StrategyOne
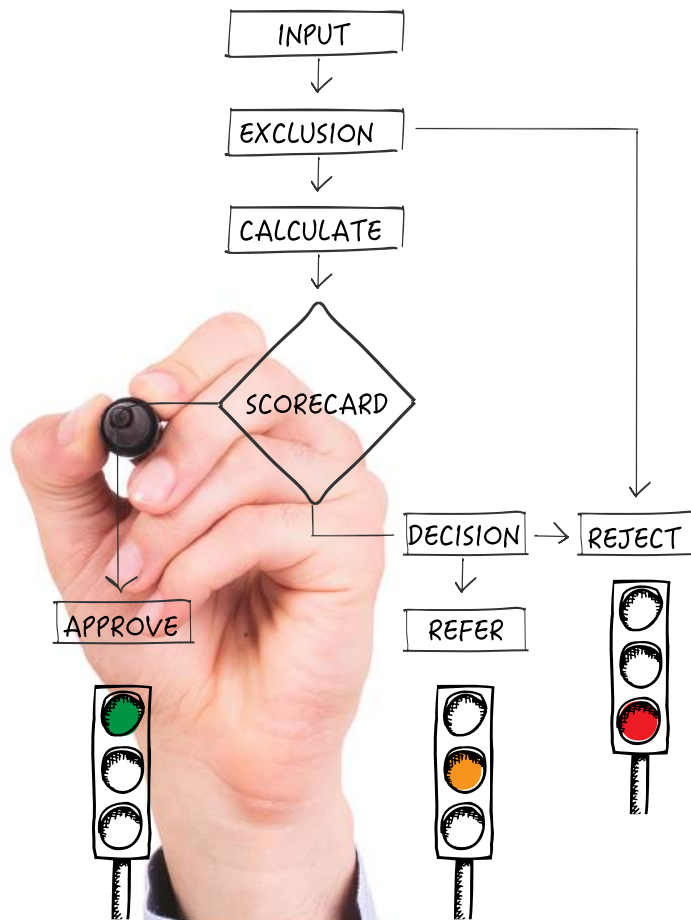
Empowering Decision Management

CUTTING EDGE DECISION-MAKING,
NOW SIMPLIFIED

User-friendly business solution for automating decisions that leverage data, score cards and models.

INPUT

EXCLUSION

CALCULATE

SCORECARD

DECISION → REJECT

APPROVE

REFER

About StrategyOne

StrategyOne is a complete business rules management platform and decision engine supporting decisions in Banking & Finance, Insurance, Telecom, Utilities and Retailers. It supports all customer segments (Retail, Microfinance, SME, Commercial) across various business processes right from:

• Origination (pre-screening, application evaluation and credit underwriting) to

• Customer Management (on-going credit risk management; identifying opportunities for up-sell and cross-sell) and

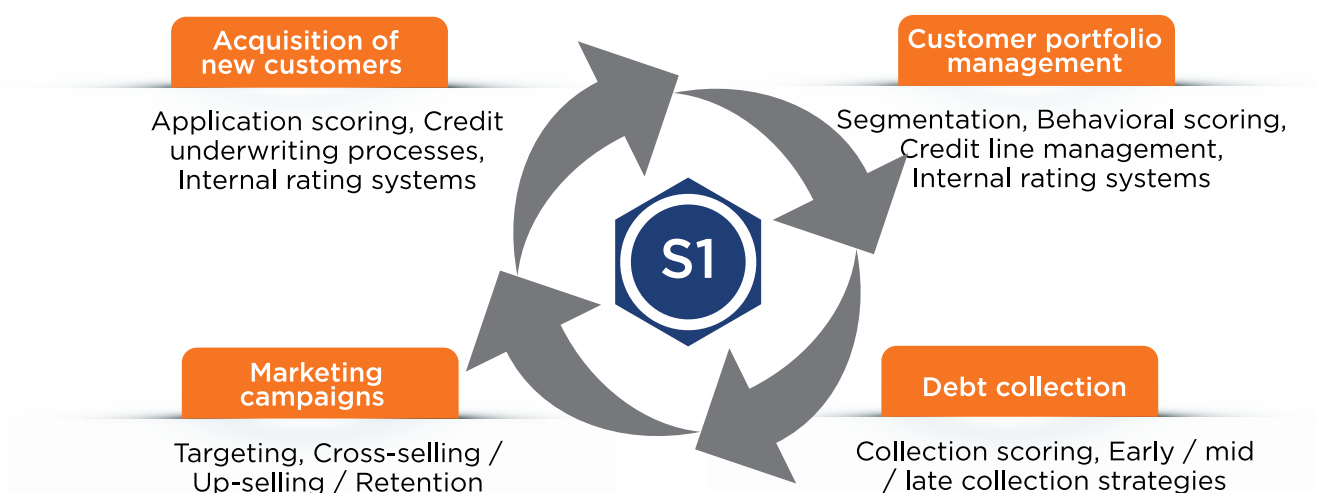• Collections (strategies to manage delinquencies effectively)

Release your organization from the inflexibility and high costs of having hard-coded rules dispersed throughout your systems and embrace an enterprise decision management approach and graphical, user-friendly decision-making technology that empowers business users. It allows business users to easily implement, test, monitor and change business rules, scorecards, calculations and entire decision processes without coding, leading to automated and confident decision-making.

