TAKING DIGITAL TRANSFORMATION A LEVEL HIGHER THROUGH AUTOMATION

A Working Guide

INRULE

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DIGITAL TRANSFORMATION: JOURNEY TO THE NEXT LEVEL

Organizations of every size in every sector are moving further in their digital transformation. As adoption and capabilities have increased, so have market demands. Consumers, mortgage shoppers, program applicants, policy holders, taxpayers and many other users increasingly expect seamless, speedy digital experiences. The pandemic has accelerated a trend that's been gaining steam since the mass emergence of the Internet in the 1990s. According to multiple sources, nearly three-quarters of organizations in North America and the EU have engaged in some degree of advanced digital technology.

Now comes the next step in digital transformation: integrating AI.

Today, organizations on the leading edge of digital immersion are those tapping into the power of automation tools to decide, process and predict better, faster and at scale. In a growing number of segments, long-term viability increasingly demands advancing digital transformation through human-empowering artificial intelligence. Ascending to its next level is another matter.

Successfully advancing digital transformation through automation is a multistep, multifaceted endeavor. It's one filled with potential missteps. Through the no-code, AI-powered, InRule® Intelligence Automation platform, it's one that's imminently doable.

This paper addresses the elements and considerations involved with launching, tracking and optimizing an AI-powered automation project. It's not so much a how-to manual as a how-to-go-about guide and inspiration. Rather than a deep dive into the technical aspects of automation implementation, the following chapters are designed to help readers better understand how to build and lead a successful digital transformation project and the primary challenges they may encounter. From choosing an initial project to launching, analyzing and optimizing, each section details key aspects of leveraging the full power of the InRule's no-code automation platform.

The power, dynamism and usability of automation tools have never been greater, nor have the opportunities to leverage them been more ripe. By harnessing the power of no-code AI, savvy organizations can enjoy its ongoing top- and bottom-line benefits and successfully advance their digital transformation to the next level.

DECISION AUTOMATION

Processing such functions as loan applications, public assistance requests and insurance claims, swiftly at mass, based on human-set rules and logic.
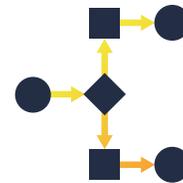
PROCESS AUTOMATION

Translating digital processes – from inventory management to employee onboarding – to real-world actions, completing the automation cycle.

MACHINE LEARNING

Turning mass data into usable insights informing immediate customer intervention, ongoing push promotions and recommendations and long-term planning.

Don't Boil the Ocean

The ultimate realization of digital transformation is a seamless, fluid user experience. From the first touchpoint through the final transaction and follow-up, applicant and customer journeys should be free of any roadblocks. The best way to address any and all process issues is one at a time.

For initial automation forays, wise practices dictate thinking specific, rather than big. Instead of tackling enterprise-wide issues all at once (attempting to "boil the ocean"), it's best to choose a quick, easy win in support of tackling an enterprise-wide issue. For some users, such as an insurer suffering a choke point in claims resolution, the ideal application is obvious. Many organizations must choose between competing needs.

Those searching for the ideal automation application should consider which...

- *Causes repeated pain and suffering*
- *Will have immediate impact if addressed*
- *Is clearly measurable*
- *Is closest to the organization's core purpose*
- *Will best serve as a model for other automations*
- *Has the fewest dependencies*

These are big questions. Every organization faced with competing needs must carefully evaluate each question based on a sliding scale of importance. Some, such as public sector agencies, may be faced with serving increasing needs with shrinking resources. Some users must please multiple income centers. Still others must cope with new competitors or shifting market conditions. Primary pain points are as unique as the user, competitors or shifting market conditions.

Ideally, every automation initiative covers every variable to a certain degree. Determining the one to move on first introduces the intricacies of team dynamics and human psychology. Beyond the numbers, everyone must agree on the best problem to tackle with automation, either with a single application or wholistically. Every stakeholder brings their own experience, desires and viewpoints. Reaching not only consensus, but unanimity requires finding commonality of driving motivation. A powerful way to convey a problem is by telling a story – complete with a protagonist, villain, hero and happy ending.

Customer "Barb" is increasingly opting for the competition. She adores our products but has experienced repeated delivery delays due to shipping miscalculations. These ongoing hitches have frustrated Barb to the point that she now only buys occasionally for specific, exclusive items or uses extreme discounts, sourcing 80 percent of her purchases elsewhere which magnifies 40-fold over her lifetime. Human transcription errors in her five-digit street address are the culprits. Let's attack them head-on through these automations which will ensure timely deliveries, causing her to fall in love with us all over again.

