

# Silverlake Digital Economy Rules (SDE.Rules)

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**SDE.Rules has been developed to enable enterprise business solutions in fast-changing environments where the desired actions and outcomes must be carried out even in changing conditions.**

## Features

The features and functions of SDE.Rules are:

- a. **“English-style” rules description;**
- b. **Multiple Decision Patterns** (Decision Trees, Tables, complex formulas etc.);
- c. **Rule Prioritisation and advanced scoring;**
- d. **Statistics gathering, analysis and alerts** to ensure timely action;
- e. **Step by step Testing** to facilitate complex scenario testing; and
- f. **Audit Trails, Security** to allow production inspection of what rules were applied and by whom.

## Deployment

SDE.Rules has been used to provide business solutions in the areas of:

- a. Airline Crew Roster Compliance
- b. Card Fraud Management
- c. Enterprise Fraud Management
- d. Anti-Money Laundering
- e. Credit Policy Compliance
- f. Collection Treatment
- g. Financial Consolidation
- h. KYC (Know Your Customer)
- i. eAlert 



## SDE TOOLS

The Silverlake Digital Economy (SDE) Tools are integral components of the SDE Model Suite architecture. SDE Tools provide a faster and more reliable way of delivering business solutions that remain responsive to business change and are 100% rule-driven.

There are three tools that can be used separately or combined:

- SDE.Rules: An intelligent rules engine
- SDE.Workflow: A workflow and process flow engine
- SDE.Data: A data extraction and presentation engine



# SDE.Rules

## Rule-based Framework for Enterprise Business Solution

DOMAIN	RULE TEMPLATE	DATA AND PROFILES	ACTION AND RESPONSE
<b>NEW APPLICATION</b>	Credit policy Score card Pricing Model Blacklist	Demographics SC variables Payment history Bank relationships	Frontline officers Risk Management
<b>ANTI FRAUD</b>	Fraud patterns Market intelligence Watchlist	Transaction history Behavioural profiles Fraud history	Fraud case management Customers
<b>MARKETING</b>	Segmentation Likely purchasing patterns	Transaction history Behavioural profiles Credit card history	Payment history Marketing call centre Customers
<b>COLLECTION</b>	Segmentation Collection strategies	Payment history Demographics Behavioural profiles	Collections office call centre Customers
<b>AMLA</b>	CTR/SAR Customer acceptance policy	Risk profiles Behavioural profiles OFAC/PEP/NCCT Account relationships	Compliance Reporting to FIU
<b>PRODUCT BUNDLING</b>	Eligibility Benefit Product bundling	Customer information Product/Account information Transactions	Activate/Fallout Discount/Waiver Preferential rates

## Agile and Scalable Architecture

