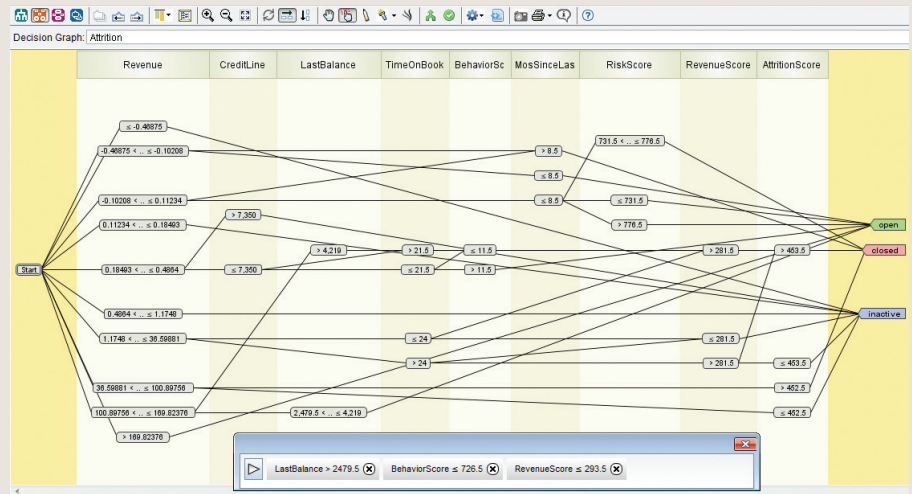


decision management tools

## Efficiency gains and a breakthrough in rules capture and visualization

FICO™ Blaze Advisor® business rules management system for Java version 7.0 makes it easier to automate and improve operational decisions, and to explain them to senior managers and regulators. The version's new decision graph metaphor and authoring enhancements give business experts an even more user-friendly environment for updating and managing their own rules. In addition, a new Eclipse-based user interface accelerates project development for rule developers.

### Decision Graph Visual Metaphor



With the Decision Graph visual metaphor of FICO™ Blaze Advisor® version 7.0, business analysts can “shrink” trees and paths to identify the minimum number of decision nodes and actions, needed to represent the same logic. This makes the rules faster and easier to understand, update and explain.

**M**arket pressure from increasing competition and tighter regulatory scrutiny is forcing business managers to refine and update their business rules more frequently than they have in the past. Business strategies are also becoming more sophisticated, and the number of rules can quickly grow to a point where it is easy to lose the overall big picture. With these greater demands on rules developers, any gain in efficiency is a welcome addition.

That's why the latest version of FICO™ Blaze Advisor® business rules management system for Java, version 7.0, offers a wealth of new features to increase both business and technical users' productivity. It also provides recent breakthroughs in visualizing complex decision trees that make it easier for rule authors to navigate and explain even the most complex rulesets.

Blaze Advisor 7.0 is designed to help businesses more rapidly develop, deploy and manage rules-based decision services with:

- **An Eclipse-based user interface**, giving technical rule developers the full power of Blaze Advisor functionality in an industry-standard development environment.
- **A Decision Graph metaphor** that automatically shrinks complex decision trees so they are faster to execute and easier to manage, understand and explain.
- **Rule Maintenance Application enhancements**, including click-through editing of rule flow components, copying across rulesets, improved project reports and more.

### » Blaze Advisor Builder now in Eclipse

With FICO™ Blaze Advisor® 7.0, technical users can now enjoy rule development using the industry-standard Eclipse environment, with full access to the rich functionality and capabilities of Blaze Advisor's Builder. In 7.0, Builder's repository management, reporting, testing, debugging and other support functions and

### Why upgrade to FICO™ Blaze Advisor® 7.0?

#### Eclipse Plug-in

- Increases efficiency for Java developers.
- Enables side-by-side editing of multiple Java and rules projects.

#### Decision Graph

- Provides multiple views for easier editing/understanding of complex logic.
- Simplifies trees with patented algorithms.
- Uses data to analyze logic flow and the impact of potential rule changes.