A Word About KPIs

So, making Barb's customer experience painless is the goal. Decisioning, machine learning and process automation are the chosen solutions. Now comes gauging success. What package of key performance indicators, KPIs, truly equate to Barb's happiness? Surprisingly, answering such a question can be complicated.

A popular framework dating back to the early 1980s for considering KPIs is the SMART approach dictating key characteristics:

Specific – For intel to be actionable, it must be well-defined.

Measurable – Uncaptured data is meaningless. KPIs must be identifiable.

Achievable – Will automation significantly impact this indicator? Reality rules.

Relevant – How close to the organizational core is this measure?

Time-bound – KPIs should be evaluated based on data collected over specific time frames.

Google searches yield dozens of categories and subcategories of metrics types – input, practical, directional and actionable, among others. Some definitional breakdowns are as follows:

QUANTITATIVE VS. QUALITATIVE
Sometimes referred to as hard versus soft indicators. Hard numbers such as sales, abandonments, churn and renewals relate to what's happening. Soft input such as customer reviews and social shares shed light on why.

PROCESS VS. RESULTS (INTERNAL VS. EXTERNAL/END USER)
A how versus what comparison. Process indicators, such as assembly times, shutdowns and defective components, reflect causes within an organization's purview, such as sourcing, manufacturing and shipping. End results, such as orders, reorders and returns, relate their effects on the outside universe.

DIRECT VS. SECONDARY
Direct data, such as approvals, reservations and user traffic, tend to be highly available and easy to assess. Sussing out secondary indicators, such as sales of complementary or competing products, can be invaluable to better understanding and predicting user behavior.

LEADING VS. LAGGING
Most commonly associated with economic indicators, these metrics appear as identified, at the front and rear of event cycles. While seemingly more valuable, leading indicators tend to be dynamic and hard to nail definitely. Lagging indicators, such as a spike in abandonments, are easy to identify. Leveraged properly, they're invaluable in informing the elusive leading ones.

Whatever the label or category, determining, tracking and duly weighting the right mix of KPIs is both challenging and foundational. In fact, determining KPIs require data scientists trained in design theory to ensure indicators are properly calibrated for greatest impact. Devoting proper resources and brainpower to their selection and analysis is vital to realizing automation optimization. All of this brings back the big subject of which problem to address. Advancing digital transformation entails choosing an initial automation target that's focused, significantly impacts the user journey and is readily trackable.

WHOM TO ENTRUST WITH AUTOMATION POWERS?

Hollywood movies, no matter their script or budget, live or die with their casting. The same is true for digital transformation and automation success. However powerful and autonomous the AI system, its viability rides on the people driving it. The savviest user organizations devote as much care and resources to creating their digital transformation and automation teams as to selecting the technology itself. Operational performance, return on investment (ROI) and corporate reputations demand steady, sure hands at the helm.

Certainly, automation specialists are made and not born. But they must bring both subject knowledge and passion for the project. Winning teams can be composed of a wide variety of players. Vital roles and skillsets are as follows:
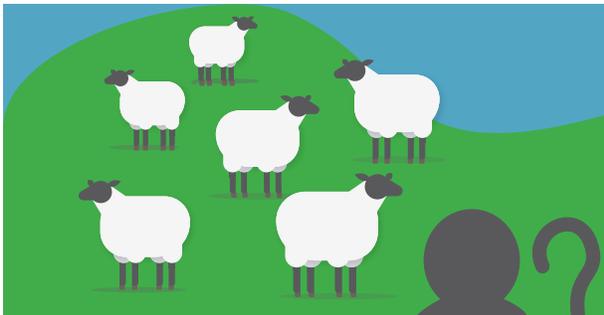
SHEPHERD

Rather than a flock of sheep, a single team member or core group must lead an automation initiative, driving it from the whiteboard, across the enterprise, to real-world fruition. Part visionary, part evangelist, part diplomat, part recruiter, part nuts-and-bolts manager, shepherds must have a breadth of experience and knowledge across their organization. They must clearly communicate a vision and gain buy-in from all stakeholders, determine or negotiate agreed-upon goals and KPIs and set the decisioning, machine learning and process automation wheels in motion. Shepherds must stay vigilant to ensure processes are working properly, uncover areas for improvements and groom successors to ensure continuity of historical knowledge and continued success

