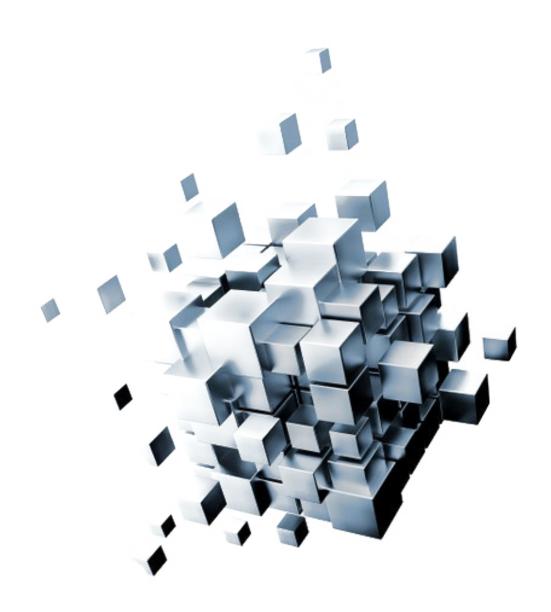


**BPM & Process Automation** 

## SPARK Matrix™: Digital Decisioning Platforms, 2023

Market Insights, Competitive Evaluation, and Vendor Rankings

July, 2023



## **TABLE OF CONTENTS**

Executive Overview	1
Market Dynamics and Overview	2
Competitive Landscape and Analysis	7
Key Competitive Factors and Technology Differentiator	10
SPARK Matrix™: Strategic Performance Assessment and Ranking	14
Vendors Profile	19
Research Methodologies	24

### **Executive Overview**

This research service includes a detailed of global digital decisioning platforms market dynamics, major trends, vendor landscape, and competitive positioning analysis. The study provides competition analysis and ranking of the digital leading decisioning platforms vendors in the form of SPARK Matrix. This research provides strategic information for technology vendors to better understand the market supporting their growth strategies and for users to evaluate different vendors capabilities, competitive differentiation, and its market position.

## **Market Dynamics and Overview**

Quadrant Knowledge Solutions defines digital decisioning platforms as a software solution or suite that uses data-driven and rule-based techniques to automate decision-making processes within organizations. The platform uses advanced analytics, AI, machine learning (ML), and business rules to analyze data, produce insights, and suggest or automatically carry out decisions across numerous business channels and functions, including operations, risk management, marketing, and customer support. Digital decisioning platforms have the ability to ingest large amounts of data in real-time, allowing organizations to respond instantaneously to dynamic changes in the environment based on predetermined rules or models. Additionally, the platform can be seamlessly integrated with other applications and systems, such as marketing automation platforms, CRM systems, data warehouses, cloud storage solutions, and databases.

Every digital decisioning platform has undergone significant advancements since their introduction to the market. This can be attributed to the utilization of ML, Al, and customized rule engines that facilitate the development of decision logic. These platforms cater to both horizontal and vertical use cases and effectively manage the entire decision logic life cycle, thereby enhancing the decision-making process. The landscape of decision-making has experienced a transformative shift, enabling companies to make efficient, expedited, and transparent decisions. By integrating a range of technologies and approaches, digital decisioning platforms seamlessly provide substantial financial value to organizations. A pivotal element of this strategy is the end-to-end decision automation driven by the decision-centric approach. This approach empowers systems to make optimal, customer-centric, and situation-aware judgments. Prior to the advent of digital decisioning platforms, decision making within industries followed a fundamentally different structure. A significant portion of decisions were made manually within organizations, either by a team or an individual. This involved looking at the information and facts, weighing the advantages and disadvantages of several possibilities, and planning using their best judgment. Senior company executives' knowledge or judgment occasionally influenced decisions. These decisions may not have relied on factual evidence or extensive research but rather on intuition or gut feelings. Even before the emergence of digital decisioning platforms, businesses frequently leveraged data to inform their decision making. This involved gathering information from multiple sources, conducting analysis, and using the findings to guide decisions. In larger organizations, decisions may have been made through a consensus-based approach, involving consultation with various stakeholders before reaching a conclusion. External consultants or experts were often sought to provide guidance and direction for critical decisions. The development of digital decisioning platforms has had a significant impact on businesses, particularly in sectors where data analysis and decision making are vital, such as finance.

