INRULE® FOR SALESFORCE

Deliver Impactful Decision Management at the Speed of Business–Without Code

BENEFITS

- Quickly adapt to changing market sentiment or business strategy without sifting through code

- Reduce change cycle fatigue by enabling subject matter experts to author and manage rule changes

- Operationalize data science initiatives to create engagement strategies that build loyalty

- Synchronize data structures without duplicating effort

- Test using real-world data without risk to production

USE CASES

- Lead routing and next best action determination

- Loyalty programs

- Offer management

- Benefits qualification

- Loan origination

- Dynamic questionnaires

- Configure, price quote applications

Overview

Customer experience is the new competitive battlefield. Delight them, and they'll be fiercely loyal. Disappoint them, and they'll quickly go somewhere else to meet their needs.
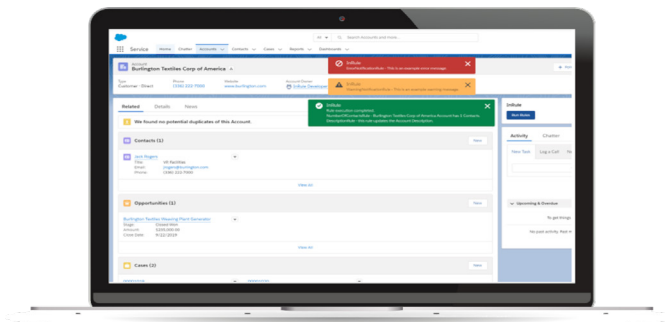
InRule for Salesforce® enables organizations to build relationships that deliver value and adapt quickly to changing requirements. Our solution empowers business and IT users to manage complex business logic and calculations that had previously required JavaScript® or Apex expertise and sometimes thousands of lines of code.

Increase Agility While Reducing Risk

With its intuitive interface, InRule for Salesforce simplifies rule authoring and management, allowing business users to make real-time decisions using data from not only Salesforce, but custom applications, databases, ML platforms, or ERP and legacy systems.

With InRule for Salesforce, get the best of both worlds: users can test using live Salesforce data without impacting live records. Simply choose the Salesforce data to use, and all the required information will be automatically loaded into our testing tool. The result? Real-world scenario testing with the confidence that no changes made during rule execution testing will affect the production environment.

Designed for Salesforce

Users can create complex, in-context decisions built on a central point of truth – all without the need for Apex™ code modifications.
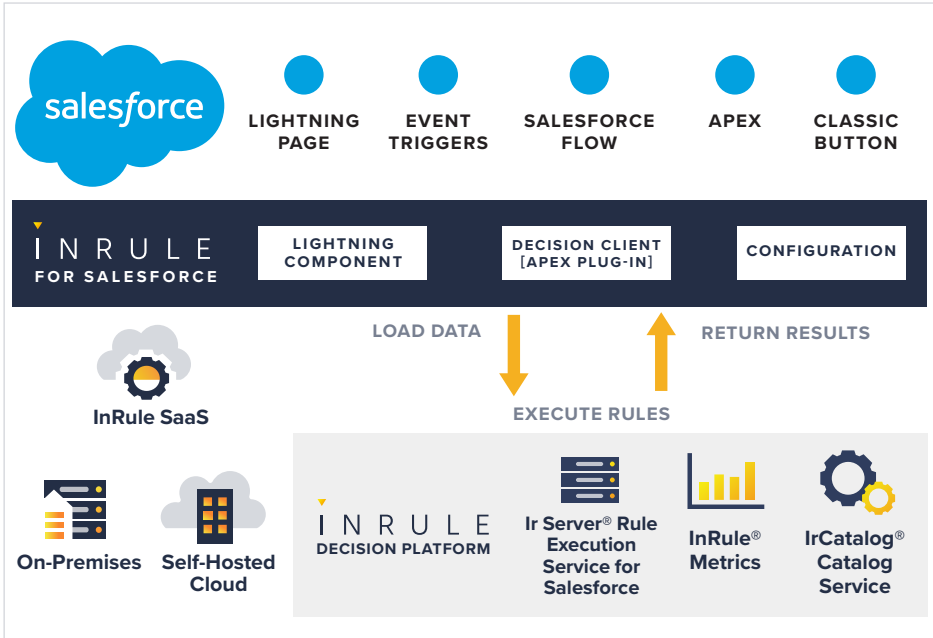
- Run rules on demand with InRule Lightning Web Component

- Build automated rule execution with trigger integration

- Execute rules as part of Lightning Flows

- Have a custom scenario? No problem. Rules can be called from custom Lightning Web Components or JavaScript, too