SAGE

Invaluable in facilitation project success is the expertise of those with a wealth of knowledge, though often a dearth of time in which to share it. Sages bring breadth and depth of experience and a critical eye capable of identifying less-obvious and counter-intuitive considerations. They can provide key insights on project scope, decision logic and consumer wants and needs at the project outset and key junctures.
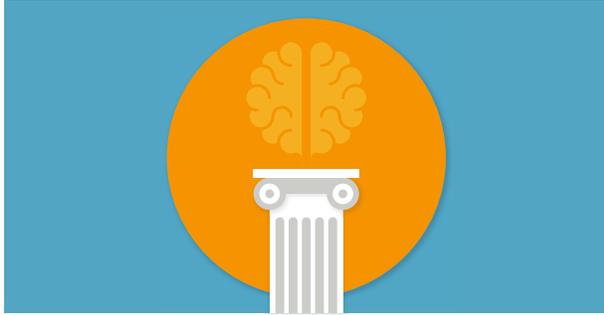
SUBJECT MATTER EXPERT

Essential to making automations go are subject matter experts. These business and administrative specialists are the day-to-day owners of decision logic, ML and process automation. They author, test and deploy new rules and logic changes. These managers must have subject expertise to ensure decisioning outcomes perform as anticipated and corporate compliance and regulatory mandates are satisfied. They're obsessively detail-oriented. They should complete specialized training and be able to train others. As automations grow in quantity and complexity, ongoing management must be divided among multiple specialists, each responsible for different aspects of authoring, testing, deployment, analysis and updating decision logic, machine learning models and process automations.

DATA SCIENTIST

These mathematical specialists intimately understand the technical aspect of data modeling lifecycles. They ensure KPIs are properly aligned with model targets. They squeeze every bit of predictive value from big data. Data scientists oversee model training, shepherd the model into production, and monitor performance once deployed. Those pros working with ML feature specialized knowledge of design theory in their skillset.
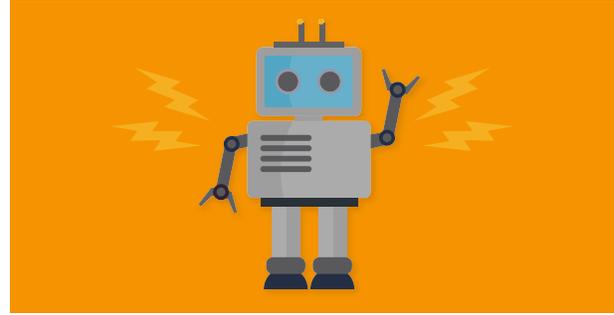
TECH SPECIALIST

Either in-house or externally based, technical specialists must do the heavy lifting of integrating automation platforms. A skilled programmer (developer, software engineer or system architect) must be on hand to create special features and execute any higher-level logic updates. They play a critical role in lifecycle management and help ensure automations perform as intended. InRule® provides expert technical support to bridge any skill gaps until automation teams are fully staffed.

Building an effective automation team entails artful recruiting. Running an effective team requires constant, open communication and collaboration. The more involved an automation process, the more variables that can lead to misaligned, even harmful results. Regardless of a particular job function, every team member should take responsibility for ultimate automation performance.

The InRule platform facilitates fluid team interaction. Reports detailing KPI performance metrics and data visualizations allow specialists to share information easily, enabling a quick understanding of dense information.

A Word About Decisioning Powers

The digital transformation and automation team should feature a deep and wide collective knowledge base. Every member should bring essential product, process or subject matter expertise, as well as personal qualities necessary to ensure automations perform as intended.