Digital decisioning platforms enable real-time data analysis, empowering businesses to act swiftly and effectively. This capability proves especially crucial in fast-paced industries where timely decision making can significantly impact overall performance. These platforms grant users access to vast datasets that can be analyzed and utilized to inform business decisions. The decision-making process is increasingly data-driven, enabling organizations to make well-informed and precise choices. Automation plays a key role in digital decisioning platforms, eliminating the need for manual input and fostering more reliable and consistent decision making. This translates to improved efficiency and cost savings for businesses. Furthermore, these systems possess the capability to analyze data to identify potential risks and forecast outcomes, thus enhancing risk management and enabling proactive measures to mitigate risks and prevent future losses. Another notable use case of digital decisioning platforms is the ability to personalize consumer experiences, such as targeted marketing campaigns and tailored product recommendations, by analyzing customer data. This can lead to increased customer satisfaction and loyalty. Overall, the advent of digital decisioning platforms has revolutionized the decision-making landscape, offering organizations unprecedented opportunities to optimize their processes, enhance efficiency, and drive successful outcomes.

Following are the key capabilities of Digital Decisioning Platforms:

- Rules Engine: A business rules engine is a software that allows non-IT users to record, implement, and alter business logic or rule in any process or application. The rules engine unifies the information into a single location for easier understanding, maintenance, and management. The business logic is often represented using a visual editor as rule flows and decision tables. This representation can be automated after quality assurance, either within an application or as a web service that can be utilized by a variety of apps and processes.
- Low-code/No-code authoring/UI/UX: Low-code and no-code platform allows users to define workflows, business rules, and user interfaces through

drag and drop or point and click mechanism. Users visually select and connect reusable components that represent specific steps or capabilities (which contain the actual code) and link them together to create the desired workflow. These platforms should have access to a significant amount of prebuilt templates and help to run a logic or application in minimum time.

- Workflow Manager: The workflow manager in the digital decisioning platform helps to speed up and improve the effectiveness of any operation, from straightforward approvals to intricate data manipulation. The workflow manager includes a graphical no-code interface that digitalizes discrete processes and manages the outcomes. These components enable users to define and control the routine, repeatable activities associated with the business process.
- AI, ML, and Advanced Analytics: Leading vendors are increasingly incorporating AI, ML, and workflow automation to enhance the evaluation of data asset quality, identify missing values, and provide AI-driven cleansing recommendations. These technologies significantly reduce manual efforts and minimize the complexities as well as the time required by data quality experts and data scientists. Advanced machine learning (ML) models learn common manual override activities performed by data stewards, such as data correction, merge, and split operations, and conduct relevant adjustments from further iterations.
- Model Management: Model management takes full control of changes and enables versioning and team collaboration at scale. The integration, transformation, evolution, and matching of models are supported by technologies and methods that make up model management. It intends to serve applications that require a lot of metadata, such as database design, data integration, and data warehousing. The model management offers the necessary tools that are required from versioning and collaboration to the deployment of releases to different environments and monitoring their execution.
- Omni Channel Support: The platform's capability to integrate and coordinate
  across various communication channels, such as web, social media, mobile,
  email, chatbots, and more, enabling businesses to make data-driven decisions
  consistentlyacrossall customer touchpoints. The omnichannel communications
  experience entails integrating multiple channels or means of connecting with
  customers to provide a seamless customer experience across all channels.

Organizations are increasingly embracing an omnichannel approach to provide better customer engagement owing to the growing number of digital-native consumers on their desired channel of communication. It is gaining traction because it provides customers with a personalized experience and on-demand service from any device. With omnichannel support, the digital decisioning platform can customize the services by providing the user with the communication channels and experiences specific to the use cases they are focussing on.

- Scalability: A scalable solution should allow companies to build high-performance data centres scattered across many regions or continents that can meet the constantly expanding data needs of huge firms rather than generating and maintaining separate jobs to carry out the same activity. Users should evaluate the configuration flexibility of the digital decisioning platform as well since this feature ensures the company's continuity by adapting to demands at any time. Users should also look for vendors that correlate data across multiple domains to produce a situational view of entire business processes.
- Integrations and Interoperability: The seamless integration and interoperability with vendors' existing technologies are among the crucial factors impacting technology deployment and ownership experience. Integrations with pre-built modules, databases, and API services will ensure there is no data slip while making decisions. In digital decisioning platforms, ease of integration allows users to interact with various analytical tools, business intelligence tools, or other data intelligence capabilities, ensuring a unified view, allowing users to make effective decisions based on real-time analytics.
- Governance and security: The Governance feature helps the user avoid misuse of data and ensures that the data is derived from a trusted data source in compliance with the regulatory policy of the organization. Collaborating all the catalogue capabilities together makes it easier for an organization to reduce the risk of error and improve data analysis, data context, data efficiency, and many more. The platform should establish policies and procedures for data management and handling, including the privacy of the user. It should implement strong authentication and access control to ensure that only authorized users can access the platform.

