

Press and Analyst Contact:  
David Straus  
Corticon Technologies, Inc.  
+1 650.212.2424 ext 223  
[david.straus@corticon.com](mailto:david.straus@corticon.com)

## CORTICON CORPORATE FACT SHEET

**FOUNDED:** February 2000

**OWNERSHIP:** Private

**HEADQUARTERS:** Redwood City, Calif., with locations in Los Angeles and Washington, D.C.

**WEBSITE:** <http://www.corticon.com>

### WHAT WE DO:

Corticon's® Technologies' Business Rules Management System gives companies the ability to model their recurring decisions, and to 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. Consistently recognized as a leading rules vendor by industry analysts and thought leaders, Corticon's patented BRMS is the only solution with a model-driven design environment that guarantees the consistent, efficient and reliable execution of a company's business rules and policies. 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.

### DIFFERENTIATION:

Corticon provides the following advantages in enterprise rules modeling, automation and reuse:

**Model Driven:** Corticon is the only BRMS with a model driven environment that *anyone* can use to create, analyze, and even test the rules that make up decisions – our Business Rules Modeling Studio. Unlike the competition, Corticon has no proprietary programming language. InfoWorld has deemed Studio the "Matchless-GUI" – there is nothing else like it in the industry. In its familiar, spreadsheet-like environment, business users, IT staff, programmers – people of all skill sets can model rules quickly, efficiently, and completely – and automatically save them as decisions ready to deploy. Corticon customers benefit from a more user friendly environment, faster cycles and lower development costs.

**Decision-Centric:** Corticon is focused on the decision as an asset, with the business rules organized to support the decision. Decisions are the unit of management, with associated access, control, security and reuse. The product was designed from the ground up to function seamlessly in a services environment, and decision services are deployed as assets that can be used and shared by any application that can call a web or java service. In fact, Corticon is the BRMS of choice for many of the

leading BPM products. This is a significant advantage over other rules products, where the integration overhead is significantly higher. Corticon customers gain greater business agility and alignment to business intent.

**Guaranteed Rule Integrity:** Within the same spreadsheet environment, Corticon delivers powerful tools to analyze and test rules at design time – resolving dependencies and inconsistencies during the modeling process – *not* at run time. Our patented technology mathematically guarantees the elimination of conflicts and ensures an complete, consistent, and unambiguous ruleset.

**Performance.** When you save a ruleset within Corticon Studio, the product automatically optimizes the dependencies at the same time that it creates the deployable asset. During run time, the Corticon Server will process only the rules that are associated with that decision. This eliminates the optimization and manual performance tuning that occurs in the run-time environment for other rule engines, and delivers better performance and scalability.

Corticon is a Gartner Group business rules Magic Quadrant Leader, on the merits of its many years of success and leadership in the BRMS space, and implementation of effective solutions for some of the world's largest companies. In addition to its Magic Quadrant ranking, the company has received accolades from analyst firms Upside Research and the Butler Group and Forrester Research.

Corticon has pioneered a number of BRMS breakthroughs and has a solid portfolio of patent pending products, e.g. Decision Services Architecture™, Predicate Logic Matrix™, and DTI Engine™.

## **CORTICON SOLUTION**

### ***Corticon Business Rules Modeling Studio***

The Corticon Studio is the industry's first standalone desktop business rules modeler to capture and formalize mission-critical decisions into sets of interrelated business rules. The Corticon Studio has been designed specifically with the business user in mind. No programming skills are necessary. Using a very simple, easy-to-use spreadsheet-like interface, almost anyone can quickly learn how to model rules, analyze them for logical errors, and test the execution of even the most complex decision-making logic. The Corticon Studio is unique in its ability to test and verify rule sets for completeness and consistency prior to deployment. Through Corticon's patent-pending rules analysis capabilities, errors are found during modeling, reducing the risk of costly, ineffective deployments.

### ***Corticon Business Rules Server (“Corticon Rules Server”)***

The Corticon Rules Server enables the automation and processing of the business rules within existing enterprise information systems. Based on Enterprise Java (J2EE), XML and Corticon's proprietary Business Rules Management technologies, the Corticon Server provides scalability across four dimensions: data, processes, rules and transactions. Most other business rules engines analyze rules during execution. This means significant processing is taking place, when systems are looking for an answer from the rules engine. Because of Corticon's Design-Time-Inferencing™ (DeTI), this same analysis takes place during the design process. Corticon is thus able to deliver a fast, optimized executable into your production environment. Unlike competitive products that degrade exponentially when decision logic increases in sophistication, Corticon continues to scale linearly.

***The Corticon Enterprise Data Connector***

The Corticon Data Connector provides a direct connection from the rules engine to relational databases and other data sources. This allows it to automatically retrieve missing data or update data sources directly during rules processing, improving performance and simplifying integration. Corticon's Enterprise Data Connector springs from the suite's code-free modeling approach. Unlike competing solutions, it requires no SQL programming skills; all SQL code is generated automatically from the simple, spreadsheet-like rules model.

***The Corticon Business Rules Collaborator***

The Corticon Rules Collaborator manages the business rules built in Corticon's Business Rules Modeling Studio. It helps organizations to control their rule assets with robust, multi-user management capabilities. Corticon Collaborator includes sophisticated workgroup features such as check-in and check-out, versioning, security and access control, workflow, and collaborative rules development. Corticon Collaborator also makes it possible to gauge the impact of organizational changes on rules. For example, it can help find all of the business rules that are affected by the change of a data element or an associated business policy.

**CORTICON METHODOLOGY AND SERVICES**

Corticon can help companies optimize the entire lifecycle of business rules. Our professional services organization helps companies with individual decision automation projects, as well as those developing a platform for deploying business rules across the enterprise. Trained consultants use the Corticon Methodology to identify, organize, and implement and optimize decisions within an automated business process or application, with a focus on ensuring that our customers are well positioned to handle future projects.