Just as AI speeds operations, it can magnify errors. A single erroneous decision can have dire consequences for one person or family, such as in determinations regarding a child's medical coverage. Once automated, a misaligned rule can negatively impact thousands, not to mention wreak havoc on organizational reputations. An especially thorny problem is unintended algorithmic biases that make their way into decision logic. Human-in-the-loop oversight is crucial to ensure automation integrity. With InRule Process Automation, users can create review and verification processes. Entrusted team members, beyond particular skill sets, should share essential qualities, including:

ACCOUNTABILITY

Those vested with decisioning powers should share a strong sense of personal responsibility and accountability for outcomes of decision logic they author and manage. Stakes can be especially high in vital matters such as insurance coverage, public assistance and medical triage. Innate accountability and a deep understanding of the real-world, human ramifications are prized qualities for automation managers.
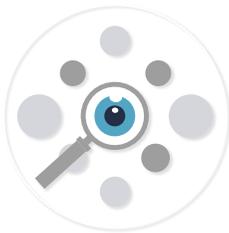
DETAIL OBSESSION

Angels and demons lie in the details, most especially in automation. Automation team members should find errors and information gaps painful. They should understand processes and flows. Individuals with data analytics and statistical backgrounds can be great candidates as those skills are highly applicable to managing and improving rule applications.
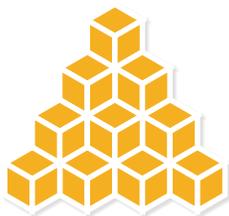
PERSPECTIVE

Just as automation specialists should be intimately familiar with the smallest details, the automation team should include contributors who have a good eye for the big picture. Individual rule parameters may perform as expected. But what about decision outcomes as a whole? Are they in best alignment with organizational aims and values? Any individual who excels in both perspective and detail should be top of mind to bring onboard to the automation team.

WHAT TECHNOLOGY MIX WILL DO THE JOB?

Realizing the best digital transformation and automation results entails choosing the right technologies. The saying that to someone equipped with a hammer, every problem looks like a nail certainly applies. Before engaging in a particular digital solution, the first step involves decidedly non-technical discussions. Digital transformation stakeholders should clearly delineate pain points to be addressed, how customers will benefit and what successful process improvement looks like. Perhaps achieving the desired outcome also requires a drill, saw and vice grip.

Using flow charts, diagrams or other visual methods of their preference, including **Decision Model and Notation** (DMN), users can formulate intricate applications.

The no-code, InRule platform empowers subject matter experts to infuse automation speed, accuracy and performance throughout organizational operations. Individual applications address a growing range of needs. In combination, they deliver the magnified benefits of wholistic automation. The dynamic, user-accessible suite of AI-powered tools features:

DECISION AUTOMATION

The most-ubiquitous AI application, decision automation executes decisions based on declarative logic, or "rules." InRule Decisioning is among the industry's first and foremost no-code AI applications, both easy to integrate and access. Plain-menu commands feature hundreds of function options, including user-defined functions, equipping users to 'out decision' competitors.

Exception-handling capabilities keep humans in the loop. Business users and subject matter experts can author complex decisioning logic while providing human oversight and intervention at every stage, all without requiring IT assistance and associated communication errors or change cycle wait times. Testing capabilities ensure proper outcomes against multiple scenarios.

InRule Decision Automation frees IT pros from executing thousands of change orders. Design flexibility enables developers to use their tools of choice. The InRule® Intelligence Automation Platform supports popular development platforms, including Java, .NET and .NET Core. Applications can run in-process as native JavaScript, offline mobile applications, AWS Lambda function or on edge devices. Some common applications:

- *Eligibility determination*
- *Policy rating and underwriting*
- *Dynamic questionnaires*
- *Optimized price quoting*

PROCESS AUTOMATION

Where digital and real worlds converge, lies process automation. A wide range of businesses, including brick-and-mortar retailers and warehousers, leverage this dynamic tool to flawlessly perform otherwise error-prone manual functions. Replacing spreadsheets, forms and emails with powerful software speeds operations, improves efficiency and promotes higher satisfaction of both customers and employees. Automations may involve both human-centric processes, as well as those with little or no human interaction.

Integrating process automation, decision automation and machine learning infuses AI efficiency throughout organizational operations. Process automation actualizes digital decisioning, completing the automation of the user experience. InRule provides seamless optimization, providing high-performance process automation as part of a power-packed, no-code AI-powered tool suite.

Some common use cases include:

- *Exception handling*
- *Case management*
- *Inventory control*
- *Payment and collections*

MACHINE LEARNING

Harnessing the power of big data, machine learning (ML) enables data scientists and subject matter experts to extract meaningful needles of insight amid endless acres of digital hayfields. InRule Machine Learning uses semi-supervised clustering analysis, grouping data inputs by specified similarities to divine new views to connections across oceans of metrics. Integrating ML can supercharge automations. Frontloading decision automation with predictive insights creates a positive feedback loop. Better data analysis supports better decision logic and yields more data to feed back into algorithmic systems, leading to even more-valuable insights that produce still better decision outcomes, and so forth. InRule incorporates leading ML capabilities, such as explainable ML, bias detection and AutoML, along with decisioning and process automation, to form a seamless, wholistic automation toolset that facilitates comprehensive AI optimization.

