easier for humans to understand, consistent, standardized business rules can help simplify recurring tasks with robotic process automation (RPA). Automated decisions can add value to use cases from checking inventory to implementing intelligent chatbots.

IBM Operational Decision Manager can easily be deployed alongside new and legacy systems, giving consistent access to users throughout the enterprise for consolidating, testing and updating business rules.

Unify decisions with automated rule management

SUCCESS STORY

Bank automates for faster decisions

A South African bank found that its rules-based decision-making processes were not agile or consistent enough to meet the demands of geographic expansion, increasing regulation and rising consumer expectations. By deploying IBM Operational Decision Manager on its IBM Z® infrastructure, the bank gained a central point of control for creating, sharing and processing business rules, achieving a **40-fold performance improvement in rules processing**.¹

MORE SUCCESS

50%

Reduction in operating costs that can be achieved by automating operations.²

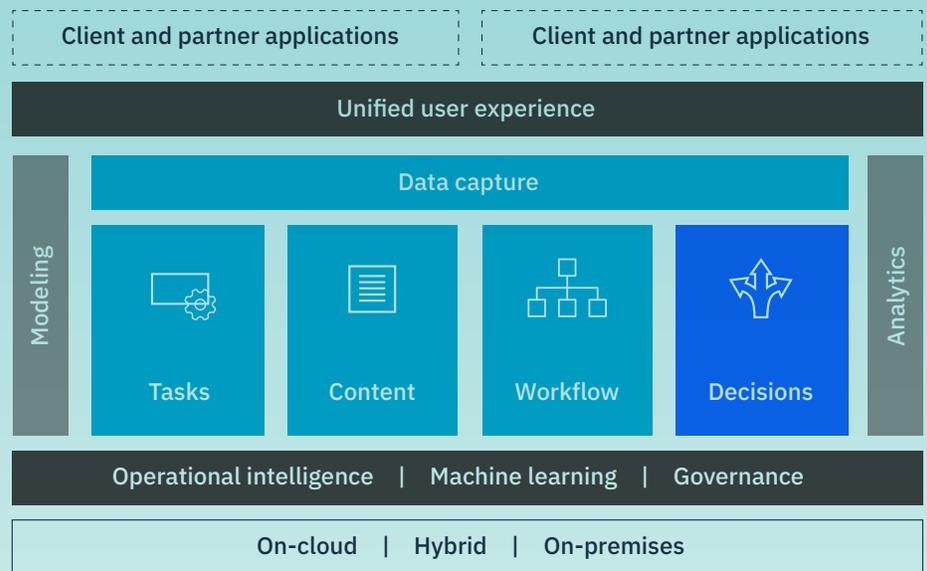
YOUR BENEFITS

Is automation right for your decision process?

Use automated decision management if you are looking for ways to:

- Ensure consistent decision making
- Quickly deploy business-rule changes with a minimum reliance on IT
- Create a uniform, centralized, searchable repository for your business rules
- Trace, understand and explain the impact of individual rules on business decisions
- Comply with regulations affecting data handling, disclosure or decision timelines
- Automate human-dependent repetitive tasks that prevent full automation
- Modernize business operations whether you're on mainframe or any other platform
- Create chatbots or other interactive tools with enough intelligence to understand context and make smart recommendations

IBM Automation Platform for Digital Business



AUTOMATE BUSINESS OPERATIONS AT SPEED AND SCALE

Unlock the value of consistent processes with automation

The fully integrated IBM Automation Platform for Digital Business leverages digital tools to transform your business with automation—and offers decision-

making support as a core function, with **IBM Operational Decision Manager**. The platform offers much more, though, with advanced support for task automation, data capture, and workflow orchestration. You can automate all these functions at significant cost savings and with simplified administration as compared to using point solutions for automation.

IBM Automation Platform for Digital Business can free employees for higher-order work, no matter where you are on the automation adoption curve. Use any area of automation as an entry point into the platform's capabilities, and realize the scalability, productivity and enhanced customer experience you want in your digital transformation.

TO LEARN MORE about IBM Automation Platform for Digital Business, visit: ibm.biz/automation-platform

TO LEARN MORE about IBM Operational Decision Manager, visit: ibm.com/us-en/marketplace/operational-decision-manager



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- 1 "First National Bank: Driving faster, smarter, more consistent and more efficient decision making," IBM Corporation, Jan 19, 2016.
- 2 Aaron B. Brown and Joseph L. Hellerstein, "Reducing the Cost of IT Operations—Is Automation Always the Answer?," IBM Thomas J. Watson Research Center, Accessed April 16, 2018.