



The problem of tackling complex business rules projects for your clients Solved!



« *Decision Management Solutions are becoming even more important for tackling complex projects. appRules from appStrategy delivers a fully integrated system for implementing powerful rules-driven solutions for our customers* »

Eric Blanche
 Manager of Customer Engagements
 Business & Decision
 Paris, France
 (appStrategy Platinum Partner)

Today, technology consulting and implementation companies must deal with an ever-increasing list of complex projects from clients. These projects require not only knowledge of legacy systems, but also emerging platforms and frameworks. You can invest in several products to tackle these projects or you can simply deploy appRules – the powerful, easy-to-use and configurable business rules engine to do the job.

quickly composed and deployed for:

- Territory Realignment
- Lead Assignment
- Employee On-boarding
- Compliance
- Customer On-boarding
- Classifications
- Authorization Processes
- Risk Assessment
- Risk Underwriting
- Product Configuration
- Public Sector Decision Tables
- Data Validation
- Data Quality
- Data Synchronization
- Verifications
- Auditing
- Operational Control
- Workflow Automation
- ... And More

Drive Success with a Powerful Business Rules Engine

appRules is a powerful, flexible and easy-to-use business rules engine that will transform how you generate processes that automate and drive project success for your company.

As a technology consulting or implementation manager, you are likely facing a constant demand for increasingly custom solutions that are easy-to-use, that respond to your client's changing needs and don't cause downtime or user retraining. With appRules, you can do all that and more

A New Approach for Agile Rules-Driven Solutions

appRules takes a new approach for creating agile rules-driven solutions that can be quickly deployed to add basic and complex rules functionality to your projects. In addition, you can utilize the optional advanced modules of appRules to add Data Quality, Big Data, EDI, and Internet-Of-Things functionality to your projects. Business rules solutions can be

appRules For Your Target Industries

Manufacturing, healthcare, insurance, banking, financial services, aerospace, healthcare, pharmaceuticals, public sector and non-profit are some of the industries that benefit from the built-in and configurable decision processing features of appRules.

appRules For Your Key Vendor Products

Whether your key vendor is Microsoft, Salesforce.com, IBM, Oracle or others, appRules delivers a system that includes over three thousand configurable conditions and actions that cover applications such as CRM, Databases, ERP, EDI, Big Data, Data Quality, Marketing, Collaboration, Expense Management and others. This reduces the need and costs of training and retraining consultants to keep up with ever-changing APIs.

appRules For Business Users

appRules Studio is the no code edition that business users utilize for composing simple and complex rules-driven solutions.

appRules For Technical Users

Technical users can optionally utilize the Visual Studio edition of appRules to compose simple and complex rules-driven solutions.

appRules Partner Level for Your Company

Whether you are a large multi-national systems integration company or a small consulting organization, you can join the appStrategy partner program as a Partner or Platinum Partner. Partner levels have been designed to suit the needs of partners at every level.

appRules For Partner Success

The appStrategy Team has been developing powerful software products that work with databases, CRM, ERP, Infrastructure and other platforms for over twelve years. Our solutions are used by customers and partners around the world. Leverage our experience to drive your success.

Technical Specifications

Built On Windows Workflow Foundation

appRules has been built on top of Windows Workflow Foundation – the new standard for building enterprise scale business rules engines.

Workflow Foundation was carefully designed and implemented with high performance and scalability features. WF speed advantages allow appRules jobs to run much faster than processes in other business rules engines.

Powerful Conditions and Actions

At the atomic level, appRules is driven by configurable conditions and actions packaged in activity assembly modules. Composing a business rules project simply involves dragging condition and action activities on to the designer and configuring them. Control flow is driven by out-of-the-box WF activities.

appRules features thousands of powerful and highly configurable out-of-the-box conditions and actions. These conditions and actions range from primitives like the String Comparison condition to the very powerful Replication action such as the ReplicateDataSourceInMssql action for Microsoft SQL Server. By using the Replicate action, you can replicate a data source such as Dynamics CRM, Salesforce and others in SQL Server. This level of functionality is not found in any other business rules engine.