StrategyOne gives business a competitive edge through quicker and automated decisions using consistent policies across various units of the organization.
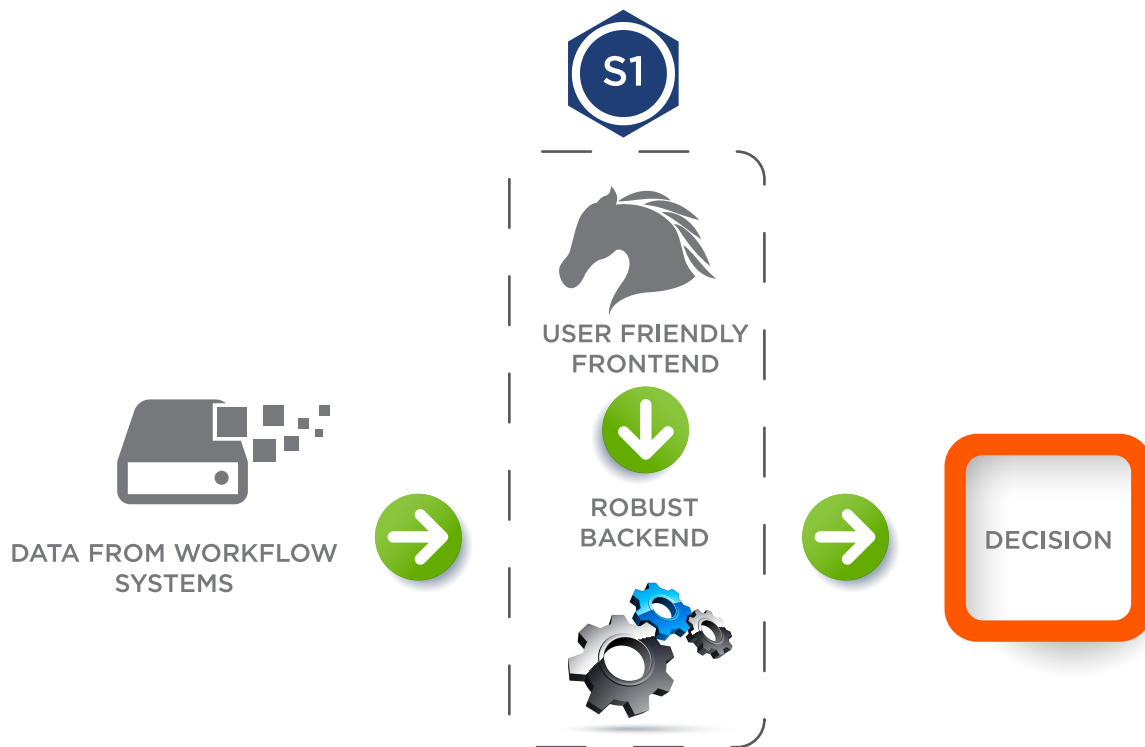
It can manage scorecards, exclusion lists, variety of calculations, policy rules into decision trees. The platform allows organization to achieve automated decisions of approve/refer/reject, to identify right product/ticket size combination and to even perform risk-based pricing using the customer risk profile and contract characteristics.

StrategyOne is available as a licensed software or in the cloud (hosted in SaaS model).

SUPPORTING DECISIONS ACROSS CUSTOMER LIFECYCLE

Acquisition of new customers

Application scoring, Credit underwriting processes, Internal rating systems

Customer portfolio management

Segmentation, Behavioral scoring, Credit line management, Internal rating systems

S1

Marketing campaigns

Targeting, Cross-selling / Up-selling / Retention

Debt collection

Collection scoring, Early / mid / late collection strategies

SIMPLIFIED DECISION MANAGEMENT

S1

USER FRIENDLY FRONTEND

ROBUST BACKEND

DATA FROM WORKFLOW SYSTEMS

DECISION

Allows business users to define and manage all the parameters within their own decision-making processes– from configuration to validation and testing.

DESIGN YOUR DECISIONS WITH UNIQUE USER-FRIENDLY FLEXIBLE TOOLS

POLICY RULES

SCENARIOS

FINE-TUNE

INTERFACE

VALIDATE

TREES

CHALLENGER

SIMULATE

CHAMPION

SCORECARDS

COMPARE

- A robust backend and flexible frontend lets you explore numerous permutations and combinations of your decision, empowering you to take the right one
- Benchmark analysis helps you assess the performance of a 'champion' strategy by comparing it with one or more 'challenger' strategies
- What-if, dynamic simulation and comparison features to see how your portfolio will be affected by new or modified strategies
- Test and fine-tune your strategy using remarkable features of Strategy One, unlike any other
- One-click detailed documentation for variables and strategies

KEY BENEFITS

StrategyOne transforms data into
competitive advantages, enabling you to:

Adapt

by converting ideas into effective actions that leverage data and analytics, with graphical tools to design and modify strategies without IT assistance, allowing for quick time-to-market when faced with market and business demands.

Optimize

with faster customer response times, improved credit portfolio quality and by meeting business KPI targets with dynamic simulation to fine-tune and adopt a champion/challenger approach to try out new decision logic.

Control

with standardized and centralized decisions that help achieve Basel and other compliance requirements, and help achieve decision consistency during all stages of the customer lifecycle.

The StrategyOne Community

20+
COUNTRIES
WORLD-WIDE

800+
ORGANIZATIONS
USE STRATEGYONE

1+ MILLION
OF DECISIONS
EVERY DAY

CRIF CREDIT FRAMEWORK Recognised by GLOBAL INDEPENDENT RESEARCH FIRMS

CEB   Gartner.   FORRESTER   FINOVATE EUROPE 2014 ALUMNI