- Decision Analytics: Decision analytics constitute the Identification and evaluation of every facet of a decision, along with actions based on the choice that results in the best outcome. Decision analysis models are employed in digital decisioning platforms to evaluate the favourability of various outcomes. Advanced algorithms, data analytics, and decision models are used to analyze the relevant data, evaluate prospective outcomes, and offer suggestions or predictions to assist in decision-making.
- Vision and roadmap: It includes the key planned enhancements and future developments that the platforms will offer in their superior products or technology category. Digital Decisioning platforms are constantly evolving to accommodate emerging and ongoing technology disruptions and market trends. Digital decisioning platform vendors are continuously improving their technology value proposition in terms of offering robust data integration from various IT systems and advanced rule engines, dynamic visualization, and the application of advanced analytics and machine learning (ML). The vendor's product strategy, roadmap, and long-term technology vision is critical in inculcating a long-term partnership with the users.

## **Competitive Landscape and Analysis**

Quadrant Knowledge Solutions conducted an in-depth analysis of the major digital decisioning platform vendors by evaluating their products, market presence, and value proposition. The evaluation is based on primary research with expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall digital decisioning platform market. This study includes an analysis of key vendors, including ACTICO, CRIF, DECISIONS, Experian, FICO, FlexRule, IBM, InRule, Pegasystems, Progress, Sapiens, SAS, Sparkling Logic, and TIBCO Software.

IBM, SAS, and FICO are the top performers in the global Digital Decisioning Platform market and have been positioned as the top three technology leaders.

IBM continues to gain market share by leveraging its existing Cloud Pak for automation platform. IBM offers robust document processing capability that eliminates errors from extracted information and produces clean, enriched, and trustable data. It offers human-in-the-loop (HITL) techniques to pinpoint issues, fill in the gaps, and evaluate the data that has been retrieved. This allows users to standardize how the data is displayed by automatically formatting or translating content from source documents. It also lets users develop applications using a visual click-through technique and the pre-built templates available on the platform are flexible and enable the organizations to process the documents and make the necessary modifications. On the other hand, SAS offers customized chatbot creation that allows users to create and deploy customized conversational chatbots with the help of a user-friendly, low-code visual interface. Users of the platform can set up bots inside the SAS environment for easier access to insights or connections to other services. It also lets users follow natural language & conversational interface to collect text responses, access data, reports, and visualizations, and even apply analytics and Al. Furthermore, FICO offers decision orchestration, which allows users to co-ordinate decision making across apps, systems, and data sources. It also lets users connect data from many systems and channels, creating a cohesive perspective and promoting consistent decision making.

CRIF, InRule, ACTICO, Sparkling Logic, Experian, and Decisions are positioned as technological leaders in the 2023 digital decisioning platform market.

CRIF offers Advanced Simulation, which allows users to graphically visualize which parts of the business processes are working as required and which parts

require adjustments or improvements. It allows users to understand the efficiency of the processes, how effective the decisions are, and what constraints are present in the entire process. On the other hand, InRule offers InRule metrics that allow users to choose the specific values in the process and track & monitor the value. It also lets users avoid many iterations for the selections by streamlining the analysis and comparison of the effects of automated decisions on the business. It offers an adaptive multi-threaded approach that helps in increasing throughput and minimizing latency. It helps to get rid of long response times and provides guarantees that a decision-making process is finished.

ACTICO differentiates itself with the model management capability, which offers tools for different versions of the models present in the decisioning platform. All the versions of models can be handled with the scalability offered by the platform. The platform also guarantees transparency and governance of each model to reduce the risk across all models. It also lets users accelerate productivity with the help of a centrally controlled repository, which also saves all project versions and their modifications. This enables revision and the continuation of development from the most recent working point, even if a team member makes a mistake.

Sparkling Logic offers Decision Analytics, which allows users to create fully integrated dashboards to assess the quality of the decisions and conduct sophisticated simulations and tests to determine which business processes are effective and which require improvement. It enables users to assess how favorably certain outcomes stack up. It also helps customers to analyze the pertinent data, assess potential outcomes, and provide recommendations or forecasts to aid in decision making with the help of sophisticated algorithms, data analytics, and decision models.

Experian differentiates itself with credit risk and strategy expertise where the platform helps to design custom business strategies for clients. As part of this strategy design, the platform leverages an analytics component extension framework and ingests advanced analytical models through Ascend Intelligence Services to build and update clients' scorecards, policies, and decision processes, and enables fast deployment of strategies into test and production. With simple management and testing of decision process flow to empower business users while maintaining IT control, the solution allows users to proactively monitor strategy performance through PowerCurve Insights.

