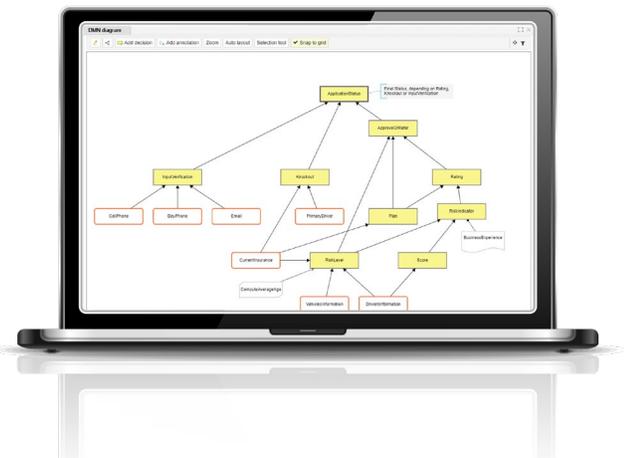Although SMARTS provides everything a business analyst needs to define, test, deploy, monitor, and update decisions, Sparkling Logic has made life even easier with three independent low-code no-code tools: Pencil, RedPen™, and BluePen. You can use them individually or all together.

Pencil DMN-compliant Decision Design

Design and share your decision logic with colleagues or partners

Pencil is our graphical decision design tool when DMN is a requirement of your project. With Pencil, you just drag and drop graphical shapes to form a complete DMN-compliant decision diagram. Then you add business logic to the graphical shapes and let SMARTS execute it.

Pencil helps you think about the ultimate decisions in a structured way, starting from the top-level decision to smaller sub-decisions. This iterative process is very friendly and amazingly easy to share with colleagues or partners working on the same project.
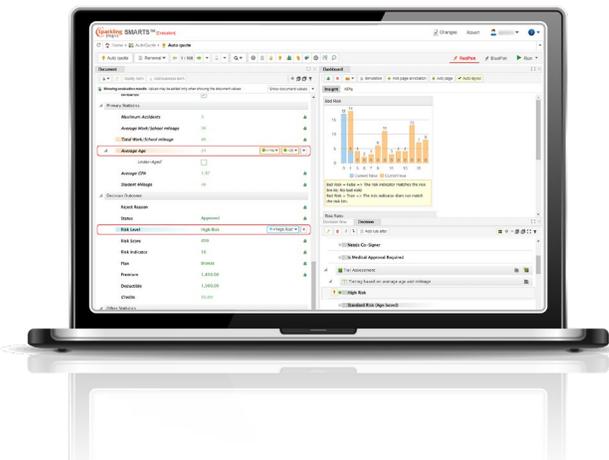

RedPen™ Point-and-Click Rule Authoring

Write rules without learning a special rule language or syntax

Using SMARTS' patented RedPen, you write business rules using a use-case driven approach that results in higher-quality operational decisions. A loaded data sample supplies the context for the business rules and enables immediate execution and testing of each rule.

RedPen mimics what business experts do when they flag decisions. When you activate RedPen, you can pin an existing rule, a field of this rule, or a rule set and change it as if you were using a real pen on real paper. You can also create new rules with RedPen, SMARTS will automatically turn them into executable rules.
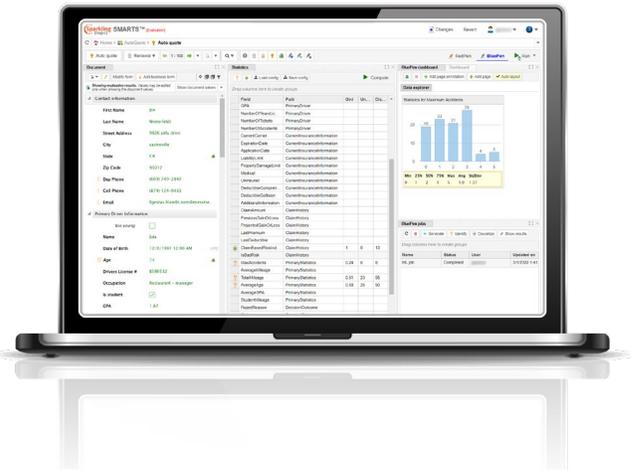
BluePen Predictive Analytics
Learn from data and domain knowledge

BluePen lets you explore and analyze your
data using your domain knowledge to find
predictors or, alternatively, it selects the
predictors for you. Then, using your predictors,
you can generate a model in the form of
understandable business rules and integrate
them into your decision logic.

Using BluePen, you can build meaningful
predictive models in hours or days rather than
the months it takes. You can also engineer or
change the models at any time you need to.
Without heavy investment in data analytics tools and efforts, you can evaluate BluePen models in simulations
and quickly deploy them in the context of an operational decision.

To learn more about Pencil, RedPen, or BluePen, read our resources, see our demos, or request a custom demo
or an eval. You can also contact us for advice and help.

About

Sparkling Logic is a Silicon Valley company dedicated to helping businesses automate and improve the quality
of their operational decisions with a powerful decision management platform, accessible to business analysts
and 'citizen developers.' Sparkling Logic's customers include global leaders in financial services, insurance,
healthcare, retail, utility, and IoT.

Sparkling Logic SMARTS (SMARTS for short) is an all-in-one low-code platform for data-driven decision-
making. It unifies authoring, testing, deployment, and maintenance of operational decisions. SMARTS
combines business rules with predictive models to create intelligent decisioning systems.