



# appRules™

## Features & Benefits

Item	Feature	Benefit
<b>All-in-One solution</b>	appRules™ has wide ranging capabilities meaning multiple applications can be replaced with one powerful automation solution.	Simplifies processes, integrates disparate systems and reduces project risk.
<b>Data Integration and Migration</b>	System for composing solutions which integrate and migrate data from legacy systems, databases, ERP, CRM and SaaS.	Achieve a Single Customer View so you can better serve your customers.
<b>DQ Inside</b>	Validate, verify, authenticate, parse, format and match your name and address data.	Get a clearer view of your data, increase revenue, save time and make better business decisions.
<b>Master Record Merge</b>	Unify your master record through advanced business rules and merge field values to create your Golden Record.	Single Golden Record creation delivering complete and accurate data for trusted decision making.
<b>Business Rules Engine</b>	<p>Enabling rules for integration projects and other business processes.</p> <p>You can choose from or combine:</p> <ul style="list-style-type: none"><li>• Decision tables</li><li>• Rule and rule score sets</li><li>• Condition actions</li><li>• Activity actions</li><li>• Various evaluators</li></ul>	<p>Ensuring businesses meet their governance and compliance mandates, by:</p> <ul style="list-style-type: none"><li>• Monitoring processes</li><li>• Automating business decisions</li><li>• Validating mission critical data</li><li>• Complying with regulations</li></ul>
<b>Process Automation</b>	<p>Processes can be initiated directly from appRules™ portal or triggered from events in external applications such as:</p> <ul style="list-style-type: none"><li>• Dynamics 365</li><li>• Salesforce</li><li>• SAP</li><li>• NetSuite and many more...</li></ul>	appRules™ portal activities can be quickly deployed to automate processes, increase efficiency, improve productivity and reduce risk.
<b>Cloud and On-Premise solutions</b>	appRules™ portal is available via all major browsers and devices which can be delivered as On-Premise, Hosted or Online.	Access from anywhere at any time by anyone.

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### Connectors and Modules

Expansive library of connectors and modules which is growing all the time. Connectors work seamlessly with each other to expose the deep features of various On-Premise and Cloud data platforms.

Extensibility and future proof integration capabilities.

### Code Free Solution

No code is required when using appRules™ due to an easy drag and drop layout.

appRules™ is suitable for all users regardless of their skill level.

You can however, add expressions and extension functions in C#, VB and Java.

### Rapid Deployment

Pre-built integration points for leading CRM, ERP & Marketing applications, databases and enterprise solutions including: SharePoint and Active Directory.

Faster project completion times for your data projects. Saving time money and reducing risk.

### Open Architecture (Reusability)

Re-use proven code and integrate it into any API's or with ease

Saves development and testing times and minimises risk.

### Collaborative Environment

Supports businesses and technical users working on the same projects collaboratively.

Agile project development.

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