Decisions offer Designers to design different business logic for processes, display information to a customer, and display gathered data in a report. The Designer

contains tools like flow designer, form designer, report designer, page/dashboard designer, and rule designer. Users are able to build or update flows using the Flow Designer. A Flow is a logical procedure made up of graphic elements known as Steps to produce an automated outcome. User-defined inputs, outputs, and other step-specific adjustable attributes can be used to configure these stages. Although templates are provided for this designer element, custom flows are most frequently generated. Users are able to construct interactive forms using the Form Designer. Users frequently use forms, which can be used within Flows and Pages, to enter or view information. The Form Designer creates only HTML forms and provides a variety of layouts from which to choose. Data is shown using the Report Designer in a usable format. Data can be seen on a dashboard or exported as a PDF or CSV file through reporting.

Vendors such as Pegasystems, TIBCO Software, Progress, and Sapiens have been positioned among the strong contenders. These companies provide comprehensive technology capabilities and are rapidly gaining market traction across industries and geographical regions. These vendors are also aware of the upcoming market trends and have laid out a detailed roadmap to capitalize on future growth opportunities. The other key vendor captured in the 2023 SPARK Matrix is FlexRule.

The global digital decisioning platform market has several strong contenders and is expected to become more competitive in the near future, which would make taking a competitive lead in this market even more challenging. With continuously changing global technology scenarios, faster adoption rates, and compelling developments around the clock, vendors need to keep up with the evolving requirements and customer needs. End users are increasingly opting for applications with a quicker response time. In this era of digital transformation, traditional analytics is no longer sufficient for the decision-making process as the environment is evolving rapidly and it poses a challenge in the real-time management of the data to get valuable insights. Thus, any digital decisioning platform that provides adaptive analytics which provides a flexible and dynamic approach that keeps organizations in pace with the ever-changing customer demand and market, and a unified process orchestration will take the market forward. In that sense, it is an open ground for the global digital decisioning platform providers who can make the best use of the current situation to innovate and establish themselves further.

# **Key Competitive Factors and Technology Differentiators**

The following are the key competitive factors and differentiators for the evaluation of digital decisioning platforms and vendors. While the majority of digital decisioning platforms may provide all the core functionalities, the breadth and depth of functionalities may differ by different vendors' offerings. Driven by increasing competition, vendors are increasingly looking at improving their technology capabilities and overall value proposition to remain competitive. Some of the key differentiators include:

- Track and trace lifecycles: The Track and trace lifecycle option will help track missing events or steps a process should go through before attaining the intended result. Users should look for vendors that have the capability to spot the missing events, such as orders that go through a number of phases before being filled through an event-driven and rules-based method.
- Advanced Query Engine: Advanced query engine enables users to
  access and modify data from databases. It is built to handle difficult
  queries and offers sophisticated search features such as the capacity
  to search across several databases and data sources. Users should
  look for query engines that allow users to orchestrate a data strategy
  that eliminates challenges while selecting and implementing the
  specific databases and decisions.
- Intelligent Data Wrangling: The process of automatically processing and preparing raw data into an organized and useful shape for analysis or other downstream activities is referred to as intelligent data wrangling. Users should look for vendors providing automated and streamlined data preparation process which blends the capabilities of AI tools such as ML and natural language processing (NLP) with traditional data wrangling approaches.
- Process Orchestration: The moving parts (or endpoints) of a business process are coordinated by process orchestration, which can also occasionally link several processes together. To accomplish end-toend process automation, process orchestration enables organizations

to utilize the people, systems, and equipment they currently have. Users should look for the vendor's capability to orchestrate business processes in decision making and workflow management specific to their existing tools and infrastructure.

- Real-Time Analytics: Leading vendors offer real-time analytics to automatically visualize data and interpret the results for simplified decision making. Extensive Al/ML enables users to see through outliers, anomalies, and patterns and figure out trends in the dashboards in real time. Vendors must provide real-time analytics as it helps users know when changes occur by sending automated alerts and notifications to users based on key business events. Users must look for vendors who offer a real-time view of data to address potential customer and operational issues.
- Advanced Simulation: Advanced simulation helps the business to analyze graphically which part of the system/process is working well and which needs adjustments. The users should look for vendors who provide the latest technology in simulation, such as the digital twins of an organization to test the entire business process for calibration and improvement.
- Ease of Deployment: Flexible deployment gives users total control over where and how applications execute. The applications can be deployed in the cloud leveraging all the advantages of operating in the cloud, or they can be deployed on-premises, for latency-sensitive applications. Vendors of digital decisioning platforms should address the needs of enterprises by enhancing their privacy, security, and compliance capabilities. Users should look for vendors that provide insights, optimization, and automation for enterprises that need to eliminate risks, allowing teams to focus on regulatory participation and a rich development environment, which could be made possible through effective deployment scenarios. Users should also seek existing case studies to determine the best deployment model depending on their data and business rules management system.
- Data Virtualization: Data virtualization is the approach of data management that enables data retrieval and manipulation without the need for technical information about the data, such as its format

