

# QUANTIFYING THE VALUE OF INRULE®

---

A Guide for Enterprises Evaluating  
the InRule Decision Platform

# QUANTIFYING THE VALUE OF INRULE®

## A Guide for Enterprises Evaluating the InRule Intelligence Automation

The purpose of this paper is to provide a framework to quantify the value of the InRule® Intelligence Automation.

While every project is different, and every organization has unique priorities, we have attempted to provide common examples and use cases for InRule that highlight cost and time savings and increased revenue – priorities for most of the organizations that make up the InRule User Community (IUC).

Our customers most often cite the same two benefits as a result of their InRule deployment: cost savings and avoidance, and increased revenue. Keep reading to learn more about the cost savings and avoidance and revenue growth benefits that the InRule Intelligence Automation can provide. While these are the most commonly cited benefits of InRule, there are many more that extend beyond those highlighted in this paper.

## COST SAVINGS AND COST AVOIDANCE

### IMPLEMENTATION SAVINGS

We surveyed our InRule User Community (IUC) to learn more about the specific benefits that they had realized since implementing InRule. We tapped IT leaders across several sectors to take a fresh look at the value of implementing our Intelligence Automation, versus the traditional hard-coded approach.

The survey revealed that InRule customers realized **\$297,030.09 worth of implementation savings**. Additionally, the survey revealed that implementation efforts of decision logic within applications was reduced by **38%**.

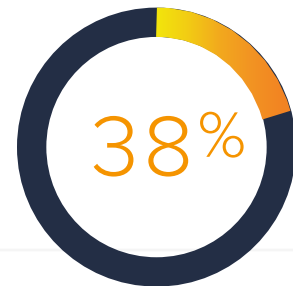
### MAINTENANCE SAVINGS

The 2021 IUC Survey revealed that InRule customers realized a present value of **maintenance savings of: \$1,188,120.35\***. This present value of maintenance savings results from enabling the business to own and make changes to mission critical business logic. Additionally, InRule customers no longer have to contend with system updates or build outs because InRule can scale and be built out by both developers and non-technical individuals. The result? Saving both time and money in maintenance costs! That means the total savings of choosing **InRule over hard-coded logic has saved our customers an average of \$1,485,150.43\***.

AVERAGE IMPLEMENTATION SAVINGS REPORTED BY INRULE USERS:



INRULE USERS REPORTED EFFORT FOR LOGIC CHANGES REDUCED BY:



AVERAGE TOTAL SAVINGS OF CHOOSING INRULE OVER HARD-CODED LOGIC

**\$1,485,150.43**  
PER CUSTOMER

\* Total savings calculated based on average savings of implementation and maintenance as reported by 2021 survey respondents, calculated over a 7-year lifespan, using an 8% discount rate to compensate for the time value of money (TVM).

## COST AVOIDANCE

InRule allows users to author, store and execute decision logic, eliminating the need to purchase and deploy multiple tools or platforms.

**A Quick Case Study:** The Oklahoma Healthcare Authority (OK-HCA) uses InRule as part of a real-time eligibility system for Medicaid and Children’s Health Insurance Program. The OK-HCA uses InRule in a web-based portal that provides faster enrollment applications, automatically notifies applicants of a decision, and applies consistent, accurate policies for its users. The benefits eligibility system significantly decreased the number of uninsured children in the state and helps OK-HCA *save an average \$4.5 million per quarter – or \$18 million each year.*



OK-HCA SAVES AN  
AVERAGE OF  
**\$18 MILLION**  
EVERY YEAR WITH INRULE

## PAYROLL SAVINGS

InRule allows Subject Matter Experts (SMEs) to focus on what they know best – the logic that powers the enterprise. This frees up IT and developers to focus on what they know best – strategic IT initiatives. Narrowing both groups’ focus to their individual areas of expertise provides payroll savings and greater employee ROI.

**A Quick Example:** Imagine a team of five developers whose only responsibility is to create and maintain business rules at the direction of a team of business analysts. If these five developers make \$70,000 a year, that’s \$350,000 a year spent just on business rules, not to mention the cost of the business analyst team to write up requirements and test the rules after they’ve been hard-coded by the development team. With a Intelligence Automation, business analysts can create, test and maintain the rules on their own. That frees up \$350,000 worth of developer talent to work on other strategic IT initiatives.

**\$350K**

IN PAYROLL SAVINGS A YEAR  
WITH A DECISION PLATFORM



BUSINESS ANALYSTS CAN CREATE,  
TEST AND MAINTAIN BUSINESS  
RULES ON THEIR OWN.



