

Special Points of Interest:

- Business rules management results in improved compliance, better decisions, streamlined operations, and better communication with customers.
- Read more about ASR's "point of view" on decision management in our feature article from DM Review magazine:

http://www.dmreview.com/article_sub.cfm?articleId=1023895

Sound Bites:

- "Organizational success is a function of making decisions and taking actions at the right time. Application infrastructure that is specifically focused around rules automation, event management, decisioning, and business intelligence (BI) is evolving to bring far more precision, accuracy, and speed to decision making and process execution." (**Stephen D. Hendrick**, Group Vice President at IDC, keynote speaker at the 2007 International Business Rules Forum)



ASR Analytics LLC

Driving better decisions through business rules management.

Driving Better Decisions Through Business Rules Management

Business rules are the logical conditions that govern the way an organization operates. For example, a business rule related to customer retention might indicate that a customer should be offered a discount if: (1) he or she is a high-value customer, and (2) there is evidence that the customer may defect to a competitor.

Business rules span a number of domains, including marketing strategy, pricing policies, customer relationship management practices, human resources activities, legal and regulatory compliance, and operational workflows.

By stating business rules in a structured manner, and using them in conjunction with organizational data and technology, business rules can be used to help the organization to streamline or automate operations, improve decisionmaking, communicate with stakeholders, adhere to legal and regulatory mandates, and perform analysis on current practices.

ASR and RuleBurst

ASR is a teaming partner with RuleBurst Limited (www.ruleburst.com), an Australian owned global company providing a leading software solution for the management and administration of complex business rules and governance.

Follow the link below to view a demo software application that ASR developed using RuleBurst software:

www.asranalytics.com/ruleburst_demo.html

Services and Solutions

ASR's practitioners are recognized thought leaders in the fields of business intelligence and business rules modeling -- with particular expertise in the integration of business rules into microsimulation models. We help our clients to use business rules in the following solution areas:

Regulatory Policy Compliance. ASR has years of experience helping organizations leverage business rules to improve regulatory compliance, meet reporting requirements, and focus on their core business.

Citizen-Centric Government. ASR is helping federal and local government agencies provide information and services, while making customer service a priority, by leveraging business rules and custom RuleBurst applications to simplify the delivery of complex information to citizens.

Banking, Finance and Insurance Compliance. The business environment in banking, finance, and insurance is fast-paced and complex. ASR is helping organizations in these industries leverage business rules to improve lending decisions, identify fraudulent claims, and improve eligibility decisions.

Entitlement and Benefit Assessment. ASR is working with government agencies and the private sector to ensure that entitlement and benefit decisions are correct, consistent, and based on sound business rules management.

ASR Success Stories

ASR has extensive experience helping our clients with business rules management. Success stories include:

IRS Office of Business Rules and Requirements Management: ASR Analytics is supporting the IRS Office of Business Rules and Requirements Management (BRRM), in developing detailed business rules for the Customer Account Data Engine (CADE) project. CADE is the cornerstone in IRS' modernization effort and is the replacement for a data processing system that was created in the 1960s.

Business rules are an essential element of the requirements management process for CADE — used to communicate planned functionality, validate the accuracy of requirements, and simulate the outcome of various business scenarios.

North Harris Montgomery Community College District: ASR Analytics is helping North Harris leverage its student achievement data in support of the Achieving the Dream initiative. Achieving the Dream is a multi-year national initiative to help more community college students succeed. The initiative is particularly concerned about student groups that traditionally have faced significant barriers to success, including minority and low-income students.

ASR is helping North Harris use business rules to identify at-risk students, underperforming student cohorts, and opportunities for programmatic change.

IRS Office of Research: ASR Analytics supported the IRS Office of Research to develop a suite of simulation models, which allow the IRS to forecast the regulatory burden imposed on different groups of taxpayers under a wide variety of "what-if" scenarios. These models are used to report annual taxpayer burden estimates to Congress and OMB, as mandated by the Paperwork Reduction Act.

The underlying framework of these models consists of complex business rules, written in SAS and JAVA, which accurately determine the forms that a taxpayer files, the tax preparation methods they select, and the time and money they spend on various tax preparation activities. This groundbreaking research has received significant attention from tax agencies and tax researchers, both domestically and internationally.

Thought Leadership

ASR was recently invited to present at the 10th Annual International Business Rules Forum to be held in October 2007 in Orlando, FL.

<http://www.businessrulesforum.com/abstracts.php?id=167>

For More Information

If you are interested in learning more about ASR's Business Rules Management solution please call us, send us an e-mail, or visit our website:

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ASR Analytics LLC (ASR) provides high-end analytic consulting services to clients in the public and private sectors. ASR has deep expertise in the fields of business intelligence, predictive modeling, and data mining – and in the design and development of customized technology tools that support forecasting, simulation analysis, optimization modeling, and data visualization.