

# ACTICO Platform

Digital Decisioning powered by AI

Brochure

**actico**<sup>↑</sup>  
Smarter Decisions

# Digitalization & Automation

Technology that lets you make the right decisions, faster

In forming or enhancing your digital strategy – no matter where you are on your digital journey, or what your role is – you can make digital decisions to achieve better outcomes for your organization. ACTICO Platform enables companies to implement agile services and applications to automate decisions or improve human decision-making.



## Use ACTICO Platform ...

- to **automate** repeatable, knowledge-intensive operational decisions
- to **increase automation** and **decision quality**
- to process **high-volume** decisions in **real-time**
- to **speed up** decision processes that require human judgement
- to **quickly adapt** decision models to changing business requirements

ACTICO Platform allows companies to align all stakeholder demands – from business experts, data scientists to the IT department.



### BUSINESS EXPERTS

- Increase agility and accelerate time to market
- Improve the quality and value of operational decisions



### DATA SCIENTIST

- Integrate real-time analytics into business operations
- Implement continuous intelligence



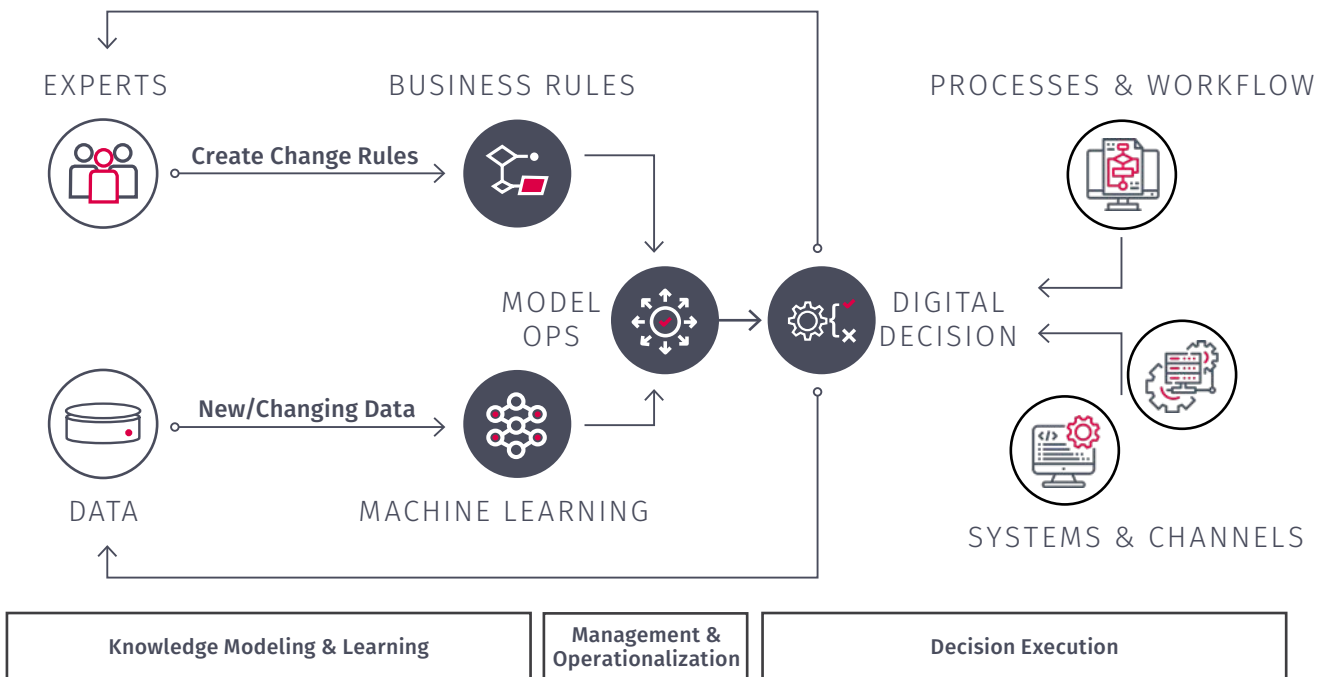
### IT DEPARTMENT

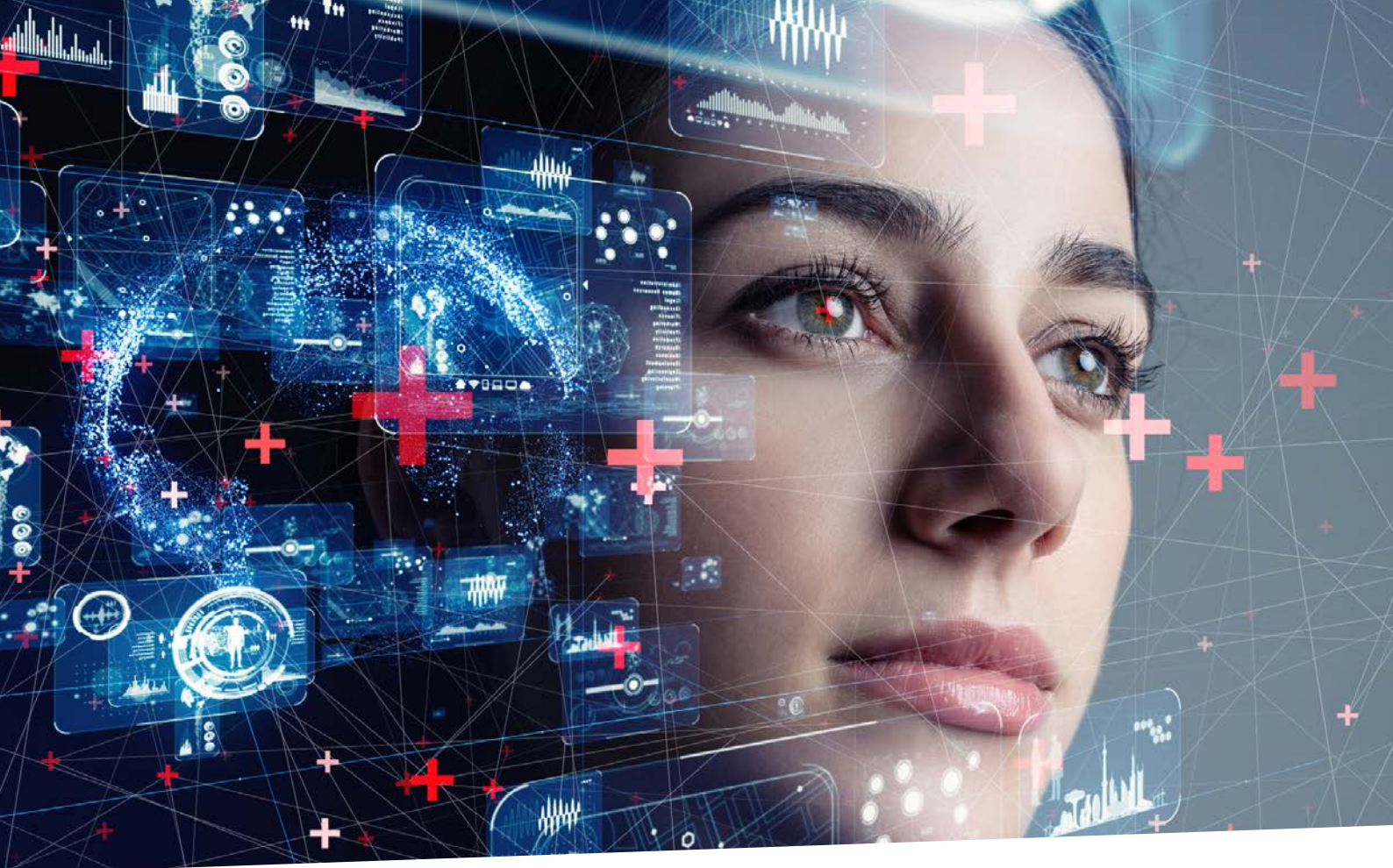
- Digitalize day-to-day decision-making in real-time
- Reduce costs by using a unified platform

# Powerful Digital Decisions

## Combine the Powers of AI and Decisioning Technology

Intelligent digital decisions are a key element for effective digitalization. The ACTICO Platform contains everything you need from capturing and designing decision models, to testing and monitoring of automated decision-making across all your systems, workflows, and channels. It uniquely integrates artificial intelligence to further enhance decision quality and increase automation rates.





