



appRULES®

Integration • Business Rules • Process Automation

The problem of getting maximum ROI for Salesforce CRM Solved!

If you have been tasked with getting the most out of your company's investment in Salesforce CRM, you can invest in several add-on products to extend Salesforce and solve mission critical problems for your company, or you can simply deploy appRules – the powerful, easy-to-use integration and business rules engine to do the job.

Drive CRM Success with a Powerful Integration and Business Rules Engine

appRules is a powerful integration and business rules engine that will transform how you generate processes that automate and drive CRM success for your organization.

If you are an IT manager, you are likely facing a constant demand for increasingly custom solutions that are easy-to-use, that respond to your client or employee's changing needs and don't cause downtime or user retraining. With appRules for Salesforce, 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 operations. In addition, you can utilize the optional advanced modules of appRules to add Data Quality, Big Data, EDI, and other functionality to your projects. Salesforce solutions can be quickly composed and deployed for:

- Auditing
- Authorization Processes
- Compliance
- Classifications
- Data Integration
- Data Quality
- Data Synchronization
- Data Validation
- Eligibility Checks
- Employee and Customer On-boarding
- IOT
- Operational Control
- Order Validation and Confirmation
- Product Configuration
- Public Sector Decision Tables
- Risk Assessment and Underwriting
- Round Robin and other assignment schemes for accounts, leads, opportunities and other Salesforce objects
- Verifications
- Territory Realignment
- Workflow Automation
- ... And More

appRules For Your Industry

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 data integration and decision processing features of appRules.

appRules For Customers

As a Salesforce customer, you will benefit from the many out-of-the-box features of appRules. These features do not require any programming and can be up and running very quickly. Whenever it is time to add another application or to solve business problems, you can simply complement Salesforce with appRules to do the job.

« *Business rules solutions that target a variety of platforms and infrastructure help enterprises manage complexity, engage business owners and deliver much needed agility* »

James Taylor
Decision
Management Solutions
Leading Expert
on Business Rules
& Analytics

appRules For Partners

Today, Salesforce Partners must tackle projects that require knowledge of a wide variety of applications running on several platforms. appRules delivers a system that includes configurable conditions and actions that cover applications such as Accounting, Analytics, Big Data, Cloud Storage, Collaboration, CRM, Databases, Data Quality, Email, ERP, Expense Management, Files, Data Quality, Marketing, NoSQL, Social 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 data integration and business rules solutions.

appRules For Technical Users

Technical users can optionally utilize the Visual Studio edition of appRules to compose data integration and business rules solutions.

appRules For CRM Success

appStrategy has been developing software products that extend and complement CRM systems for over twelve years. Our solutions are used by small, medium, and large companies around the world. Leverage our experience to drive your success with Salesforce.



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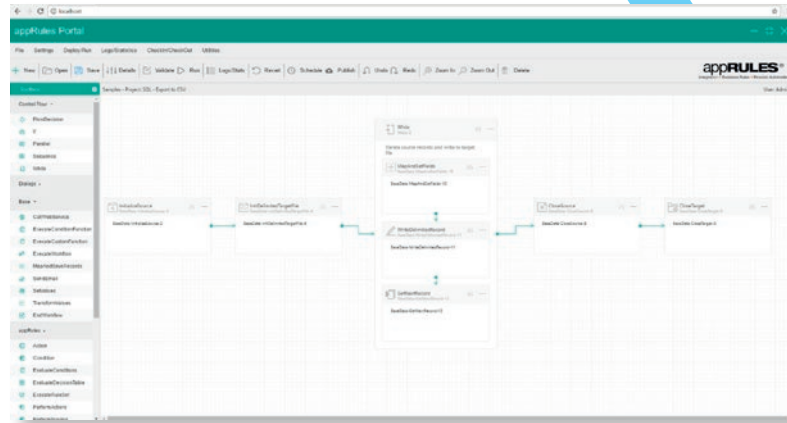
Technical Specifications

Powerful Conditions and Actions

Composing data integration and business rules projects simply involves configuring the appropriate actions and conditions. appRules features thousands of powerful out-of-the-box conditions and actions.

appRules Connectivity

appRules connectors allow you to connect and integrate Salesforce with a wide-variety of data sources and platforms.



