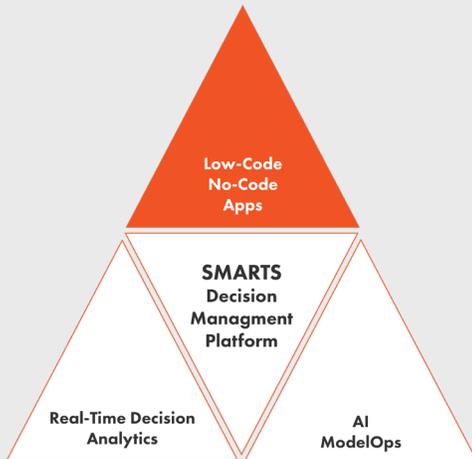**Sparkling Logic SMARTS™** is an end-to-end, low-code/no-code decision management platform that spans the entire business decision lifecycle, from data import to decision modeling to application production.

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™
Low-Code/No-Code Environment

- Dynamic questionnaires/Intelligent front-ends
- Decision-centric business applications
- RPA applied to decision management

Putting business analysts and business users in control of operational decisions has always been the value proposition of Sparkling Logic. To this end, SMARTS comes with a low-code/no-code environment for developing and managing decision logic through web forms and point and click operations.

Low-code development environment For business analysts, SMARTS offers a low-code development environment in which users can express decision logic through a point-and-click user interface to connect data, experiment with decisions, monitor execution without switching between different tools to get the job done.

Depending on the nature of the decision logic at hand and user preferences, business analysts can choose on the fly the most appropriate representation to capture or update their decision logic. The resulting decision logic is seamlessly deployed as a decision service without IT intervention.

For complete decision-centric application development, SMARTS offers a dynamic questionnaire that produces an intelligent front-end. Through reflexive questions, the application will ask relevant questions based on previous answers, thus reducing the number of unnecessary or redundant questions. This dynamic questionnaire is now operational at insurance and healthcare companies to screen customers and recommend products that match their financial or health situations while reducing the abandonment rate.

 No-code application management In addition to low-code development capability for business analysts, SMARTS also elevates the decision logic to a simple interface for untrained business users. They can configure their decision strategies without learning syntax, test the updated decision logic, and promote the vetted changes to the next staging environment. These business apps offer a business abstraction for most tasks available in SMARTS related to configuration, testing and simulation, invocation and deployment management, as well as administration.

For example, credit risk specialists can configure loans, credit cards, and other banking products, and pricing specialists can control pricing tables, through a custom business app specific to their industry. The no-code business app enables business users to cope with environment changes whether they are related to internal policies, competition pressure, or industry regulation.

Furthermore, SMARTS tasks can also be automated through orchestration scripts. Business users can trigger these scripts through the click of a button, or schedule them to be performed automatically and seamlessly. This is Robotic Process Automation (RPA) applied to decision management.