## How does ACTICO digitalize a decision?

### EXPERT KNOWLEDGE

Business experts use the platform to graphically model the decision logic, including all the required knowledge, all business rules to follow and data sources needed. The graphical rule models are constantly tested for correctness with scenario-based testing.

### DATA KNOWLEDGE

At the same time, data scientists extract further knowledge from existing data with artificial intelligence. Machine Learning (ML) enables computers to automatically learn from experience, detect unknown patterns, and then use that knowledge for future decisions.

### PREDICTIVE MODELS

The rules and machine learning models are combined into an executable decision model. For every decision, ML makes predictions from what it learned. The business rules deliver all the expert knowledge and also ensure that all regulations are met.

### MODEL OPS AND GOVERNANCE

Every model is versioned and easily deployed. Executed decisions are logged to know exactly how every decision was made, which rules were applied, and which ML model was used. The platform also delivers explanations for AI-based decisions to meet regulatory requirements.

### EXECUTABLE DECISIONS

The executable digital decision is provided as a decision service or integrated into systems. Every decision made creates new data for machine learning and new insights for the expert to enable continuous learning. And it happens at high speed, even for complex decisions.

### HUMAN DECISION SUPPORT

Even in highly automated decision systems human interactions can be necessary. E.g., to approve or decline special cases. The platform allows to create decision applications that support business users with up-to-date case related information for an effective human decision making.

