

FICO® Decision Technologies

Powered by FICO® Blaze Advisor® decision rules management system

With FICO decision rules technologies, you can:



Empower business users to create, maintain and control business policies and procedures



Integrate analytics for rapid deployment of predictive models and scores



Automate high-volume operational decisions quickly and effectively to improve business agility



Enable collaboration to operationalize and institutionalize your decision strategies



Connect decisions to transform, automate and build stronger engagement



Improve the precision of decision-making with greater transparency and stronger management of decision structure

Drive smarter, precise and consistent decisions across the customer lifecycle, powered by your business users

Data-driven decisions are becoming strategically important to a company's success at every stage of the customer lifecycle. Companies across all industries find that they have the data but struggle to make decisions that have meaningful business impact. A simple change of approach could make a big difference. Rather than start with data, digital-focused organizations are applying a decision-first approach that begins with the business objective and decision model before considering data and analytic requirements. Once the decision has been identified, a company can access data in order to gain customer insights and then act at the exact right moment. The organization can then drive key decisions across all interactions and continuously improve so the next decision is even more accurate.

Using powerful rules technology to help digitize your decisions

By putting the decision first with decision models, organizations are reducing departmental siloes. Add cloud-based technology to the mix and companies can also break down functional siloes. This is because platform technologies increase the velocity of how businesses get all the necessary data and analytics into the decisions, while essentially refocusing what individual team members do so they're more efficient. This enables organizations to operationalize their data and analytics, driving smarter decisions and boosting automation.

It's easy to see how a decision-first approach opens the door to realizing true digital transformation. It's true that there are many roadblocks to reaching this ideal state – sometimes due to internal structures and sometimes due to the lack of technology to assist in managing this kind of complexity. Many rules systems in the marketplace don't have the agility or flexibility to help businesses transform to this degree, and many decision management providers lack the understanding required to help companies evolve their organizational structure and technology solutions to meet the need.

FICO decision rules solutions

FICO helps businesses adopt a decision-first approach by offering FICO® Blaze Advisor® decision rules management system and FICO® Decision Modeler.

- **Blaze Advisor** is FICO's flagship decision management product and the world's leading decision rules management system. Blaze Advisor provides companies with a scalable solution that delivers unprecedented agility and actionability for smarter business decisions.
- **Decision Modeler** comes with the same core functionality as Blaze Advisor, but instead of an on-premises installation, the technology is provided as a service in the FICO® Analytic Cloud. The cloud allows for easier collaboration and accessibility from multiple locations. And because it's provided as a service, it is available immediately, with no need for IT to install the system. As part of FICO® Decision Management Suite, Decision Modeler integrates easily with FICO or open source analytics, optimization and data services.

**FICO Decision Rules Solutions:
 Blaze Advisor and Decision Modeler**



World's leading decision rules management system



FICO's flagship product in the decision management space



Embedded in FICO® TRIAD® Customer Manager, FICO® Debt Manager™ solution and FICO® Origination Manager as the decisioning component



Over 650 customers around the world use Blaze Advisor



8 of the top 10 EMEA banks use Blaze Advisor



9 of the top 10 US banks use Blaze Advisor

Key components of a decision-first approach

Making decisions across an enterprise involves more than using well-designed software to analyze data. It requires the creation of a decision environment that can be replicated in multiple situations. There are several key components involved in a decision-first approach:

- **Analytics** – Forward looking or at the point of transaction
- **Scores** – When making a credit risk decision
- **Compliance** – Onboarding, monitoring, reporting, capital reserves
- **Communication** – Facilitate the process or deliver the decision
- **Automation** – Execution of processes, business logic and analytics
- **Explainability and transparency** – Track how and why certain decisions are made
- **Decision management** – Automating and improving operational decisions by assessing impacts

FICO decision rules: Effective across industries

INDUSTRY	CLIENTS INCLUDE	CLIENT SAMPLE
 Banking	More than half of the top 100 banks	  
 Insurance	Two thirds of the top US P&C insurers	  
 Retail/Consumer goods	One third of the top US retailers	  
 Healthcare/Pharma	8 of the top 10 pharma companies	  

The most successful companies across regions and industries use FICO’s decision rules solutions to drive better business decisions.

