



The Problem of integrating Machine Learning into IT projects – Solved!



For most companies, deciding when to employ machine learning to gain deep insight into campaigns, promotions, fraud detection, profitability, and other metrics has become a daunting task.

appRules Machine Learning is a powerful environment for implementing round-trip machine learning solutions in real-world IT projects. It leverages the facilities available in appRules Portal to deliver an innovative approach for Machine Learning project development and implementation – all without writing code.

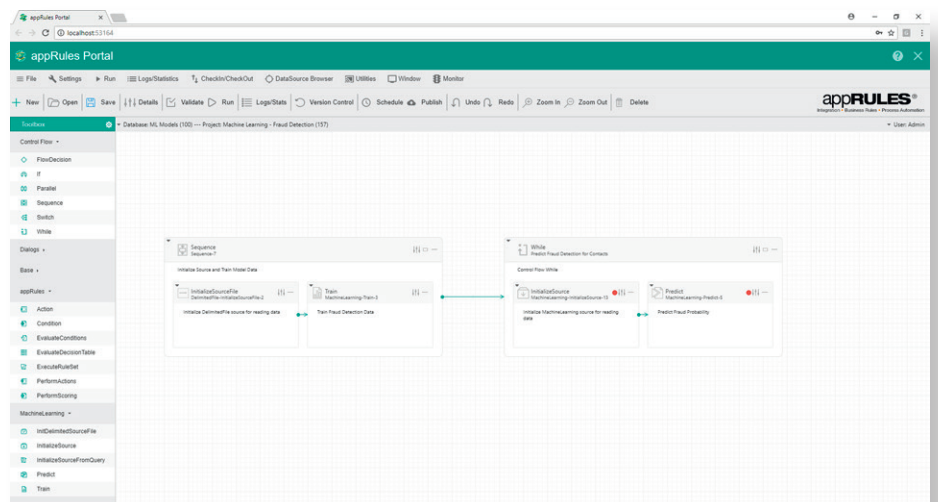
appRules Machine Learning is part of appRules Portal – the leading all-in-one solution engine for integration, business rules and process automation

When to Use Machine Learning

A major question for most IT departments is when and how to use Machine Learning. As most experts recommend, machine learning should not be employed when the task can be completed by utilizing a rules engine. Since appRules Portal is a powerful all-in-one solution engine, most jobs can be tackled by utilizing the built-in integration and business rules functionality. But in those cases where machine learning is required to enhance results and gain deeper insights, appRules Machine learning can be deployed in conjunction with integration and business rules activities to do the job.

Model Data Generation and Transformation

You can easily configure connections to Dynamics 365, Salesforce, SAP, NetSuite, Oracle, Marketo, Delimited Files, Databases, Spread Sheets, and hundreds of data sources to generate, validate, transform and transfer data for the selected machine learning model.





appRULES® Portal
Integration • Business Rules • Process Automation

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appRules Machine Learning supports several training algorithms and configurable options to train machine learning models

Model Training

appRules Machine Learning includes the Train activity – a self-contained option for training the model data. Simply select the training algorithm and submit the training job and appRules Machine Learning does the rest. You can monitor the progress of the model training job via the appRules Portal Monitor. Once completed, the model is cataloged and can be exposed as a web service for use in integration, business rules, and other projects.

Predictions

appRules Machine Learning includes the Predict activity which can be configured to utilize the trained models to generate predictions in projects such as:

- Marketing campaign response
- Data Quality
- Fraud detection
- Predictive maintenance
- New product sales projection

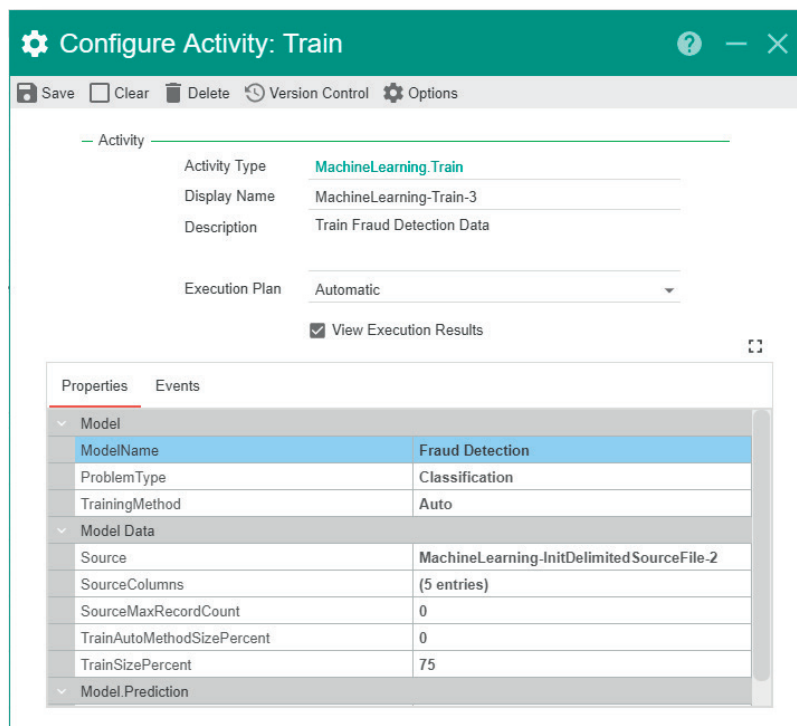
Prediction results can be saved directly in databases, CRM, ERP, marketing and other applications. appRules Machine Learning projects can be exposed as web services for use in integration, business rules, and other projects.

Develop and Run On-Premise or In the Cloud

appRules Machine Learning can be deployed on-premise or in the cloud and is accessible via all popular browsers and devices. The system offers a collaborative environment that supports business and technical users working together on the same projects.

Project Assistance and Support

You can count on the appStrategy team to assist you with training and other project assistance to help you hit the ground running with appRules Machine Learning.



**Evaluate
appRules Machine Learning
Today!**

Contact appStrategy to request
an evaluation of appRules Machine Learning
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