FREES UP DEVELOPERS TO  
WORK ON OTHER STRATEGIC  
IT INITIATIVES.

## INCREASED REVENUE OPPORTUNITIES

Depending on your industry, or what your application aims to accomplish, there are many ways to increase revenue with InRule. Examples include:

### General Applications

- Implement logic faster
- Make better, more consistent decisions
- Expedite publishing of changes to production

### Financial Services Applications

- Deliver and collect upon more loans
- Detect more cases of fraud and money laundering
- Quickly change decisions to ensure compliance with government regulations



INRULE HELPS PRE-APPROVE  
LOANS IN SECONDS TO  
GENERATE MORE REVENUE  
FOR A MORTGAGE LENDER.



A P&C INSURANCE COMPANY INCREASED REVENUES AND PROFIT BY INCORPORATING INRULE INTO THEIR CLAIMS ADJUDICATION PLATFORM.

**A Quick Case Study:** A major US-based mortgage lender implemented InRule into their lending platform. The application helped pre-approve loans in seconds and created and priced loans at a faster and more competitive rate than the legacy system with hard-coded logic. The company increased its revenue dramatically each year since deploying the InRule-powered lending platform.

#### Insurance Applications

- Underwrite and rate more coverage
- Adjudicate insurance claims at a faster pace
- Comply with regulations by providing business analysts with transparency into automated decisions

**Quick Case Study:** In an effort to more quickly respond to a sizeable – and growing – number of claims, a large property and casualty insurance company implemented InRule into their claims adjudication platform. The new platform now adjudicates more claims more quickly than ever before which has had a significant impact on the company’s bottom line. The company is being reimbursed and collecting on more claims, increasing revenues and driving profitability for the organization.



A HEALTHCARE CLAIMS MANAGEMENT COMPANY WAS ABLE TO IDENTIFY IMPROPER PAYMENTS AND RECOVER ADDITIONAL

**\$18 MILLION**

IN REVENUE PER QUARTER SINCE DEPLOYING INRULE!

#### Healthcare Applications

- Bill healthcare payers or providers faster and with more confidence
- Process healthcare and insurance claims

**Quick Case Study:** By using InRule to include business analysts into its decision lifecycle, a healthcare claims management company was able to identify improper payments, recover revenue and process more claims. The result? The healthcare management company has realized an additional \$6 million in revenue per quarter!

#### Government Applications

- Determine eligibility more quickly for government program applications
- Optimize reimbursement for Medicaid/Medicare
- Test outcomes for various scenarios of eligibility and requirements

**A Quick Case Study:** A western state’s Department of Motor Vehicles (DMV) was considering funneling all driver’s license renewals requiring a driver’s test within the state’s largest metropolitan area through two facilities. The DMV conducted scenario testing through InRule and realized that this approach would double the time it took to get customers through the facility, while decreasing revenue for the DMV. Further research uncovered that the two facilities the DMV was considering for mandatory testing sites were located in areas densely populated by senior citizens and that these two locations already took longer than other state locations to process customers. By opting to send renewals to alternate facilities, the DMV was able to increase its revenue and avoided a costly mistake.



SCENARIO TESTING WITH INRULE SHOWED A DMV THAT WAIT TIMES WOULD INCREASE IF RENEWALS WERE ROUTED TO SPECIFIC FACILITIES. WITH THAT TESTING INFO, THE AGENCY AVOIDED A COSTLY MISTAKE.

## CALCULATING RETURN ON INVESTMENT

When calculating Return on Investment (ROI) for InRule, we should look at the sum of cost savings and cost avoidance and increased revenues against the cost of InRule.

We are already aware of the average amount of savings when using InRule as a result of the 2021 IUC survey. That same survey showed that InRule users receive \$2 worth of cost savings for every \$1 spent.

Quantifying the average of increased revenue per IUC member is more difficult, but we'd love to work with you to do so. However, looking at some of the case study examples above, we can see that some IUC members increase revenue by millions of dollars per year. Due to the variance in the size of projects, not every InRule user will increase revenues by millions of dollars, however using those cases as an example an investment in InRule would conservatively bring about \$10 of increased revenue for every \$1 spent.