Core benefits of FICO decision rules solutions

Both of our decision rules solutions, Blaze Advisor and Decision Modeler, make decision modeling easy by providing a complete environment for decision authoring, analysis and testing for decision services. The technology addresses the following business requirements:

- **Empower business users** to create, maintain and control business policies and procedures. FICO’s intuitive visual rule designers enable technical and non-technical people to author and maintain business logic outside of traditional code, making rule updates quick and easy in a seamless and scalable architecture. The improved business agility helps organizations realize order-of-magnitude acceleration in decision cycle times, such as changing pricing and new account processing. Tasks that formerly took days are now being performed in minutes. This speed to deploy new strategies and predictive models helps companies respond rapidly to internal or external policy changes and expedites decision time-to-market.
- **Extend your decision precision** using other tools within the FICO® Decision Management Suite, and third-party tools. This integration of business rules with predictive analytic models is a mainstay of decision management. In addition, Blaze Advisor supports Predictive Model Markup Language (PMML) models. Models supported include neural networks, linear and logistic regressions, decision trees and scorecards.
- **Automate high-volume operational decisions** quickly and effectively to improve business agility. The core decisioning system needs to be robust, capable and agile whether creating simple rules for automation purposes or complex rules embedded in trees and scorecards. Organizations can drive smarter business decisions faster with the unparalleled control, speed, accuracy, consistency and transparency of their business logic – which is particularly critical in responding to changing business, economic and regulatory conditions.
- **Boost collaboration** to operationalize and institutionalize your decision strategies. FICO’s rules technology empowers business analysts and policy managers to develop and

maintain the decision logic themselves with an easy-to-use, low-code interface. These groups can work collaboratively by sharing and reusing rules, rulesets, ruleflows, object models and other decision assets. This enables experts to be more connected to the decision and work together to find the best strategy.

- **Connect decisions** to transform, automate and build stronger engagement. FICO decision tools help companies drive enterprise-wide consistency in decision-making. By reusing decision models and decision logic, companies can

increase decision efficiency and precision across the entire customer lifecycle — essentially, centralize their decisions.

- **Improve the precision of decision-making** with greater transparency and stronger management of decision structure. Both FICO® Blaze Advisor decision rules management system and FICO® Decision Modeler provide a complete history and audit log of all changes to rules, helping with regulatory requirements and decision accountability. Decision impact analysis gives companies an assessment of the potential impacts of a particular change in the logic.



“FICO really mentored us through this overhaul of our decision system. With their strong partnership and commitment to this project, we were able to develop and implement our new decision strategies with 30% time savings and at 25% cost savings.”

Dawid VanZyl, Programme Executive Credit Decisioning at African Bank



Centralized Decision Engine

Strategy Accelerates Profits

Client:

African Bank

Challenges:

- Replace disconnected, custom solutions across the credit lifecycle with a centralized, flexible decision system
- Reduce long strategy modification cycles
- Drive transparency and collaboration
- Boost operational efficiency and profitability

Solution:

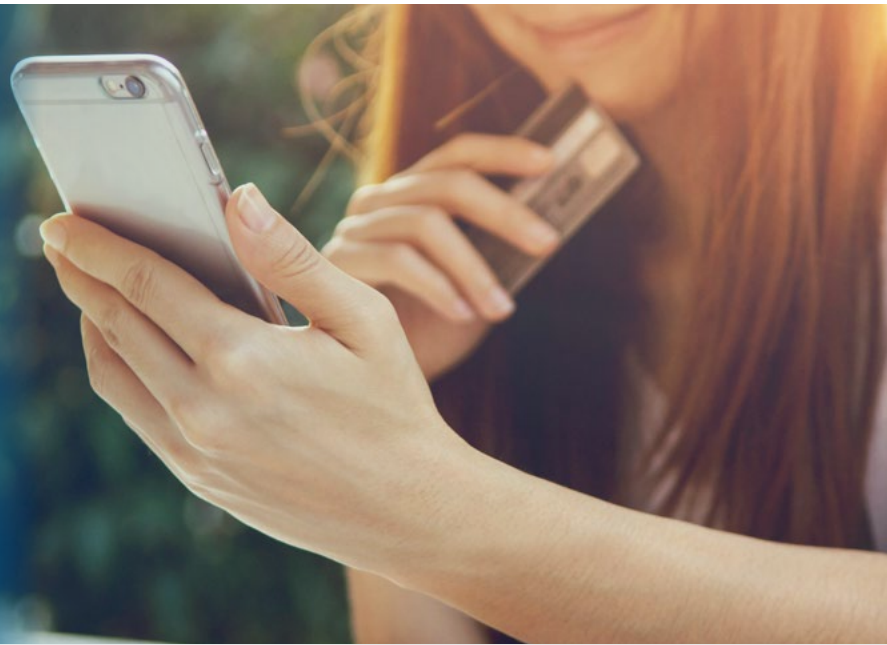
- FICO® Blaze Advisor® decision rules management system
- Decision Implementation Accelerator