- *Fraud detection*
- *Push promotions and offer personalization*
- *Customer churn reduction*
- *Application abandonment intervention*

RPA, THIRD-PARTY PROVIDERS AND ENVIRONMENTS

Every automation toolbox should leave room for more tools. InRule features open architecture enabling less complex integration of robotic process automation platforms and other capabilities such as mass deployment. Users can access AI-powered tools through familiar environments including *Dynamics 365* and *Salesforce.*

A Word About Bias Detection

Ensuring the positive impact of automation, not to mention regulatory compliance, requires vigilance for harmful bias. As the use of and associated media attention paid to AI have grown, so have public concern and calls for legislative oversight. In a notable 2018 occurrence, Amazon discovered its AI system for ranking applicant resumes was scoring females below males based on its analysis of all successful candidates prior, the majority of whom were men.

The Berkman Klein Center for Internet & Society at Harvard University has uncovered a growing international consensus supporting **eight key themes for the development and use of AI: privacy, accountability, safety and security, transparency and explainability, fairness and non-discrimination, human control, professional responsibility and promotion of human values.**

A significant challenge to automation success is defending against all the varied ways biases can creep into ML models, often from unintended human influences, and negatively impact outcomes. InRule supports customers with the industry's best bias detection that scours to the deepest layers of models. Users can view skewed data through multiple visualizations. Transparency and explainability extend to Decision Automation with complete histories of logic updates and authors that enable users to trace misaligned outcomes to their source.

- PRIVACY
- ACCOUNTABILITY
- SAFETY & SECURITY
- TRANSPARENCY & EXPLAINABILITY
- FAIRNESS & NON-DESCRIMINATION
- HUMAN CONTROL
- PROFESSIONAL RESPONSIBILITY
- PROMOTION OF HUMAN VALUES

WHAT ABOUT DATA?

Rather than the familiar analytical adage of garbage in equals garbage out, consider the converse that quality data in equals exceptional results out. There's no getting around the fact that managing data is a big, but vital investment; it's the lifeblood of digital transformation, including AI. Valid modeling requires data that's sufficient, of the same type and uncontaminated. The first resources devoted to automation should go toward consolidating and normalizing every data source. Feed a project a healthy dose of rich information to keep outcome performance in top shape.

Key aspects of data to consider:

ML models only know what they're told.

No machine learning platform has the scope of knowledge and experience as the human running it. An ML algorithm makes specified associations at scale. It combs big data, extracts correlations and makes accurate predictions beyond human capabilities. And that's it. It doesn't know context, human history, interpersonal relations, ethics, motives, prejudices, fears or aspirations.

DataOps is expensive.

Storing, moving, securing and accessing big data stores and ongoing DataOps is a heavy investment. Users are well advised to pay special attention to data integrity, including privacy, cleanliness, versioning reconciliation and management.

Quality and truth are essential.

A consolidated, single source of truth is paramount for optimal AI performance. Inaccessible, siloed data sources represent missed opportunities to gain new customers, markets and efficiencies. InRule enables users to extract, transform and load data from third-party applications and disconnected servers.

There's room for only one source of truth.

Another hazard of siloed data is the lack of an ultimate source of truth. Misaligned data prevents full predictive and decisioning optimization.

LAUNCHING WITH CONFIDENCE

Automation tools are primed. Decision logic and process automation have been thoroughly tested. Now comes the moment when all the team recruitment, whiteboard ideations, modeling, technology selections, KPI determination and platform integrations come out of the garage and hit the road. Certainly, automation performance is not predetermined. Realizing the best results comes down to human management and team protocols. Just as automation use cases are varied according to the user organization, so may be specific directives. Some general guidelines applicable across all automation uses are as follows:

Heed the data, but not blindly.

Optimized decisioning requires intensive quality control. ML can glean a treasure trove of associative insights from mass data sets. However powerful the system, it can only base predictions on the data it's given. Placing automated predictions within the full context of human experience requires oversight of flesh-and-blood humans.
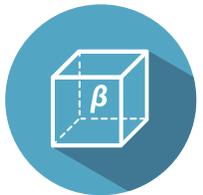
Simplify workflows.