and location. Data virtualization enables organizations to aggerate structured and unstructured data siloed across all enterprise systems and provides a virtual approach to access, manage, and deliver data without having to copy or move the data in a physical repository regardless of location, format, or latency. Enterprises or organizations offering data virtualization let users create a secure layer, enhancing data security and governance as well as reducing investments as virtualization requires fewer resources compared to building separate consolidated data stores.

- Centralized Metadata management: Centralized metadata management allows users to identify relationships among data sources, analyze the data, find relevant entities, and exhibit these entity relationships in diagrams to fulfil new business requirements. Centralized Metadata management ensures that data becomes a meaningful asset by providing a clear and comprehensive context for what data to produce and what data to consume. Users should look for vendors that contribute to improving data quality and usability by collecting, reconciling, and interoperating metadata.
- Adaptive multi-threaded execution: The feature enables multiple users to access and utilize the system simultaneously, without the need for running multiple instances of the program, and also, has the capability to handle multiple requests from the same user. The digital decisioning platform contains different versions of the decisioning software and all these are stored in a model repository. Users should look for vendors that allow invoking different versions of the applications simultaneously by different users or handling different applications by the same user.
- Augmented Decision Making: Augmented decision-making in digital decisioning platforms is using technology and analytics in conjunction with a specific business process and letting the platform do the pattern-finding and recommendation-making process. Users should look for vendors providing autonomous decision-making using predictions, forecasts, simulations, rules, optimization, or other Al. Users should also look for vendors that provide visualizations, exploration, alerts, and other support for human decision-makers.

What-if Analysis: It is the capability to evaluate the impact of the company's strategy or compare the strategy with an industry benchmark. By testing and evaluating multiple scenarios, the company can avoid possible risks by understanding the impact of its actions on capital resources. This activity enables project review and optimization as needed to ensure that the organization fulfils its objectives.

The platform should have the ability to create what-if scenarios that allow leaders to understand the impact of any change related to costs, resources, timeline, and benefits in the projects, programs, and portfolios of an organization. The users should be able to quickly respond to any possible changes in the portfolio to triage problems and predict future outcomes with scenario planning. Thus, the users should evaluate vendors who are utilizing emerging technologies such as AI to predict the project, program, or portfolio roadmap and provide recommendations to take future decisions.

# **SPARK Matrix™: Strategic Performance Assessment and Ranking**

Quadrant Knowledge Solutions' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. Quadrant's Competitive Landscape Analysis is a useful planning guide for strategic decision makings, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

Each market participant are analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make SPARK Matrix.

Technology Excellence	Weightage	Customer Impact	Weightage
Maturity of Al,ML and Analytics	20%	Product strategy & performance	20%
Rule Engine	5%	Market presence	20%
Model Management	15%	Proven record	15%
Workflow Management	5%	Ease of deployment & ease of use	15%
UI/UX	10%	Customer service excellence	15%
Omnichannel Support	5%	Unique value preposition	15%
Scalability	5%		
Governance & Security	10%		
Competitive Differentiator	10%		
Integration & Interoperability	5%		
Vision & roadmap	10%		

#### **Evaluation Criteria: Technology Excellence**

- Maturity of Al, ML, and Advanced Analytics: Leading vendors
  are increasingly incorporating Al, ML, and workflow automation
  to enhance the evaluation of data asset quality, identify missing
  values, and provide Al-driven cleansing recommendations. These
  technologies significantly reduce manual efforts and minimize the
  complexities as well as the time required by data quality experts and
  data scientists.
- Rules Engine: A business rules engine is a software that allows non-IT users to record, implement, and alter business logic or rule in any process or application.
- Model Management: Model management takes full control of changes and enables versioning and team collaboration at scale. The integration, transformation, evolution, and matching of models are supported by technologies and methods that make up model management.
- Workflow Manager: The workflow manager in the digital decisioning platform helps to speed up and improve the effectiveness of any operation, from straightforward approvals to intricate data manipulation.
- UI/UX: Low-code and no-code platform allows users to define workflows, business rules, and user interfaces through drag-anddrop or point-and-click mechanism. Users visually select and connect reusable components that represent specific steps or capabilities (which contain the actual code) and link them together to create the desired workflow.
- Omni Channel Support: The platform's capability to integrate and coordinate across various communication channels, such as web, social media, mobile, email, chatbots, and more, enabling businesses to make data-driven decisions consistently across all customer touchpoints.