Results:

- Stunning transformation from projected loss to \$6.5 million profit in <6 months
- Implement new scoring strategies in just one week
- Reduce expected costs by 25% (50% faster go-lives, reduced testing times)
- Reduce time to make changes from two months to two days
- Train internal team quickly with FICO collaboration and knowledge transfer
- Champion/challenger testing enabled in Credit Risk, Profiling, Product Specification and Offer Strategy

“Working with FICO helps us make better credit decisions and automate a lot of our manual processes, therefore bringing a better customer experience.”

**Ravi Shah, Senior Vice President
for Enterprise, Architecture and Strategy
at Worldpay**



Merchant Onboarding

System for 40 Billion

Payments per Year

(#1 Global Acquirer)

Client:

Worldpay (formerly Vantiv)

Challenges:

- Faster/instant onboarding
- Align compliance and speed
- Reduce decision siloes

Solution:**• FICO® Decision Management Suite, including:**

- FICO® Decision Modeler
- FICO® Application Studio
- FICO® Data Orchestrator

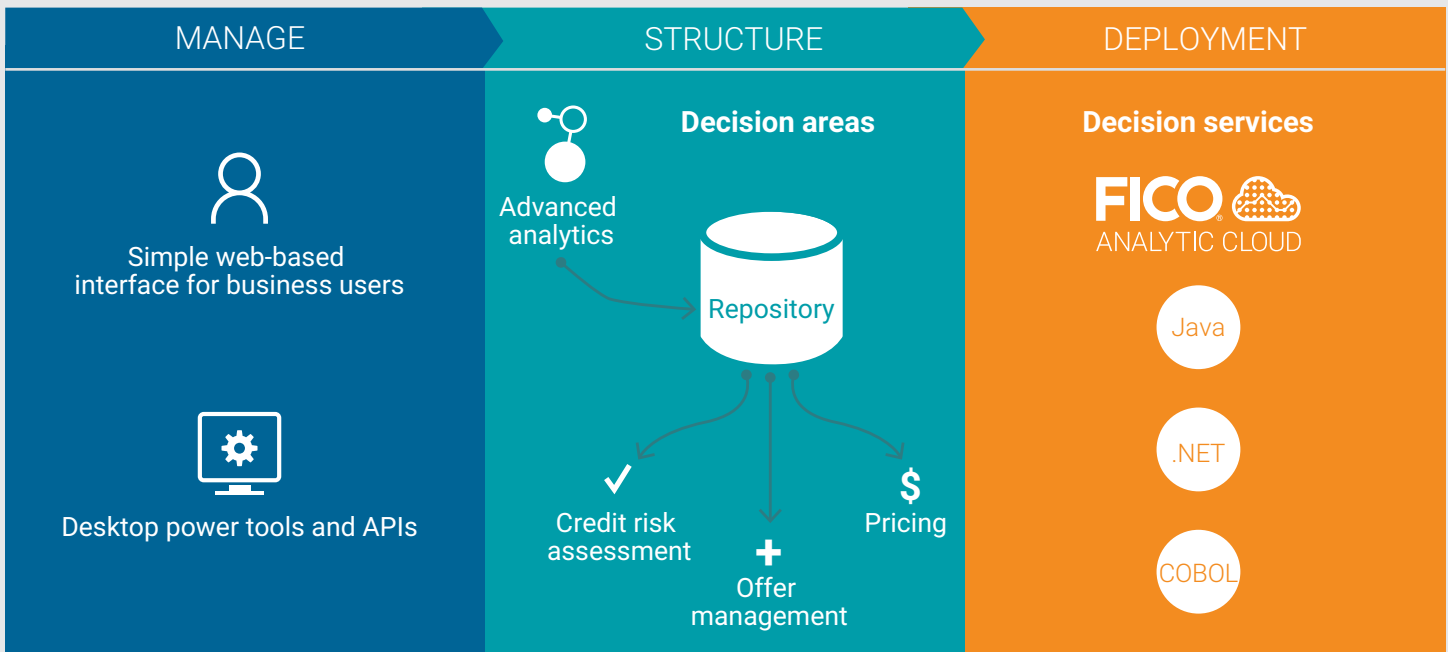
Results:

- **Rules-based platform:** Scaled across verticals, product lines and regions
- **Automate applications:** Cut decision time from days to minutes, keep merchants happy and reduce costs (51% automation: 5x improvement)
- **Increase accuracy:** Reduce portfolio risk, cut costs and minimize fraud
- **Increase speed:** Better customer experience, accelerate business growth
- **Streamline rule and strategy development:** Quickly adapt to market or regulatory changes
- **Easy third-party vendor integration:** Compliance/Know Your Customer/Credit/Fraud

Extend the power of decision models

As components of the FICO® Decision Management Suite, FICO® Blaze Advisor decision rules management system and FICO® Decision Modeler integrate easily with other FICO solutions or other components of the suite. This gives companies access to a complete decisioning cycle that leverages data, analytics, decision rules and optimization to help ensure the best decisions. It is also a cost-effective and easy way to evaluate, customize, deploy and scale state-of-the-art decision management solutions.

Anatomy of FICO Decision Rules Solutions



Business rules are configured, tested and managed from either the desktop or a simple web-based interface that enables users to see, understand and edit the business rules without writing any code. The rules repository stores rules and manages rule changes for all decision areas. Rules can be deployed and executed via the cloud or on your own server.


Core capabilities of FICO decision rules solutions


In addition to the significant benefits of having decision rules technologies automate and power your decisions, Blaze Advisor and Decision Modeler offer numerous features to make it easier for business users to define, execute and manage the decisions that run your business. Key features include:

Safety and security: Business analysts can maintain decision logic used in IT systems safely and securely without being dependent on technical resources. This reduces application modification time and speeds organizational response to changing conditions. It can also significantly reduce the total cost of ownership for the application over time.


Architecture: Application developers can use architectures that separate the decision logic from the application control logic. The logic that represents business decisions can be maintained independently of the application code and can be updated without stopping and restarting the applications. The rules in these decisions can be reviewed and understood by business analysts. Separating the decision logic from procedural code also allows faster development of the decision logic.

Shared logic: Decision logic can be shared across applications, promoting consistent behavior throughout the enterprise. This becomes more important as organizations offer services over multiple channels, such as web self-service, call center and mobile access.

 **Decision rules:** Decision rules can be defined, reviewed and maintained using a variety of different formats, such as decision tables, decision trees, scorecards, decision graphs and customized templates. This means that any set of rules can be displayed in the most practical and natural way, allowing a clear understanding of their purpose and interrelationship, even in a multi-step decision process.

 **Data access:** Businesses can make automated decisions based on data accessed as needed from a

variety of sources, including multiple databases, XML documents, Java objects, .NET/COM objects and COBOL copybooks.

 **Decision testing and explanation:** Analyze business impact before deployment by simulating the effect of new or updated strategies. Use actual rule results to estimate outcomes and identify opportunities for improvement, and include simulation results within the approval process to reduce time to production.

“The amount of simplification and clarity that we have now achieved by undergoing the Decision Requirements Analysis process is just staggering.”

Mortgage Risk Analyst at Large African Bank

Successful implementations using the proven Decision Requirements Analysis approach

FICO developed the Decision Requirements Analysis approach as a way to help companies create a standards-based decision implementation practice. This decision methodology allows the functional requirements for the decision services to be defined in detail, and exposes the knowledge and data sources required. It provides the structural information to support decisions. With this methodology, organizations can understand how to approach certain decision scenarios, as well as get strategies configured and defined in a decision rules system.

Decision Requirements Analysis consists of a standard sequence of stages:

- **Identify the decision points** within the business process flow
- **Decompose the decisions in a graphical fashion** and derive relevant design documents such as the Decision Requirements Documents and Data Harvesting Workbook that underpin a successful implementation
- **Break larger decision processes into manageable projects** using the created Decision Requirement Diagrams

Are you ready to implement a decision-first approach in your organization?

Visit www.fico.com/blaze to download a free trial and get started today.



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