

# IDIOM

## what, when, who, how, why?

### **IDIOM is a tool for automating business decision making**

**IDIOM** is suitable for organizations which seek business agility and efficiency; the ability to readily adapt decision making to circumstance – varying, evolving extending and deploying their business decisions, unrestrained by “IT inertia”. **IDIOM** is suitable for end clients; and for systems integrators requiring decision automation solutions; and for vertical market suppliers of “decision centric” products and services, where they need to configure and customize to meet client specific practices.

**IDIOM’s application is not business sector specific. It is used widely in healthcare, insurance, financial services, central and local government, logistics, utility and other service sectors, to automate core business decision making like loyalty schemes; complex contract billing and auditing; clinical pathways and medical case management; insurance underwriting and claims management; unit fund valuations and benefit entitlement calculations; and any other complex decision making.**

In practice subject matter experts work directly with the **IDIOM** Decision Manager to define the decision processes, build the visual decision models, define the data dependencies, and then, “hey presto” generate both natural language and computer code versions (Java or C#) of the models for review and simple ‘plug-n-play’ deployment irrespective of technical environment. To effect business change, decision models are retrieved, edited, re-generated, time-stamped and re-deployed; rapidly, reliably, cost-effectively and with full auditability. There is no need for programming or programmer involvement to effect decision model changes.

By modeling and testing the decision logic, the Intellectual Property of the business is captured, proven, and documented, so that reliance on key individuals is eliminated. **IDIOM** scales to handle very large and complex decision sets constructed by multiple analysts, with all of the necessary control and security features.

**While IDIOM does sell directly to end users, the company’s main focus is on its partner program. Our partners are both systems integrators and vertical market service / solution providers seeking the competitive edge that IDIOM provides – solutions that are customer specific, agile and highly cost-effective.**

**IDIOM’s** in-context and hands-on approach to training and support enables our clients and partners to become independent in days. When a candidate client decision model is identified our client’s domain experts and ‘to be’ modelers work directly with an **IDIOM** consultant to analyze and model the decision set – thereby learning both the tool and decision design “best practices” which have been distilled by **IDIOM** over many successful projects.

**If you wish to further explore and understand our breakthrough offering for decision automation further please contact Mark Hamilton (Director of Sales) or Graham Booth (UK representative):**

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