Layers are best left to cakes. Streamlined approvals and automation workflows limit delays and potential errors. Updates to decision logic should be directly executed by subject matter experts, eliminating potential communication breakdowns.
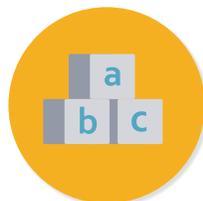
Perform quality assurance and A/B testing.

Automation tools should include robust testing capabilities. InRule features embedded testing, enabling authors to confirm and optimize processes, decision logic and machine learning models. Expert users can test against any available scenario and profile, facilitating successful deployment.
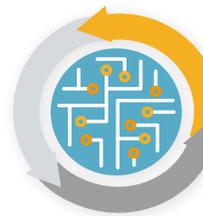
Assess. Optimize. Repeat.

Once up and running, the improvement cycle begins. InRule facilitates continuous improvement through easy access to track field values, execution frequency, evaluated criteria and decisioning results. Trigger alerts notify stakeholders when specified KPIs are reached. Business specialists and rule authors are fully informed to adjust rules to improve outcomes and adapt to changing market conditions and buying cycles.

A word about ethics.

Truly wholistic and optimized AI implementation features an established set of ethical guidelines. Creating clear demarcations is invaluable in helping managers keep automation programs on course. Established practices dictate creating an ethical panel including members across departments, even specialists from outside the organization, to ensure a wide range of viewpoints are incorporated. When all key participants agree on these standards, to writing, signatures and public display they go.

COMMON OPERATIONAL ERRORS

Underfunding DataOps
As mentioned, managing big data is a hefty expense. Not devoting the time, talent and money required to store and maintain proper data integrity will almost certainly hamper automation endeavors, if not doom them to failure.

Choosing the wrong problem
If the project is too unwieldy, too hard to measure, not-aligned with organizational missions, puts too many dependencies at risk or won't meaningfully improve the user experience, it's best to move on to a different project. (See "Which Problem" section to choose a better one).

Not recruiting the right talent
Lack of experience, subject expertise or commitment to due diligence on an automation team can derail advanced digital transformation efforts as sure as anything. Sometimes AI misfires can damage organizational reputations and negatively impact at-risk applicants. (Consult "Whom to Entrust" to staff up well).

Lack of human oversight
The most-advanced AI still requires humans in the loop. Powerful machine learning lacks human experience and the ability to place algorithmic predictions within a larger context. Yes, automated decisioning executes outcomes based on human-set logic. But without engaging exception-handling capability for expert intervention, bad decisions can likely result.

Too many fingers in the pie
The double edge of user-accessible automation is excess users. This peril is especially true in process automation projects. If management powers are shared too widely, approval delays, crossed wires and negative outcomes may result. User management and permissions are key. There should be a place for every essential expert on the automation team, and none more.

Fudging ethics
The fact that competitors may push the edge of AI ethics is not justification to do the same. As AI frontiers and capabilities expand, the job holding the line against mainstreaming deceptive, predatory or otherwise potentially harmful automation practices falls to frontline SMEs, data scientists and other AI team members. Maintaining stellar ethical standards is good for all participants. It ensures public satisfaction and lowers any pressure for government oversight.

Keep objectives focused

Promote success by targeting a readily measurable and achievable goal. Start with the customer and work backward to their single point of greatest pain. Rather than attempting to lift all boats in the harbor, fix the holes in the leakiest one.

Choose KPIs with care

The truer the indicators, the more usable their intel. Engage data scientists skilled at identifying the right key performance indicators to best help improve performance.

Empower subject experts

User-accessible no-code automation tools enable business specialists to take full ownership of daily decisioning, speeding operations and pleasing customers.

Consolidate siloed data

Unifying data magnifies its impact. InRule supports full integration with many platform types. Customers can feed data from data sources wherever they are.

Provision for DataOps

Devoting the talent, time and money required to store, move, protect and access all data stores raises AI success odds significantly.

Leverage new-found intelligence

Actionable insights shouldn't be left unexploited. Putting detailed testing and prediction capabilities to work will help team members seize new opportunities and avoid likely pitfalls.

Keep humans in the loop

The ultimate shield against harmful biases and misaligned decisioning is an expert, eagle-eyed human being. Engaging exception-handling capabilities allows team intervention at any stage of engagement, promoting better outcomes.

