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
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1 Why?

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

2 What?

3 How?
Not THIS smart

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

This smart

- Action-oriented
- Flexible
- Predictive
- Learning
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 Discovery
Identify the decisions (usually about customers) that are most important to your operational success

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

Decision Analysis
Create a “closed loop” between operations and analytics to measure results and drive improvement

The Decision Management technology stack

Business Process Management
Web Services

Decision Service
Descriptive Analytics
Predictive Analytics
Optimization
Business Rules

Adaptive Control

Performance Management KPIs

Visualization BI
In-database Analytics
Database Data Warehouse

Enterprise Platform
**Action Plan**

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

**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

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Thank you!

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