#### Enhanced RMA usability

- Enables multiple-select to add items faster.
- Easier navigation to view and edit ruleflows.
- Facilitates rule copying/pasting across rulesets.

editors have been ported to Eclipse, retaining full compatibility with previous versions so that developers can access their existing projects and take full advantage of the new release within minutes of installation.

In moving Builder functions to Eclipse, FICO has maintained the familiar Builder views to ensure that developers are immediately productive in the new environment. Users will find the same task-related options via the Blaze Advisor Eclipse perspective, so that they can continue using their favorite best practices for capturing and testing rules in tables, rule templates and other FICO™ Blaze Advisor® business rules management system constructs.

## » Faster tree navigation and views with Decision Graph

With the new Decision Graph visual metaphor, Blaze Advisor 7.0 adds groundbreaking capabilities into investigating, managing and explaining even the most complex rulesets.

Decision Graph in version 7.0 provides multiple views into the same logic, and adds the ability to “shrink” trees via FICO patented algorithms to quickly focus on the specific portion of the tree that is relevant to the task at hand. It leverages advanced graph theory to give business analysts a much faster, more intuitive way to view and navigate both small and large decision trees—even trees with 10,000 nodes or more.

Decision Graph helps users simplify trees by providing wizards that reduce the entire tree to the smallest possible decision nodes while retaining the same overall logic. Rules authors can view their logic in a Level Tree view that shows each decision variable branch point in a separate column, or as a Standard Graph view that collapses common nodes and actions to create a more compact representation.

Decision Graph's Action View further simplifies views, showing only the decision paths that lead to a selected action. The Exception Graph lets users pick a default action, and then automatically shows only the logic needed to specify when a different action should be taken. In addition to these pre-set views, Decision Graph's slice functionality allows users to specify ad hoc filters—for example, choosing a specific range for one or more decision variables—and then displays only the paths that meet that specified criteria. It's a great way to quickly see which parts of the tree might be impacted by a new rule requirement or regulation.

## » Improving logic and regulatory compliance

Decision Graph's ability to quickly switch between multiple views of the same logic significantly streamlines rule and strategy management, and makes it easier to explain rules and show their compliance with business requirements and industry regulations.

**In support of logic improvements,** users can make updates more quickly and safely by focusing on just that part of the tree that is relevant for the task at hand. Strategies can be further improved through dynamic analysis to assess the impact of changes by seeing how sample data flows through the logic of the tree—for example, to see the profitability of customers passing through a particular branch of a decision tree. The result is a powerful and user-friendly tool that reduces errors by removing complexity, and delivers strategy improvements that contribute directly to the bottom line.

**In support of regulatory compliance,** Decision Graph's visualization capabilities expedite finding and understanding specific portions of logic that may be impacted by a new regulatory requirement. With simplified logic and multiple views of logic paths, rule authors can quickly adapt even the most complex rulesets to meet the latest regulatory requirements.

## » Additional Enhancements in 7.0

The latest release also enhances the system's web-based rules maintenance application to give business experts an even more user-friendly environment for managing their own rules:

- Easy navigation from ruleflow tasks to linked instances.
- Cut/Copy/Paste rules between rulesets.
- Multiple-select to quickly add parameters to rules.
- Access to rule service reports from within the RMA.
- Improved accessibility to support compliance with industry standards.

## » Seamless deployment of predictive models

As part of FICO's suite of decision management tools, FICO™ Blaze Advisor® integrates seamlessly with FICO™ Model Builder, providing the industry's only solution for creating and managing both business rules and predictive models in a single shared repository.

Having rules authors and analytic modelers share the same content for model definitions, segmentation logic, variable libraries and underlying calculations, generates many benefits. It saves time and reduces errors by eliminating the need to rewrite and test logic in multiple environments. It also enables organizations to better manage their modelling assets, and to put them to work faster to continuously improve the decisions that drive their business.



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