- Competitive Differentiation Strategy: The ability to differentiate from competitors through functional capabilities and/or innovations and/or GTM strategy, customer value proposition, and others.
- Application Diversity: The ability to demonstrate product deployment for a range of industry verticals and/or multiple use cases.
- **Scalability:** The ability to demonstrate that the solution supports enterprise-grade scalability along with customer case examples.
- Governance and security: The Governance feature helps the user avoid misuse of data and ensures that the data is derived from a trusted data source in compliance with the regulatory policy of the organization.
- Integration & Interoperability: The ability to offer a product and technology platform that supports integration with multiple best-ofbreed technologies, provides prebuilt out-of-the-box integrations, and open API support and services.
- Vision & Roadmap: Evaluation of the vendor's product strategy and roadmap with the analysis of key planned enhancements to offer superior products/technology and improve the customer ownership experience.

#### **Evaluation Criteria: Customer Impact**

- Product Strategy & Performance: Evaluation of multiple aspects
  of product strategy and performance in terms of product availability,
  price to performance ratio, excellence in GTM strategy, and other
  product-specific parameters.
- Market Presence: The ability to demonstrate revenue, client base, and market growth along with a presence in various geographical regions and industry verticals.
- Proven Record: Evaluation of the existing client base from SMB, mid-market and large enterprise segment, growth rate, and analysis of the customer case studies.

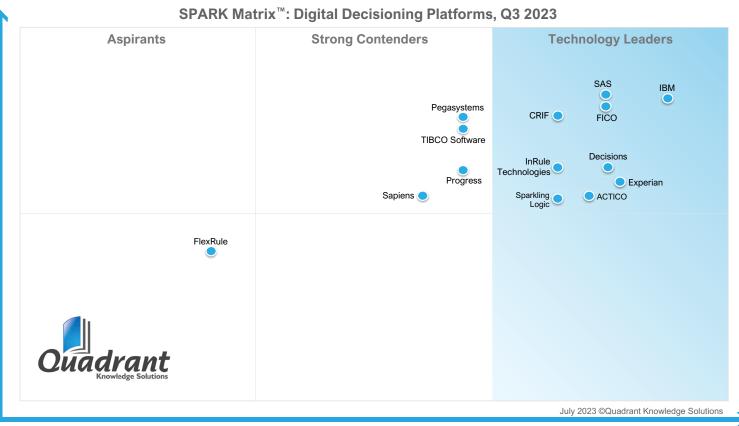
- Ease of Deployment & Use: The ability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation and usage experience. Additionally, vendors' products are analyzed to offer user-friendly UI and ownership experience.
- Customer Service Excellence: The ability to demonstrate vendors capability to provide a range of professional services from consulting, training, and support. Additionally, the company's service partner strategy or system integration capability across geographical regions is also considered.
- **Unique Value Proposition**: The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and such others.

## SPARK Matrix™: Digital Decisioning Platforms, 2023

**Strategic Performance Assessment and Ranking** 

#### Figure: 2023 SPARK Matrix™

(Strategic Performance Assessment and Ranking)
Digital Decisioning Platforms Market



**Technology Excellence** 

**Customer Impact** 

#### **Vendor Profiles**

Following are the profiles of the leading digital decisioning platforms vendors with a global impact. The following vendor profiles are written based on the information provided by the vendor's executives as part of the research process. Quadrant research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult Quadrant Knowledge Solutions before making any purchase decisions, regarding Digital Decisioning Platforms technology and vendor selection based on research findings included in this research service.

## **Experian**

URL: http://www.experianplc.com/

Founded in 1996 and headquartered in Dublin, Ireland. Experian is a global information services company. The decisioning management platform offered by Experian is called PowerCurve. PowerCurve allows clients to operationalize the power of rich data, advanced analytics, and sophisticated decisioning to drive customer journeys in high volume, high-risk environments. It's a unified, component-based platform for strategy design, execution, and monitoring across the whole customer life cycle, from customer acquisition to in-life customer management and collections. The decisioning logic used in the PowerCurve is the product of human logic, machine learning models, mathematical optimization solvers, and analytics. The key technological capabilities of PowerCurve are market-leading data, orchestration and automation, advanced analytical models, decision performance, and reporting/monitoring.

