

James Taylor  
with Neil Raden

## Smart (Enough) Systems:

How to Deliver Competitive Advantage  
by Automating Hidden Decisions

It is commonly believed that the computer-based systems most organizations rely on to support their businesses are not very smart. Many of the business decisions these companies make tend to be hidden in systems that make poor decisions, or don't make them at all. Further, most systems aren't configured to learn from the past and therefore struggle to keep up with the pace of change.

While many organizations believe the answer is to implement newer, "intelligent" systems, the fact is that much of today's existing technology has the potential to be "smart enough" to make a big difference to an organization's business. This book describes how various technologies can be combined to make this happen.

James and Neil show how current business trends are forcing organizations to build smarter systems and how these systems can help companies thrive. By focusing on decisions as distinct opportunities for improvement, the book provides unique perspective on how using established technologies in a new way can solve problems and create competitive advantage.

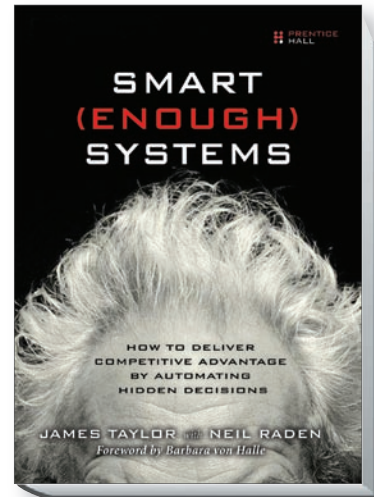
The book is full of insightful examples of problems solved by applying Enterprise Decision Management across various industries and it outlines a practical and incremental method for implementing the technology.

### ALL READERS WILL LEARN:

- How key business trends impact the decision-making process
- Why organizations need systems smart enough to cope with these trends
- How decision automation can make their systems smart enough
- How to translate decisions into a corporate asset and competitive advantage
- The ROI and business impact of better decisions and smarter systems
- The core concepts and technologies needed and how they work together
- A step-by-step approach to introduce this approach and analysis of the ROI generated at every stage
- How this approach impacts and enhances modern IT architecture

While the business context and underlying principles are explained in a non-technical manner, the book also contains how-to guidance for more technical readers.

Visit [prenhallprofessional.com](http://prenhallprofessional.com) this summer to learn more about this summer 2007 release.



COMING SUMMER 2007

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### About the Authors

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NEIL RADEN, founder and President of Hired Brains, a research and consulting firm that assists technology companies with product design, marketing and messaging; venture capitalists with evaluating potential and existing investments.



The book has a companion site [www.smartenoughsystems.com](http://www.smartenoughsystems.com) that will provide additional material and related links.

 PRENTICE  
HALL

# Table of Contents

## I - ABOUT THE AUTHORS

## II - PREFACE

## III - ACKNOWLEDGEMENTS

## IV - FOREWORD BY BARBARA VON HALLE

## V - THE "SMART (ENOUGH) SYSTEMS" MANIFESTO

OPERATIONAL DECISIONS ARE IMPORTANT

OPERATIONAL DECISIONS CAN AND SHOULD BE AUTOMATED

TAKING CONTROL OF DECISIONS IS INCREASINGLY A SOURCE OF COMPETITIVE ADVANTAGE

### 1 - THE NEED FOR SMART (ENOUGH) SYSTEMS

THE IMPORTANCE OF OPERATIONAL DECISIONS

OPERATIONAL DECISION-MAKING AS A CORPORATE ASSET

INTRODUCING SMART (ENOUGH) SYSTEMS

INTRODUCING SMARTENOUGH LOGISTICS

### 2 - ENTERPRISE DECISION MANAGEMENT

INTRODUCING ENTERPRISE DECISION MANAGEMENT

*Case Study:* Large European Bank - risk management and compliance

CHARACTERISTICS OF DECISIONING PROBLEMS

*Case Study:* Life Insurance Company - Death Benefits

THE ROI FOR ENTERPRISE DECISION MANAGEMENT

*Case Study:* Telecommunications Network - Network Configuration

*Case Study:* Insurer using independent agents - Underwriting

*Case Study:* Life Insurance - Regulatory Compliance

*Case Study:* Large health insurance plan - claims fraud

*Case Study:* \$30B global retailer - Drive basket size and cross-category sales

*Case Study:* Leading Computing Hardware Supplier - preventive maintenance

*Case Study:* Fast growing European banking group - Collections and recovery

*Case Study:* National Bank - Controlling risk while doubling customer base

*Case Study:* Large multi-line insurer - international mid-market trade credit

### 3 - WHY AREN'T MY SYSTEMS SMART ENOUGH ALREADY?

HOW DID WE GET HERE?