# Why are digital decisions important?

## The revolution of your digital working world

In an increasingly complex, connected, and uncertain world, it is critical for organizations to establish robust digital decision-making frameworks and tools, which can help your business flourish and succeed: Do you need more flexibility to react to rapidly changing demands? Would you benefit from accelerating innovation cycles and implementing new insights in the twinkling of an eye? Or do you simply need to increase automation while minimizing risks and staying compliant?

Adopting the ideal framework for digital decisions helps organizations better balance their many (and often competing) priorities. The ACTICO Platform allows you to drive business growth by enabling you to fulfill customer demands, increase efficiency and boost productivity while staying flexible enough to innovate at any time in our fast-changing world.



### EFFICIENCY

**Digital decision-making approaches drive efficiency and reduce costs - now just part of staying in the game.**

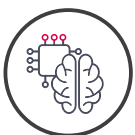
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### SPEED AND SCALABILITY

**Designed for high performance and real-time decisioning at scale, creating a new speed of competition.**

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### HUMAN & TECHNOLOGY-DRIVEN DECISIONS

**Technology that connects humans, processes & AI for smarter decisions at scale.**

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### FLEXIBLE AND AGILITY

**Adapt quickly to market changes, new regulations, customer demands and more.**

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### AUDIT-PROOF

**Fulfill all regulatory requirements with transparent decisions and maximum auditability.**



### Business Rules

## Components & Features

### ACTICO Modeler

- Graphical modeling of business rules, decision tables and flows
- Integration of ML model predictions into flows
- Quality assurance via built-in test editor, execution and debugging
- Comprehensive model navigation, validation, and refactoring
- Graphical compare & merge of model changes
- Data modeling, also import from XML Schema or JavaBeans
- Extensibility with custom functions, services and actions (via custom Java)
- Versioning, modularization and reuse of rules and ML models



### Machine Learning

### ACTICO ML-Operationalization

- Ability to quickly and easily import ML models (Python and H2O) so that they can be natively operationalized in automated decisioning processes
- Drag-&-drop editor allows business users to combine machine learning and business rules individually, providing maximum control over how ML is applied
- Sophisticated lifecycle management capabilities to govern machine learning models together with rule models and to operationalize them quickly
- Explainability of predictive ML models



### Model OPS

### ACTICO Model Hub

- Git-based collaboration platform for multiple modelers
- Release and library repository for reuse of models and extension libraries
- Unified model repository for Rules and Machine Learning models
- Deployment API for model activation and rollback at runtime
- Promotion of model changes between stages, e.g. from test to production
- Late binding (dynamic dependency resolution) for localized model changes
- Security, access control and audit log
- User management via OAuth2 (OpenID Connect) or ActiveDirectory



### Digital Decisioning

### ACTICO Executive Server, CLI und Engine

- High-performance execution engine for rules & machine learning models
- Execution speed through code generation without remote model calls
- REST/SOAP API for centralized decision services
- Command-line API for batch execution
- Java API for direct integration into applications and processes
- Models dynamically updated or rolled-back at runtime without restart
- Execution of rules, as well as Python and H2O models
- Fully auditable with execution traces and visualization in Modeler

## Customer Success

ACTICO Platform is successfully used by banks, financial service institutions, insurance companies, retailers, manufacturing companies and many more industries to digitalize their core business processes, meet customer demands and reduce business and regulatory risks.

Across all industries and use cases, ACTICO has significantly improved business- IT alignment. This is made possible by a clear separation of concerns: Business analysts and professionals create and maintain their decision models, while IT experts focus on the technical integration.

With ACTICO Platform, companies introduce a new form of collaboration across and beyond the organization and drive their digital business transformation.



### WHAT'S YOUR CHALLENGE?

We are looking forward to discussing the solution with you.

**80%**

Reduction of manual clarifications with ML  
Volkswagen Financial Services

**500%**

Performance Boost  
ASSU 2000

**40%**

less efforts clarifying transactions for fraud  
PostFinance

**65%**

increase of marketing communication efficiency  
ING

The automation we have implemented ultimately helps us deliver better, faster diagnoses. This is possible because the curation process that used to take a month now takes five minutes.

CENTOGENE

Accelerated time-to-market for updated rating models. Rollout took several months before and can now be completed within days or even hours.

LEASEPLAN



## About ACTICO

ACTICO is a leading international provider of software for intelligent automation and digital decisioning. Its scalable software combines rule-based technology with machine learning in a unique way and is totally audit-proof. This allows companies of all sizes to process huge amounts of data and make and automate AI-supported and rule-based decisions in real time. Through intelligent automation, ACTICO increases the business value of its customers by improving operational decisions.

Today, its customers include leading companies in 35+ countries, and has offices in Chicago and Singapore. Its head office is located in Immenstaad, Germany.



**REQUEST DEMO**

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