



**FACT:** Decisions represent up to 70% of the tasks in core banking processes such as loan processing and account origination/administration.

A typical banking organization has over 300 unique business processes, with up to 1600 unique activities. As many as 70% of those activities involve decisions. Your organization is making thousands of these decisions a day, in core business processes like account opening and loan processing. Decisions such as: ‘Should we approve this loan application?’, ‘What product configuration should we offer?’, “Can I verify the identity of this customer”?

judgement, but when managed across a high volume of recurring decisions, it is costly, time consuming, and often delivers inconsistent results.

Others decisions are automated by programming business rules into your operational applications. This lowers the cost per transaction, but with this approach you sacrifice agility and transparency of the logic behind your decisions. Changes to the business rules require lengthy development cycles that put pressure on an organization expected to rapidly comply with changing policies and regulations.

Account Origination and Administration	Lending	Relationship Management	Risk & Compliance
Product Configuration	Qualification	Customer Loyalty Programs	Suspicious Activity Analysis
Customer Identification	Credit Scoring	Product Cross Sell Analysis	Financial Capital Adequacy Analysis
Risk Assessment	Pricing	Customer Portfolio Optimization	Trade Compliance
Profitability Analysis	Fraud Detection	Dispute Management	
	Document Management		
	Collections and recovery		

These approaches to managing operational decisions can have a significant impact on performance metrics in areas such as:

- *Speed of customer acquisition*
- *Time to market for new products & services*
- *Time to quote*
- *Loan processing times*

**Examples of Decision-Intensive Business Processes in Banking**

Business decisions are one of the primary assets of the banking enterprise. Collectively they represent a major factor in company success - contributing to the execution of corporate policies, level of agility in the face of industry changes, and, ultimately, your bottom line.

Business Rules Management Systems (BRMS) offer a compelling solution to these challenges by automating recurring operational decisions in an environment optimized for managing business logic. Corticon Technologies offers an enterprise BRMS that can help you identify the decisions in your processes, automate the rules that drive the decisions, and deploy them as standards-based services to be consumed by applications across the enterprise. Companies leveraging BRMS

Today, a significant percentage of these operational decisions are made manually – by people trained to follow rules via policies and guidelines. This offers the opportunity to apply

technology are seeing significant gains in both operational and IT agility:

- Reducing costs by removing unnecessary manual steps in processes with recurring decisions
- Improving response times for processes that require calculations, validations and data transformations.
- Increasing consistency of decisions across a high volume of transactions.
- Reducing IT overhead by maintaining decision logic outside of process and application code.

---

**CORTICON IS THE CATALYST FOR AGILE OPERATIONAL DECISION MAKING IN CORE BANKING BUSINESS PROCESSES**

---

Corticon's 'model driven' BRMS delivers an accessible, spreadsheet-like environment for business users to manage decision logic through business rules, a modern SOA architecture for IT to seamlessly deploy the decisions as corporate assets, enterprise data connectors, and a collaboration tool to manage the rule lifecycle. We also offer a methodology and services designed to optimize decision automation in your company and set a framework for you to manage your decisions as corporate assets.

Corticon customers have seen measurable business results, such as:

- 75% reduction in cost to acquire new customer
- 90% reduction in manual underwriting tasks
- 50% reduction in processing time per loan

What could your organization accomplish with performance gains like these? Banking organizations that have answered the question by

becoming Corticon customers include: US Bank, Wachovia, ING, the Royal Bank of Scotland, and ELM Resources.

To learn more about how Corticon can help your organization provide robust, accurate, consistent and efficient automation of operational decisions:

- **Visit:** <http://www.corticon.com>
- **Email:** [info@corticon.com](mailto:info@corticon.com)
- **Call US:** +1 888 619 2424
- **Call EMEA:** +31 78 629 0203

## ABOUT CORTICON

Corticon Technologies delivers Business Rules Management solutions that help companies model their repeatable decisions and automate those decisions within enterprise systems to assure consistent and optimal results. Many of the world's most successful organizations rely on Corticon-powered solutions to drive IT efficiencies and operational excellence through decision automation. Since its inception in 2000, Corticon has been consistently recognized for its patented innovations by industry analysts IT media and customers alike. Corticon is a privately held company headquartered in Redwood City, CA, with worldwide distribution through an extensive partner network. Corticon's products are in use today at many of the world's largest banks, insurance carriers, media companies, telecom providers and government organizations, collectively automating millions of decisions per day.

-----> [www.corticon.com](http://www.corticon.com)