



# appRules™

## Features & Benefits Document

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>	Choose from a library of data transforms including: normalizing, excluding, elaborating, abbreviating	Increase the number of matches from incorrectly inputted data
<b>International Capabilities</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>	Enabling rules for integration projects and other business processes. You can choose from or combine: Decision tables, Rule and rule score sets, Condition actions, Activity actions, Various evaluators	Ensuring businesses meet their governance and compliance mandates, by: Monitoring processes, Automating business decisions, Validating mission critical data, Complying with regulations
<b>Process Automation</b>	Processes can be initiated directly from appRules™ portal or triggered from events in external applications such as: Dynamics 365, Salesforce, SAP, NetSuite and many more...	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 OnPremise, Hosted or Online.	Access from anywhere at any time by anyone.
<b>Cross Entity Deduplication</b>	Deduplicate within an entity from one view to another	Prevent newly imported data duplication

<b>Connectors and Modules</b>	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
<b>Code Free Solution</b>	No code is required when using appRules™ due to an easy drag and drop layout. You can however, add expressions and extension functions in C#, VB and Java.	appRules™ is suitable for all users regardless of their skill level.
<b>Rapid Deployment</b>	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.
<b>Open Architecture (Reusability)</b>	Re-use proven code and integrate it into any API's or with ease	Saves development and testing times and minimises risk.
<b>Collaborative Environment</b>	Supports businesses and technical users working on the same projects collaboratively.	Agile project development.



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