97%

CHANGE CYCLE REDUCTION

"With InRule for Salesforce, not only can we execute the types of complex algorithms our business needs, but the time required to rate a new plan has gone from 38 hours to just one."
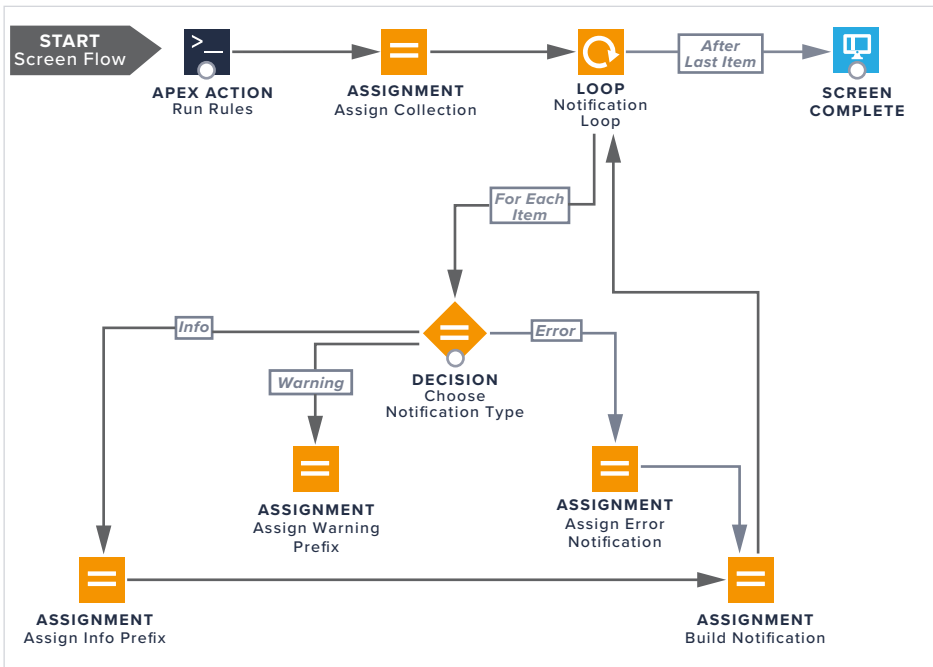
—MAJOR DENTAL INSURANCE PROVIDER IN THE MIDWESTERN U.S.

OUR DEEP INTEGRATION ENABLES YOU TO CALL MISSION-CRITICAL BUSINESS LOGIC FROM ANY SALESFORCE COMPONENT.

salesforce | LIGHTNING PAGE | EVENT TRIGGERS | SALESFORCE FLOW | APEX | CLASSIC BUTTON

INRULE FOR SALESFORCE | LIGHTNING COMPONENT | DECISION CLIENT [APEX PLUG-IN] | CONFIGURATION

LOAD DATA → ← RETURN RESULTS

InRule SaaS

EXECUTE RULES

On-Premises | **Self-Hosted Cloud** | **INRULE DECISION PLATFORM** | **Ir Server® Rule Execution Service for Salesforce** | **InRule® Metrics** | **IrCatalog® Catalog Service**
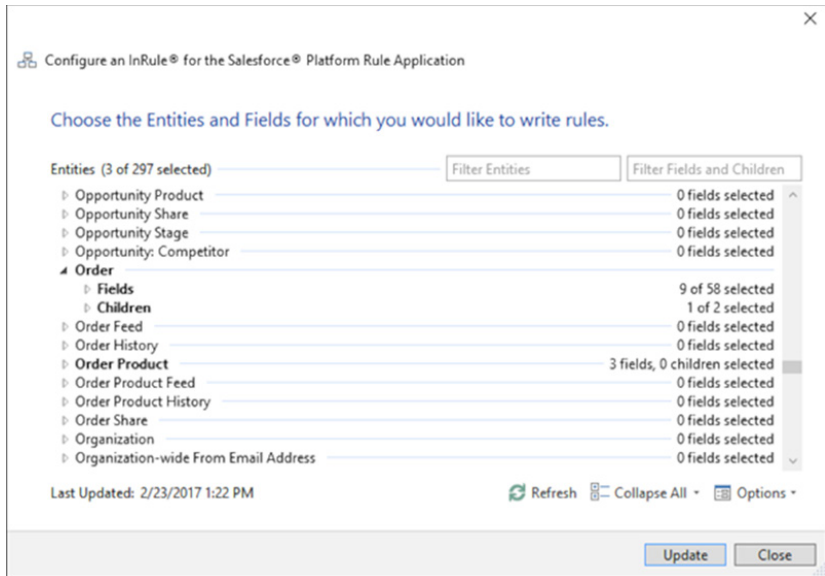
EASILY ADD DECISION AUTOMATION TO WORKFLOWS

InRule integration with Lightning Flow elevates process automation to deliver personalized, easily updated, in-context behavior that adapts at the speed of business.

START Screen Flow → **APEX ACTION** Run Rules → **ASSIGNMENT** Assign Collection → **LOOP** Notification Loop → *After Last Item* → **SCREEN COMPLETE**

For Each Item

DECISION Choose Notification Type

Info | *Warning* | *Error*

ASSIGNMENT Assign Warning Prefix

ASSIGNMENT Assign Error Notification

ASSIGNMENT Assign Info Prefix

ASSIGNMENT Build Notification

INRULE

SIMPLIFY DEPLOYMENT WITH ENTERPRISE FEATURES

Deployment options include PaaS, SaaS and on-premises, with an available InRule ARM template to deploy needed components quickly. In addition, data structure import and synchronization reduces complexity and avoids duplication of data maintenance efforts.

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