Included Condition and Action Modules

appRules includes the following base condition and action modules:

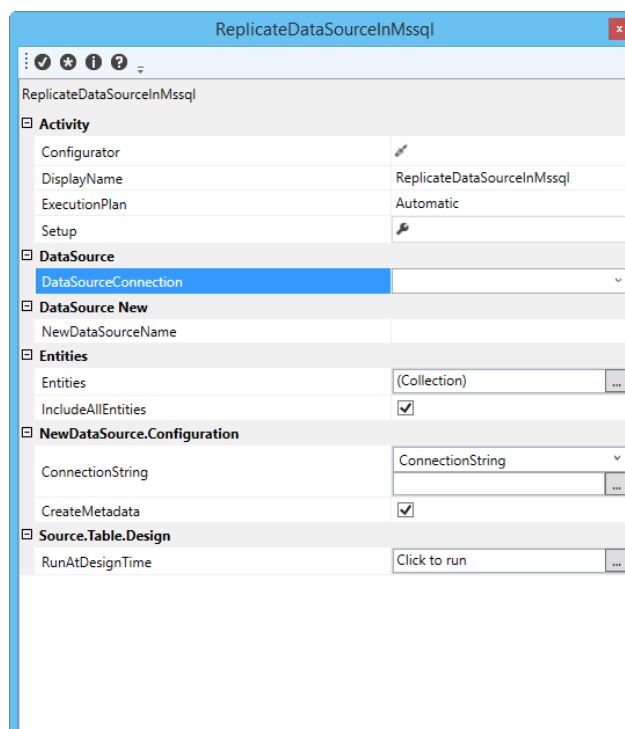
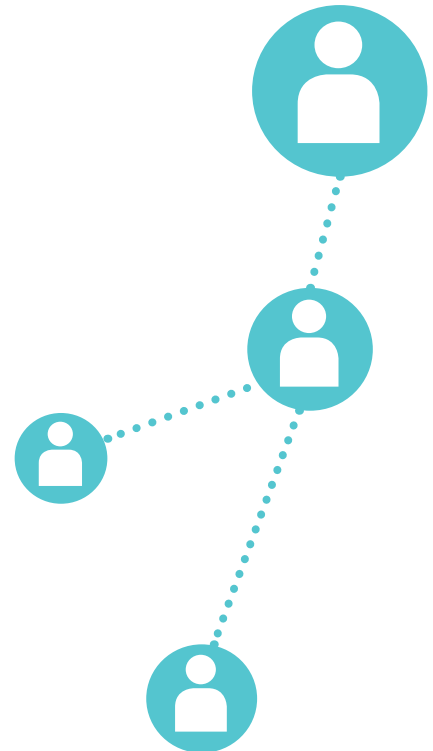
- Control Flow
- Flowchart
- Messaging
- Primitives
- Decision Tables
- Rule Sets
- Odbc
- Oledb
- File System
- Csv, Text, Xml Flat Files
- Active Directory

Optional Condition and Action Modules

You can add optional Condition and Action modules:

- CRM** Dynamics CRM, Salesforce
- ERP** Dynamics AX, SAP
- Files** CSV, Text Files
- Big Data** Cassandra, GoogleBigQuery, HBase, Hive, Impala, MongoDB
- Databases** Access, Excel, IBM DB2, Informix, MySQL, Odbc, Oledb, Oracle, PostgreSQL, SQL Server, SQL Server Compact, Teradata
- Collaboration** SharePoint
- Data Quality** Data Cleansing, Validation, Formats, Vendor lookups - D&B, Google, ZoomInfo, etc.
- Miscellaneous** Active Directory, Exchange, File System

- Coming Soon:
- EDI X12**, EDIFACT and HIPAA
 - Expense Mgmt.** Concur
 - Marketing** Eloqua, ExactTarget, Marketo. (TBD Dynamics Marketing)

