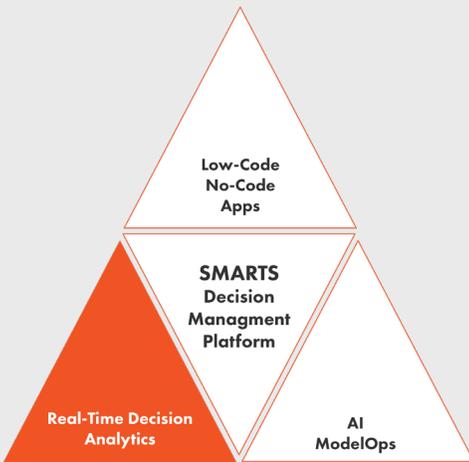


**Sparkling Logic SMARTS™** is an end-to-end, low-code/no-code decision management platform that spans the entire business decision lifecycle, from data import to decision modeling to application production. SMARTS was designed by a team of experts who wanted to deliver a powerful yet simple product 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™ Real-Time Decision Analytics Environment

- Built-in dashboard (KPIs, aggregates, rule metrics)
- Real-time decision analytics with notification and alerts
- Champion/Challenger experiments and simulations



Measuring business performance is an integral part of SMARTS throughout the decision lifecycle. Once business analysts have captured their decision logic, simply dragging-and-dropping any attribute in the decision analytics environment creates distribution, aggregate, or rule metrics, with charts to visualize the results into a built-in dashboard.

During the testing stage, business analysts measure these metrics against large data samples. They can estimate the impact analysis ahead of actual deployment. SMARTS' built-in simulation environment is based on map-reduce for speed of execution, but does not require any re-coding of these metrics by IT.

By defining a time window for these metrics, business analysts can deploy them seamlessly against production traffic. Real-time decision analytics charts display the measurements and trigger notifications and alerts when certain thresholds are crossed or certain patterns are detected. Notifications can be pushed by email, or generate a ticket in a corporate management system. Real-time monitoring allows organizations to react quickly when conditions suddenly change. For example, under-performing strategies can be eliminated and replaced when running a Champion/Challenger experiment.

Thanks to SMARTS decision analytics capabilities, companies can continuously measure and monitor business performance during all stages — a necessity to successfully leverage opportunities, reduce costs, and hedge against risks.

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