

**SAPIENS
DECISION**

Black-and-White Clarity in Only 3 Months Top Global Financial Services Firm Takes Control of Account Management Policies

About the Client

This top financial services firm operates across the globe and is a leader in the provisioning of commercial banking, financial transaction processing, asset management and investment banking services to consumers and small businesses.

Inefficient Rules Management Causes Significant Project Delays

This leading global financial services institution was challenged by inefficient rules management across its banking division platform. The firm found it difficult to cope with frequent change requirements, which reduced the integrity and manageability of their rule base. Rule changes across projects and applications were often inconsistent or contradictory – a significant problem for a global financial services firm managing its operations across multiple businesses and branches, with numerous systems, applications and external vendor services.

These issues were particularly acute within the firm's account management project, which was focused on rewriting rules associated with the opening and maintenance of demand deposit and certificate of deposit accounts. Outdated rule capabilities prevented the firm from reorganizing rules as required (by customer type, rather than product, for example). Due to these deficiencies, the firm found it difficult to

properly forecast the impact of changes across the rules repository, and recreate existing rules on schedule and accurately. The account management project soon fell three months behind schedule.

Challenged to proceed quickly and with cross-organizational accuracy, the account management teams tried both developing and finding an improved business rule interface, but none were sufficient to meet their needs. Instead, they decided to leverage the firm's existing commercial rules engine.

This approach required a third-party consulting firm to translate and manually code legacy rules, which left the business with virtually no visibility into the accuracy of the final result. The firm recognized the need, in terms of costs and resources, to pursue a different approach that would result in faster change implementation, and lower operational and regulatory risks.

Six Weeks until a Major DECISION

The financial services firm hoped that leveraging decision management methodology together with the right technology would enable them to overcome their challenges. The firm embarked upon a six-week pilot deployment of The Decision Model (TDM) – a methodology and discipline that structures the documentation of business requirements into business decision

logic – and The Sapiens DECISION Suite, a centralized business decision management solution that enforces consistent business decision logic across all enterprise applications.

Sapiens DECISION enabled the organization to track, verify and ultimately ensure that every decision was based on the most up-to-date rules and policies. The DECISION Suite eliminated the need for manual coding at the firm by automating the generation of code for the commercial rules engine, so that accuracy, consistency and speed were maintained across the account management platform.



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The six-week pilot deployment effectively demonstrated the capabilities of the Sapiens DECISION Suite to develop decision models quickly, with full traceability of logic. The financial services firm selected Sapiens DECISION following

the successful trial, which established a much faster and more accurate means to discover and validate business requirements as decision logic, generate rules through automatic code deployment and speed overall business implementation.

DECISION now provides the centralized logic repository for the financial services firm to open new accounts, establish new customers, identify the appropriate products and services that can be offered to each customer and manage transactions.

The logic for critical functions – such as account maintenance, including financial and customer updates, as well as data quality assurance – is managed by DECISION.

Enhanced Control and Visibility

Sapiens DECISION provides the business-side of the firm with an interface that enables rapid development of business logic (requirements) in an intuitive, consistent and reusable form that is readily understood by business users and technology teams. The transparency and business-user accessibility empower business professionals and analysts to control the development and implementation of each policy, from initiative to operationalization. The platform empowers the firm with the

governance required to ensure accurate and consistent automated business decisioning across all systems and enables it to trace any rule back to its originator and business reasoning.

Sapiens DECISION allows the firm to design and roll-out new business models and products, with the confidence that they are being implemented consistently throughout the institution's systems and branches.

Quick and Consistent Implementation

Sapiens DECISION's technology-agnostic functionality enables the firm to quickly and consistently implement policies throughout its institutional IT systems, without having to "rip and replace" existing IT assets.

The financial services firm is now implementing rule changes in half the time previously required.

Ahead of the Game in Only Three Months

Thanks to the efficiencies and benefits created by Sapiens DECISION – including speed of modeling, error detection, reuse and automated deployment – the account management project was back on schedule within three months, so the project was completed on time.

But actually, the firm isn't just back on schedule...it's ahead of the game. It can now develop business logic that is rapidly and consistently deployed to many environments, resulting in vast cost savings and efficiencies. The firm is able to:

- Implement rule changes 50 percent faster
- Organize rules by customer, rather than product
- Easily identify all areas impacted by rule changes
- Automatically deploy rule changes to Drools
- Ensure rule changes are consistent, as opposed to contradictory, across products

The satisfied customer also plans to expand Sapiens DECISION's deployment to optimize their retail banking and credit card operations.

For more information on how Sapiens DECISION can help you address your business challenges, please visit www.sapiensdecision.com.

United States +1 919 405 1500 | United Kingdom +44 1895 464 000 | Israel +972 3 790 2000