Conduct a post-launch review

Accumulate sufficient outcome data for analysis. Six months is a common time period. Post-launch performance reviews enable product specialists to address any misaligned outcomes.

Maintain complete transparency

Full and open disclosure of AI use to internal staff and constituents helps forestall any pushback amid increasing public attention and skepticism toward machine-based decisioning.

Think user first

Meaningful automations directly enhance or ease customer and applicant journeys. While user experiences may be satisfactory, are they truly optimized? Those who fail to continuously innovate and improve through AI-powered tools risk losing ground to competitors who do.

gainwell

Gainwell gains data visibility. Gainwell Technologies (formerly HMS), provides SaaS claim administration to payors in 50 states, serving over 55 million members. Facing multiple processing challenges, including managing siloed data sources, Gainwell engaged the InRule Intelligence Automation Platform to overcome data obstacles and better serve its many customers.

Challenges:

DISPARATE SYSTEMS AND RULES Two legacy systems to review claims with 10,000 business rules decentralized across multiple jobs and platforms.

LACK OF VISIBILITY Business users lacked a view into the decision logic used to process claims.

SLOW UPDATES Deployment times for rule changes ranged from one to eight weeks, depending on complexity.

NO TESTING OR DATA SIMULATION Lack of testing and simulation capabilities made rule changes risky and difficult to justify.

InRule Solution:

CENTRALIZED DECISIONING Flowing disparate claims data through the InRule platform consolidates legacy systems and platforms, enabling simple management of thousands of formerly decentralized rules.

FULL BUSINESS-EXPERT OWNERSHIP No-code decision tools free non-technical users from previous reliance on IT staff to manage business logic.

DECREASED CLAIMS PROCESSING TIME Empowering business specialists to directly control logic management removes chokepoints and speeds resolutions.

NEW, ACTIONABLE INSIGHTS Capturing every failure instance per rule enables Gainwell to identify a large population that fails due to a single

rule among many, enabling them to advise payor clients on the potential benefits of lowering the offending barrier.

WHAT-IF SCENARIOS The ability to run scenarios on rule changes enables users to predict their impact on particular populations, reducing guesswork in logic optimization. Users can better understand the number of costs that might be saved or revenue generated by simply changing a simple parameter of a single rule.

NEW DATA VISIBILITY Reports feature easy-read bar charts and visuals identifying the impact on claims data by particular rule and the value of each. Drill-down reports identify claims that fail for a particular rule, isolating its impact.

Future Plans:

EXPAND decision automation and simulation capabilities to other parts of the Gainwell claims processing service.

INCORPORATE more analytics and machine learning to understand entire claim lifecycles and predict likely ultimate values and outcomes.

EXPLORE additional ways to improve performance and customer experiences through InRule AI-powered, no-code automation tools.

To the Next Digital Transformation Level, and Beyond

The journey to the next level of digital transformation awaits. Delving into AI can seem daunting with its many aspects and potential pitfalls. The rewards of optimized automation are many-fold and ongoing. Realizing them may not be easy. With a capable partner on board, they're well within reach.

Every day, across the globe corporations, governments, research foundations, and healthcare providers, among a growing list of organizations are putting to work the dynamism and accessibility of no-code automation to improve a growing list of processes. Leading-edge hospitals are improving outcomes and eliminating catastrophic errors. Savvy insurers are providing young customers the digital experience they expect. Forward-thinking health and human services departments provide instant approval for vital services to children and mothers in need. Tomorrow will bring new users, applications and meaningful impacts on user organizations and those they serve.

InRule developed one of the world's first no-code decision platforms over two decades ago. Today, over 500 organizations worldwide leverage InRule to decide better, faster and more equitably. The InRule Intelligence Automation Platform brings together a singular combination of three dynamic, no-code automation capabilities: decisioning, machine learning and process automation. The unique, wholistic, human-in-the-loop platform and plain-language AI-powered tools empower organizations to advance digital transformation to the next level.

Through democratizing AI, the InRule no-code platform empowers users to enjoy the full infusion of automation to operations, marketing programs, fraud detection and inventory control among a growing list of use cases. Business users are empowered. IT staff are freed. Customers are delighted. It's a technology story with many happy returns.

Find out what the power of transparent, no-code automation can do for your organization, and how InRule product experts can help you advance your digital transformation to the dynamic universe of accessible AI. Request a free demo or 30-day trial today.

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