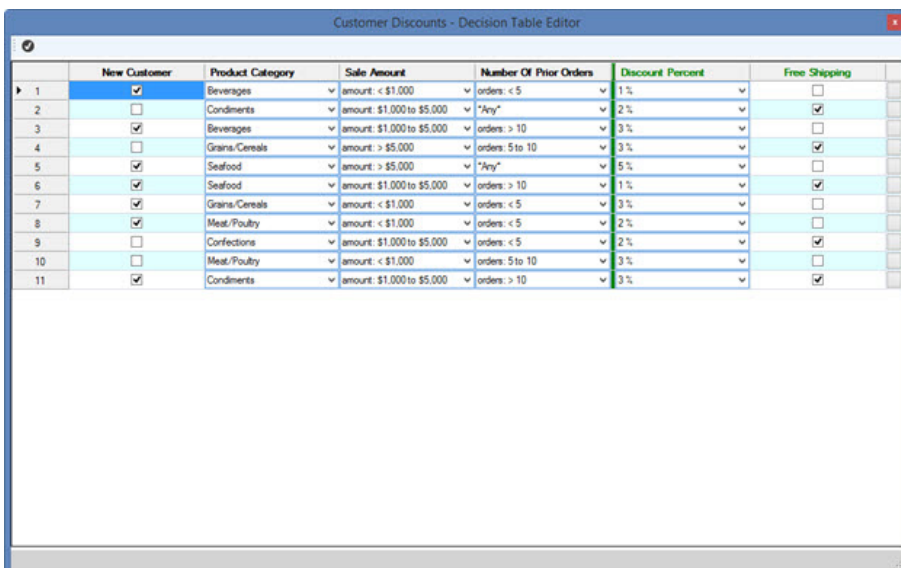


Technical Specifications

The appRules Decision Table Editor

The appRules Decision Table Editor features a no code environment for configuring powerful decision tables. appRules is the only business rules engine that supports the inclusion of objects from multiple and unlimited platforms in decision table definitions – tables, columns, entities, attributes, option sets, pick lists, etc.

Once created, appRules Decision tables can be exported for configuration by business users.



	New Customer	Product Category	Sale Amount	Number Of Prior Orders	Discount Percent	Free Shipping
1	<input checked="" type="checkbox"/>	Beverages	amount: < \$1,000	orders: < 5	1%	<input type="checkbox"/>
2	<input type="checkbox"/>	Condiments	amount: \$1,000 to \$5,000	"Any"	2%	<input checked="" type="checkbox"/>
3	<input checked="" type="checkbox"/>	Beverages	amount: \$1,000 to \$5,000	orders: > 10	3%	<input type="checkbox"/>
4	<input type="checkbox"/>	Grains/Cereals	amount: > \$5,000	orders: 5 to 10	3%	<input checked="" type="checkbox"/>
5	<input checked="" type="checkbox"/>	Seafood	amount: > \$5,000	"Any"	5%	<input type="checkbox"/>
6	<input checked="" type="checkbox"/>	Seafood	amount: \$1,000 to \$5,000	orders: > 10	1%	<input checked="" type="checkbox"/>
7	<input checked="" type="checkbox"/>	Grains/Cereals	amount: < \$1,000	orders: < 5	3%	<input type="checkbox"/>
8	<input checked="" type="checkbox"/>	Meat/Poultry	amount: < \$1,000	orders: < 5	2%	<input type="checkbox"/>
9	<input type="checkbox"/>	Confections	amount: \$1,000 to \$5,000	orders: < 5	2%	<input checked="" type="checkbox"/>
10	<input type="checkbox"/>	Meat/Poultry	amount: < \$1,000	orders: 5 to 10	3%	<input type="checkbox"/>
11	<input checked="" type="checkbox"/>	Condiments	amount: \$1,000 to \$5,000	orders: > 10	3%	<input checked="" type="checkbox"/>

Powerful Rule Sets

Some business rules projects model better as Rule Sets instead of Decision Tables. appRules Rule Sets support the inclusion of any condition and action type in the definitions. Unlimited conditions and actions can be included in the decision tree.

Cross Platform Execution

Since appRules conditions and actions can access and target multiple data sources, you can create business rules projects that assist your company in decision making using data from Databases, CRM, ERP, Files, Web Services, Active Directory, etc. in the same decision table or rule set. All without writing code! This gives appRules a major advantage not found in other business rules engines.

Deploy Locally or In the Cloud

You can build a deployment package for your business rules project by the click of a button. The package can be generated to include a dynamic link library (dll) if you want to include the business rules project as part of your internal development or to expose it as a web service. The deployment package can also be generated to include a ready-to-run executable (exe) that can be called from the command line or activated by scheduling.

Deployment packages can be deployed on your local desktop or server. They can also be deployed in the cloud on Microsoft Azure or Amazon EC2.

Business Rules Project Assistance and Support

When you are ready to start using appRules as your business rules engine of choice, you can count on the appStrategy team to assist you with training and other project assistance to help you hit the ground running.



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Worldwide Partner Program
Today!**

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www.appstrategy.com/partnerform