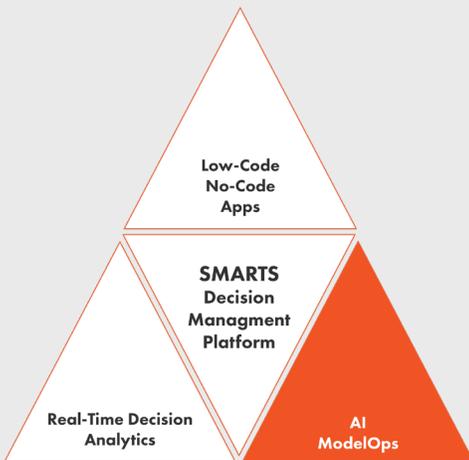**Sparkling Logic SMARTS™** is an end-to-end, low-code/no-code decision management platform that spans the entire business decision lifecycle, from data import to decision modeling to application production.

SMARTS was designed by a team of experts who wanted to deliver a powerful yet simple product so that a business analyst could start with data and build decision logic with built-in predictive data analytics and execution decision analytics.

At the highest-level, SMARTS is the sum of four capabilities:

A decision management platform which leverages data samples to intuitively author decision logic, test in place, and measure the impact analysis. The platform features all the capabilities needed for enterprise-level lifecycle and deployment management

A low-code/no-code apps environment to design decision services, augment them with an intelligent front-end, and allow untrained business users to configure the decision logic while enforcing governance in a no-code business app

An AI & ModelOps environment to cover the full spectrum of operationalizing predictive models, from importing models built by data scientists to launching learning jobs to augment the existing strategy

A real-time decision analytics environment to define dashboards, measure the quality of the business performance, and to seamlessly associate the metrics to the real-time execution environment

Sparkling Logic SMARTS™
AI & ModelOps Environment

- Predictive Model import
- BluePen™ machine learning jobs
- Model versioning and tracking

Today, predictive data analytics is now part of most decision-making processes. Typically, data scientists build predictive models first, and only then can IT staff deploy those models in a production environment. SMARTS streamlines this process through learning operationalization capabilities:

- Business analysts can import AI, machine learning, and deep learning models developed by data scientists, in the form of PMML, the standardized predictive model markup language, and leverage them in the decision logic. SMARTS solves the challenge of model tracking, evaluation, and versioning in production

- In cases where models exist but are only available as specification, models can be input as business rules for full transparency. Not only will the model be operationalized, but it will also be explicit and thus easy to test and use

- When time is of the essence, or when models are short-lived, business experts can use the BluePen learning technology to quickly create a model, potentially leveraging existing models, put it into production, and directly assess the impact of the model on the decisions without leaving SMARTS.

Regardless of the business analyst's choice, he or she can operationalize a wide range of models within SMARTS. Being able to integrate models into decision logic is a central ability to test and measure the performance of the end-to-end decisioning.

Sparkling Logic
440 N. Wolfe Road, Sunnyvale, CA 94085, USA