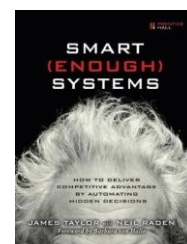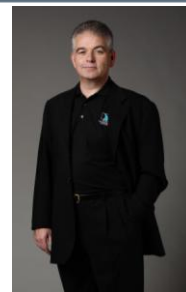# Smarter systems for uncertain times

James Taylor,
CEO

About me

- Independent consultant working with clients to help automate and improve decisions

- Previously a VP at Fair Isaac where I developed the concept of Decision Management

- 20 years experience in all aspects of software including time in PeopleSoft R&D and at Ernst & Young

- Blogger, speaker, writer

- james@decisionmanagementsolutions.com

DECISION MANAGEMENT SOLUTIONS

AGENDA

1 Why?

2 What ?

3 How?

Why smarter systems?

Low	Uncertainty	**Very High**
Every 3-5 Years	Changes to Strategy	**Constant**
Days	Timeliness	**Real-time**
Local and simple	Regulations	**Complex and global**
Straightforward	Objectives	**Complex Trade-Offs**

Not THIS smart

"I'm sorry, Dave. I'm afraid I can't do that."

This smart

Action-oriented	Flexible
Predictive	Learning

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Decision Management is

A business discipline that builds on existing enterprise applications to

- put data to work

- manage uncertainty

- increase transparency

- give the business control

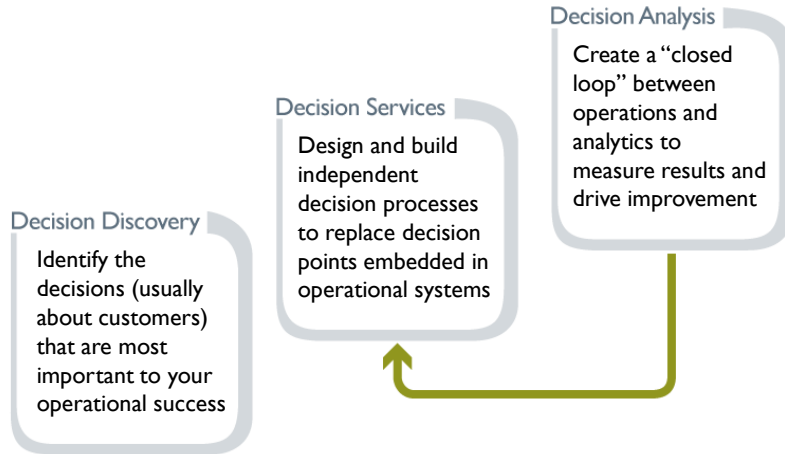## 5 principles of decision management

- Little decisions add up
  so focus on operational decision making

- The purpose of information is to decide
  so put your data and analytics to work

- You cannot afford to lock up your logic
  so externalize it as business rules

- No answer, no matter how good, is static
  so experiment, challenge, simulate, learn

- Decision Making is a process
  so manage it

Delivering Decision Management

3 stages to better operational decisions
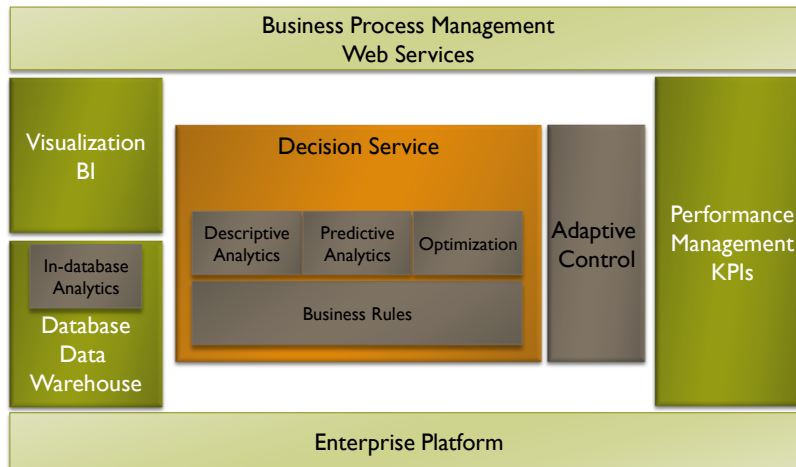
Decision Analysis
Create a "closed loop" between operations and analytics to measure results and drive improvement

Decision Services
Design and build independent decision processes to replace decision points embedded in operational systems

Decision Discovery
Identify the decisions (usually about customers) that are most important to your operational success

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The Decision Management technology stack

Business Process Management
Web Services

Visualization
BI

Decision Service

Descriptive Analytics | Predictive Analytics | Optimization

Business Rules

In-database Analytics

Database Data Warehouse

Adaptive Control

Performance Management KPIs

Enterprise Platform

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Action Plan

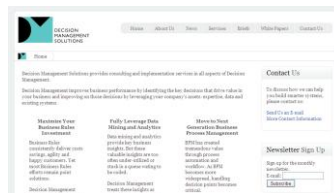| 1	Identify Decisions
2	Externalize them
3	Build decision services
4	Adopt experimentation
5	Business rules & analytics
6	Manage change

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Shameless commerce

- Decision Management Solutions can help you
  - Focus on the right decisions
  - Implement a blueprint
  - Define a strategy

- For assistance, to find out more or if you have questions

decisionmanagementsolutions.com/learnmore

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Thank you!

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www.decisionmangementsolutions.com/learnmore