## OTHER BENEFITS OF INRULE

### *More Strategic Time Allocation*

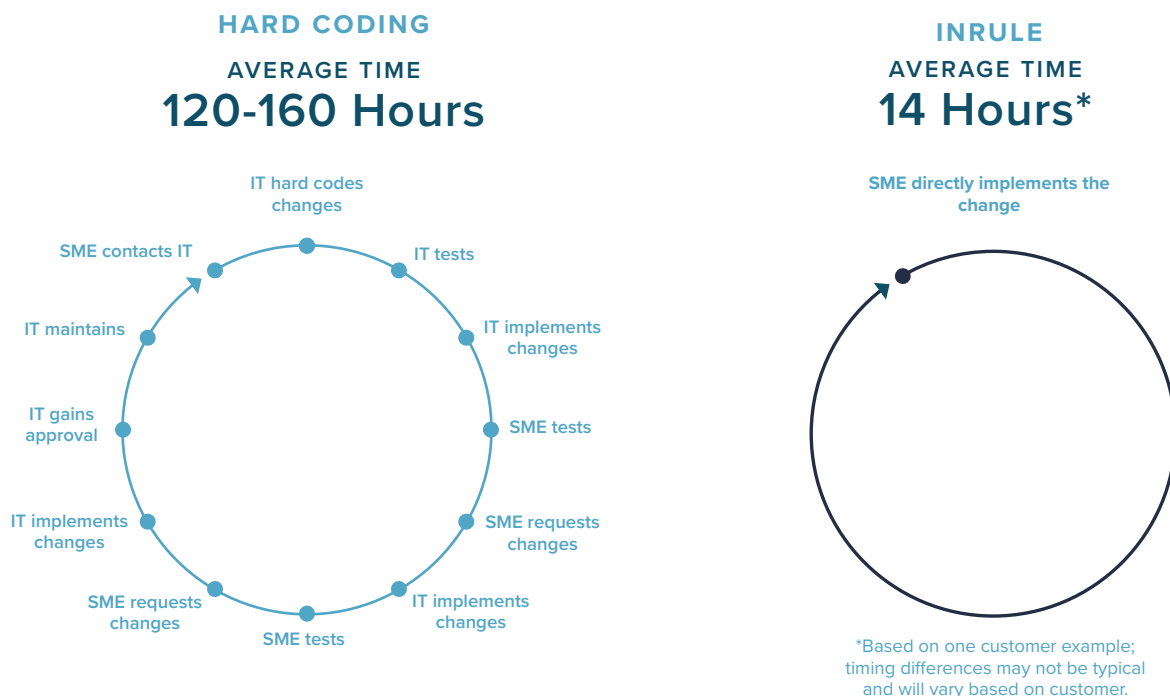
InRule allows IT and business teams to quickly and easily change decisions and spend more time dedicated to projects that impact the business more directly.

The 2021 IUC survey revealed that before deploying InRule, users estimated that they spent 120-160 hours making changes to decision logic hard-coded into applications. Since deploying InRule, the same task now takes them only 14 hours. This represents a 90% reduction in time when changing decision logic and frees personnel to work on higher value, more strategic projects.

### *Eliminate Miscommunication, Long Change Cycles and Wasted Time*

InRule eliminates the time-consuming back-and-forth that occurs when the business must contact IT to make changes to decision logic.

For IT professionals, updating decision logic can comprise a significant portion of their workload. In fact, 71% of InRule users reported updating it at least weekly or monthly. That's an expensive and valuable resource dedicated to a task that can easily be simplified.



## ALTERNATIVES TO INRULE

There are two alternatives to deploying InRule for decision automation. The first option is to build the system yourself. We've been approached by many organizations over the years who endeavored to build a homegrown system and they were shocked by how challenging it was. We're not surprised: we've been automating complex business decisions since 2002 and we know it's not easy to build those systems.

The second alternative to InRule is to go with one of our competitors. We'll let the following case study address this option:

**Customer Success Story:** U.K.-based Wesleyan Assurance Society used InRule to cleanse data and create a new financial planning system for their various business units. InRule reduced CRM data cleanse time by 96 percent. Prior to using InRule as their Decision Management vendor, they chose an InRule competitor. Roughly six months after selecting the competitor, Wesleyan came back to InRule because their original vendor over-promised and under-delivered. This set Wesleyan's new financial planning system project back six months, but ultimately, they were able to achieve their goals with InRule and the business has experienced significant growth.

## GETTING STARTED

We hope this paper was able to provide you with multiple points of consideration for evaluating and purchasing a Intelligence Automation.

If you are interested in learning more about InRule and exploring how it can add value to your organization, there are multiple options to provide you with more information. Feel free to visit our website to view more information about our products and services, customer success stories, partner programs or download white papers and on-demand webinars.

**INRULE TECHNOLOGY**

651 W Washington Blvd #500

Chicago, IL 60661

[www.inrule.com](http://www.inrule.com)