PROBLEMS WITH DATA

BUSINESS INTELLIGENCE

THE PROBLEMS WITH PROGRAMS MOVING AT THE SPEED OF PEOPLE

SMARTENOUGH'S EXPERIENCE

### 4 - CORE CONCEPTS

INTRODUCTION

FINDING THE RIGHT DECISIONS

DECISION SERVICES

*Case Study:* Vehicle registration department in large US state - vehicle fees

DATA AND ANALYTICS

*Case Study:* Credit Card Issuer - Customer Management

*Case Study:* European Credit Card Issuer - Customer segmentation

BUSINESS RULES

*Case Study:* Government Department - Permits

*Case Study:* High technology manufacturer - ensuring product quality

ADAPTIVE CONTROL

*Case Study:* National Bank - Credit processing

DEPLOYMENT

MORE INFORMATION

### 5 - DATA AND ANALYTICS

ARCHITECTURAL OVERVIEW

*Case Study:* Mature mall-based retailer - Bring customers back into the store

CONCEPTS

*Case Study:* Electronic

Commerce Solutions Provider - Risk Management

*Case Study:* American Card Issuer - Risk modeling

TECHNOLOGY

*Case Study:* Expanding Asian Bank - Manage credit card growth in the face of competition

PROCESS

### 6 - BUSINESS RULES

ARCHITECTURAL OVERVIEW

CONCEPTS

*Case Study:* Truck Manufacturer - Truck Design

*Case Study:* Auto Manufacturer - Warranty Claims

*Case Study:* TV Network - Ad Slotting

TECHNOLOGY

*Case Study:* Large European Tax Authority

*Case Study:* Pharmacy Benefits Manager - Drug interaction management

PROCESS

*Case Study:* Top 5 US Consumer magazine - Ad pricing

### 7 - ADAPTIVE CONTROL

ARCHITECTURAL OVERVIEW

CONCEPTS

*Case Study:* Large US retail bank - Improve retention

TECHNOLOGY

PROCESS

### 8 - READINESS ASSESSMENT

OVERVIEW

BUSINESS AND IT COLLABORATION

DATA READINESS

ANALYTIC UNDERSTANDING

ORGANIZATIONAL CHANGE

MANAGEMENT FOCUS ON OPERATIONS

### 9 - GETTING THERE FROM HERE

INTRODUCTION

ADOPTING EDM

PHASE 1 - PIECEMEAL APPROACH

*Case Study:* Credit Card Issuer - Dispute Resolution

*Case Study:* Community-based healthcare network - hospital care

*Case Study:* Loyalty Program Management

*Case Study:* Leading Asian Bank - Control rates of bad loans

PHASE 2 - LOCAL DECISION MANAGEMENT

*Case Study:* Mid-tier US Insurer - Auto Insurance Underwriting

*Case Study:* Computer Systems Company - financing

PHASE 3 - EXPANSION

*Case Study:* Hospital - Bad debt for hospital bills

*Case Study:* Consumer Branded Goods - Drive brand loyalty

*Case Study:* European Online Bank - credit origination

STEADY STATE - ENTERPRISE DECISION MANAGEMENT FOR REAL

WHAT SMARTENOUGH LOGISTICS DID

EXTENDING EDM

EXTENDING EDM

### 10 - EDM AND THE IT DEPARTMENT

COMPLEMENTING, SOLVING, ENABLING

COMPLEMENTING YOUR IT ARCHITECTURE

*Case Study:* European Health Insurer - Claims Handling

*Case Study:* US State tax authority - Non-filers

SOLVING IT PROBLEMS

*Case Study:* Large field services organization - manage representatives

*Case Study:* Large chemical and gas supply company - Streamline supply chain

ENABLING IT CAPABILITIES

*Case Study:* Government Bureau - Ship Inspection

*Case Study:* Telecommunications - Self-Repairing Network

*Case Study:* Global Logistics Company - Freight Management

EXTENDING YOUR SOFTWARE DEVELOPMENT LIFECYCLE TO SUPPORT EDM

DECISION SERVICES AND THE EDM ECOSYSTEMS

TO SUPPORT EDM

### 11 - CLOSING THOUGHTS

#### APPENDIX - DECISION YIELD AS A WAY TO MEASURE ROI

WHAT IS DECISION YIELD

MEASURING DECISION YIELD

USING DECISION YIELD TO DRIVE PLANNING

CLOSING THOUGHTS

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