**CUSTOMERS**

Corticon has over 150 enterprise customers across a variety of industries, including Barclays, FAA, Bear Stearns, States of Idaho, Texas, North Carolina, US Bank, Time Warner, Capital One, Lehman Brothers, Lloyds TSB, and M&T Bank.

**PARTNERS**

Corticon's success is due to our partners who rely on our industry-leading business rules management software to make their products and projects more agile and more profitable. Corticon has proven to be the BRM standard for many leading BPM vendors. Partners include: Adobe, IBM, TIBCO, EMC, IDS Scheer, Global360, Chordiant Software, CommerceQuest, Crowe Chizek, Fuego, Intalio, Lanner Group, Lombardi Software, Oracle, and many others.

**EXECUTIVE TEAM****Dr. Mark J.F. Allen**

*President, Chief Executive Officer, & Founder*

Prior to founding Corticon, Dr. Allen was CEO of Internet Health, a provider of rule-based systems to the clinical healthcare market. Dr. Allen's experiences with the shortcomings of traditional business rule engines led to the discovery of several key innovations, which make business rule engines significantly easier to use for business process automation. These innovations, combined with the genius and dedication of the Corticon team, provide the foundation for the Corticon solution, which is now applied across diverse industries such as financial services, government, manufacturing and insurance. Dr. Allen has a B.S. in Applied Physics from Columbia University, and an M.D. from the University of California Los Angeles, where he resigned from an Emergency Medicine residency program to found and lead Corticon.

**Pedram Abrari**

*Chief Technology Officer*

Mr. Abrari is considered by many as one of the brightest innovators and thought leaders in the Business Rules domain. He has collaborated with Ronald G. Ross on his publication Principles of Business Rule Approach. He has nearly 15 years of experience in enterprise software, including eight years as a technical lead and architect. Prior to joining Corticon, Mr. Abrari was an independent consultant at Western Asset, where he performed the first successful enterprise integration of a Java application server (Weblogic) with a rule engine (Blaze's Advisor). Prior to that he founded and built the engineering team at PeopleMover Software, a startup in Los Angeles, acquired by Opus360 (NASDAQ: OPUS). Mr. Abrari began his career in software development at Rockwell International and Rocketdyne. He also worked as a consultant at Kaiser Permanente. Mr. Abrari has a B.S. and M.S. in Computer Science from the University of California at Los Angeles (UCLA) and the University of Southern California (USC), respectively. He has also taught a course in Relational Database Systems at California State University Northridge(CSUN).

**Alan Cremers**

*Chief Financial Officer*

Mr. Cremers, a hands-on CFO with 11 years of relationship management experience in the CPA and banking industry followed by 12 years of experience in start-up and publicly-traded high-tech communications, networking, software and life science companies, oversees all financial, planning, legal and human resource functions for Corticon. Prior to joining Corticon, Mr. Cremers was CFO for Luminous Networks, a venture-backed, telecommunications equipment and software company, where he raised more than \$100 million of funding, negotiated business development and M&A transactions, reduced cash burn rate by 70% and established an operating subsidiary in China. Mr. Cremers holds an M.B.A. from Haas at the University of California, Berkeley, and is a licensed certified public accountant.

**Mike Bleyle**

*Vice President of Client Services*

Mr. Bleyle comes to Corticon with 11 years of experience in professional services, marketing, and

operations management in both high technology hardware and software companies. Prior to Corticon, Mr. Bleyle ran technical sales and implementation teams in North America for ECNET, a global supply-chain management software firm, supporting the mission-critical procurement and logistics requirements of major electronics manufacturers. Mr. Bleyle holds a B.S. in Aerospace Engineering from the University of Virginia, and an M.B.A. from the Haas School of Business, University of California at Berkeley.

**David Straus**

*Senior Vice President WW Marketing*

Mr. Straus is responsible for Corticon's global marketing which includes product management and marketing, field marketing and corporate communications. Mr. Straus is also responsible for managing global alliances, including alliance strategy and the identification, negotiation, and development of Corticon's partner relationships. Mr. Straus joins Corticon with over 20 years of enterprise software solutions experience in product, marketing and business development. Mr. Straus joined Corticon from Chordiant Software, an enterprise software applications company, and Corticon OEM partner. As an SVP at Chordiant, he was focused on driving WW Marketing activities for Chordiant, including product strategy, product management, solutions marketing and industry analysts. Mr. Straus joined Chordiant in 2002 when Chordiant acquired OnDemand Inc., a company he founded in 1997. Prior to Chordiant, Mr. Straus held executive positions at TSW International which was acquired by Indus, OpenVision Technologies which was acquired by Veritas and Hewlett-Packard. Mr. Straus graduated from Indiana University with a B.S. in Business and Operations Research.

**Gino Padua**

*Senior Vice President WW Field Operations*

Mr. Padua brings over 18 years of field operations experience with early stage software companies. Mr. Padua served as Vice President, Sales and Business Development at Above All Software, where he was instrumental in building the company's customer-facing operations, establishing initial customers, key partnerships, and fundraising efforts securing \$11.2 million. As a key member of the BroadVision senior management team, Mr. Padua's management leadership and contributions in key role as Sr. Vice President of Worldwide Channels and Business Development helped drive revenues from \$18M to over \$450M. Mr. Padua also held previous leadership posts at the Baan Company, where he was responsible for strategic sales for emerging vertical markets, and at Beologic A/G Denmark (a US subsidiary of Aurum Software), where he served as Executive Director of Operations. He also held key sales management positions at Aurum Software, Brock Control Systems and Xscribe Corporation.