#### **Analyst Perspective**

Following is the analysis of Experian's capabilities in the Digital Decisioning Platforms market:

Experian's PowerCurve enables users to create and continuously improve decision strategies. PowerCurve users can collaboratively design decisioning solutions, and reuse and standardize decision logic across a range of enterprises. Where possible, the platform leverages pre-defined solutions to offer business users a complete digital experience and graphical user interfaces without the need for coding. This allows users to generate and manage both straightforward and complex decisions. Additionally, PowerCurve offers business users a client gateway for increased client self-service via a SaaS portal as well as visual data mapping and transformations to effectively handle routine data manipulation activities and minimize studio scripting. The platform is flexible such that it contains cloud-based off-the-shelf solutions to RESTful APIs that enable clients and partners to easily integrate data, analytics, and a range of capabilities across the lifecycle. The platform also offers a low-code graphical user interface to configure workflows, data access, and strategies. The product has solution tiers built on a scalable and modular platform to enable clients' digital decisioning transformation. Out-of-the-box features, based on industry best practices, help configure the solution to fit client needs,

facilitate the development of adjustable policies, and regular updates to data and decision strategies to respond to changing market conditions.

- PowerCurve leverages Experian's market-leading data that provides an accurate view of customers' risk and affordability. The platform uses real-time, streaming, complex structured and unstructured data to hyper-personalize the customer journey and address changing behaviours powered through a developer experience built around APIs and seamless integration.
- PowerCurve also offers orchestration and automation which enables users to operationalize data and analytics into their environment for actionable insights.
   With the help of an analytical component extension framework, within the web-based Strategy Design Studio, models created in a variety of languages can be ingested rapidly into strategies.
- PowerCurve's new case management portal allows onboarding decisions requiring manual review and a new enhanced bureau data viewer user interface.
- PowerCurve enables improved decision performance using the advanced analytics capability through rapid machine learning model deployment into decisioning through Experian Ascend Ops. The tool adopts integrated solutions that include data, models developed using ML techniques and decisioning to reduce time to market and risk.
- PowerCurve offers decision performance analysis that enables optimal
  process orchestration and smart decisioning so that organizations can turn
  the right applicants into satisfied customers. The parallel REST calls used in
  the platform enable workflows capable of calling multiple external interfaces
  in parallel for higher performance. The platform also includes business
  intelligence dashboards for tracking decision performance and trends.
- The key differentiators of PowerCurve include credit risk and strategy expertise where the platform helps to design custom business strategies for clients. As part of this strategy design, the platform leverages an analytics component extension framework and ingests advanced analytical models through Ascend Intelligence Services to build and update clients' scorecards, policies and decision processes, and enables fast deployment of strategies into test and production. With simple management and testing of decision

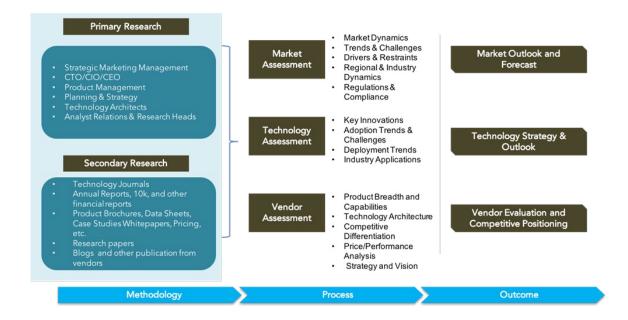
process flows to empower business users while maintaining IT control, the solution allows users to proactively monitors strategy performance through PowerCurve Insights. Clients can adapt to market changes, see the impact of decisions and measure ongoing effectiveness of strategies, and leverage advanced analytical techniques to automate recommendations for more performant strategies.

- The platform offers customer data integration and application accelerators through prebuilt connectors over two hundred data services across the globe, including Experian's consumer and business information, as well as fraud and identity data. The platform is easily integrated into existing IT and commercial systems and is continually enhanced through cloud set-up. The modular platform enables firms to design, build and run custom automation applications, including decision logic authoring and intelligence, with strategies that can be quickly revised and deployed. Experian provides the tools necessary to manage and deploy digital decisions that meet regulatory demands.
- PowerCurve provides solutions to important banking financial and security industry concerns such as credit risk, fraud risk, customer management, and customer acquisition. It increases service quality, accelerates service delivery, and accelerates application customization covering the needs of the customers as well as state/local regulatory schemes. The platform also provides accurate insights into fraud trends and can rapidly ingest new models and make optimized strategy changes with confidence.
- The key use cases of PowerCurve include reducing customer acquisition cost, reducing credit and fraud risk, improving acceptance rates through instant approvals, optimizing limits, and pricing, and improving the customer journey.
- Experian has a significant geographical presence in North America, the European Union, and APAC. The company holds a strong customer base, including leading brands across industry verticals such as banking & financial services, retail & eCommerce, healthcare & life sciences, telecommunication, transportation, and media.
- The future roadmap of Experian is to continue research and invest in new data sources (including user permissions and Open Data), analytics, technology, capabilities and talent. The company also plans to migrate to the cloud for simplifying the scale and complexity of the product portfolio and technical