NoSQL	Analytics	Accounting	Databases	CRM	Collaboration	Data Quality
Cassandra, DynamoDB, MongoDB, SimpleDB, Couchbase	Google Analytics	Exact Online, FreshBooks, Intacct, QuickBooks, QuickBooks Online, QuickBooks POS, Sage50, Sage50UK, Xero	Access, DB2, Firebird, Informix, MySQL, NuODB, Odbc, Oledb, Oracle, PostgreSQL, SQLite, SQLServer, SQLServerCE, SYBASE, Sybase, Teradata, Vertica	Dynamics CRM, Highrise, NetSuite, Oracle CRM, Salesforce, SugarCRM, ZohoCRM	Exchange, Google Apps, Office 365, SharePoint	D&B, GBGroup, Logate, Google, ZoomInfo
Cloud Storage	Files	Marketing	Services	Social	ERP	Spreadsheets
Azure Storage, Drop Box	Delimited, Fixed Length, Xml, File System	Eloqua, Google AdWords, HubSpot, MailChimp, Marketo	AD, EDI, LDAP, OData, RSS, JSON	Facebook, LinkedIn, Twitter	Dynamics AX, Dynamics GP, Dynamics NAV, NetSuite, SAP	Excel, Excel Services, Google Sheets
Expense Management	Email	Payment				Big Data
Concur	Email, Gmail	Authorize.Net, Square				BigQuery, HBase, Hive, HPCC - LexisNexis
Project Management						
Basecamp, Microsoft Project						

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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 every object in the Salesforce CRM metadata in decision table definitions – entities, attributes, and pick lists, etc. appRules Decision tables can be configured and maintained by business users.

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.

Powerful Data Integration Modules

appRules includes several modules for composing data integration projects. From metadata generation, lookup activities, configurable source and target definitions, to the powerful data mapping facility, appRules includes every module you will need for composing and deploying data integration projects without writing code.

Develop and Run On-Premise or In the Cloud

appRules Portal 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 on the same projects.

Business Rules Project Assistance and Support

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

	New Customer	Product Category	Sale Amount	Number Of Prior Orders	Discount Percent	Free Shipping
1	<input type="checkbox"/>	Condiments	amount > \$5,000	orders > 50	10%	<input checked="" type="checkbox"/>
2	<input checked="" type="checkbox"/>	Beverages	amount \$1,000 to \$5,000	orders < 10	1%	<input type="checkbox"/>
3	<input type="checkbox"/>	Meat/Poultry	amount \$1,000 to \$5,000	orders 10 to 50	2%	<input checked="" type="checkbox"/>
4	<input checked="" type="checkbox"/>	Meat/Poultry	amount > \$5,000	orders > 50	10%	<input checked="" type="checkbox"/>
5	<input checked="" type="checkbox"/>	Seafood	amount \$1,000 to \$5,000	orders < 10	1%	<input type="checkbox"/>
6	<input type="checkbox"/>	Confection	amount < \$1,000	orders > 50	3%	<input checked="" type="checkbox"/>
7	<input type="checkbox"/>	Seafood	amount > \$5,000	orders 10 to 50	1%	<input type="checkbox"/>
8	<input type="checkbox"/>	Confection	amount > \$5,000	orders > 50	5%	<input checked="" type="checkbox"/>
9	<input checked="" type="checkbox"/>	Beverages	amount < \$1,000	orders < 10	1%	<input type="checkbox"/>
10	<input type="checkbox"/>	Meat/Poultry	amount < \$1,000	orders 10 to 50	2%	<input type="checkbox"/>
11	<input checked="" type="checkbox"/>	Beverages	amount > \$5,000	orders 10 to 50	5%	<input checked="" type="checkbox"/>

**Evaluate appRules
for Salesforce CRM
Today!**

Contact appStrategy to request an evaluation of appRules Portal

www.appstrategy.com

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