estate as reduced complexity drives down cost and increases reliability. Experian is open to adopting a strategic 'cloud first' model with consolidated, cloud-adjacent co-located data centres. This creates strategically configured services, organized across regions and availability zones, ensuring greater resilience. The company plans to continue developing innovative products that use scale and expertise and allow the products to deploy capabilities in new and existing markets and geographies.

## **Research Methodologies**

Quadrant Knowledge Solutions uses a comprehensive approach to conduct global market outlook research for various technologies. Quadrant's research approach provides our analysts with the most effective framework to identify market and technology trends and helps in formulating meaningful growth strategies for our clients. All the sections of our research report are prepared with a considerable amount of time and thought process before moving on to the next step. Following is the brief description of the major sections of our research methodologies.



#### **Secondary Research**

Following are the major sources of information for conducting secondary research:

#### **Quadrant's Internal Database**

Quadrant Knowledge Solutions maintains a proprietary database in several technology marketplaces. This database provides our analyst with an adequate foundation to kick-start the research project. This database includes information from the following sources:

- Annual reports and other financial reports
- Industry participant lists
- Published secondary data on companies and their products

- Database of market sizes and forecast data for different market segments
- · Major market and technology trends

#### Literature Research

Quadrant Knowledge Solutions leverages on several magazine subscriptions and other publications that cover a wide range of subjects related to technology research. We also use the extensive library of directories and Journals on various technology domains. Our analysts use blog posts, whitepapers, case studies, and other literature published by major technology vendors, online experts, and industry news publications.

#### **Inputs from Industry Participants**

Quadrant analysts collect relevant documents such as whitepaper, brochures, case studies, price lists, datasheet, and other reports from all major industry participants.

#### **Primary Research**

Quadrant analysts use a two-step process for conducting primary research that helps us in capturing meaningful and most accurate market information. Below is the two-step process of our primary research:

**Market Estimation:** Based on the top-down and bottom-up approach, our analyst analyses all industry participants to estimate their business in the technology market for various market segments. We also seek information and verification of client business performance as part of our primary research interviews or through a detailed market questionnaire. The Quadrant research team conducts a detailed analysis of the comments and inputs provided by the industry participants.

**Client Interview:** Quadrant analyst team conducts a detailed telephonic interview of all major industry participants to get their perspectives of the current and future market dynamics. Our analyst also gets their first-hand experience with the vendor's product demo to understand their technology capabilities, user experience, product features, and other aspects. Based on the requirements, Quadrant analysts interview with more than one person from each of the market participants to verify the accuracy of the information provided. We typically engage

with client personnel in one of the following functions:

- Strategic Marketing Management
- Product Management
- Product Planning
- Planning & Strategy

#### **Feedback from Channel Partners and End Users**

Quadrant research team researches with various sales channel partners, including distributors, system integrators, and consultants to understand the detailed perspective of the market. Our analysts also get feedback from endusers from multiple industries and geographical regions to understand key issues, technology trends, and supplier capabilities in the technology market.

#### **Data Analysis: Market Forecast & Competition Analysis**

Quadrant's analysts team gathers all the necessary information from secondary research and primary research to a computer database. These databases are then analyzed, verified, and cross-tabulated in numerous ways to get the right picture of the overall market and its segments. After analyzing all the market data, industry trends, market trends, technology trends, and key issues, we prepare preliminary market forecasts. This preliminary market forecast is tested against several market scenarios, economic most accurate forecast scenario for the overall market and its segments.

In addition to market forecasts, our team conducts a detailed review of industry participants to prepare competitive landscape and market positioning analysis for the overall market as well as for various market segments.

## SPARK Matrix: Strategic Performance Assessment and Ranking

Quadrant Knowledge Solutions' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix representation provides a visual representation of market participants and provides strategic insights on how each supplier ranks in comparison to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact.

#### **Final Report Preparation**

After finalization of market analysis and forecasts, our analyst prepares necessary graphs, charts, and table to get further insights and preparation of the final research report. Our final research report includes information including market forecast; competitive analysis; major market & technology trends; market drivers; vendor profiles, and such others.

