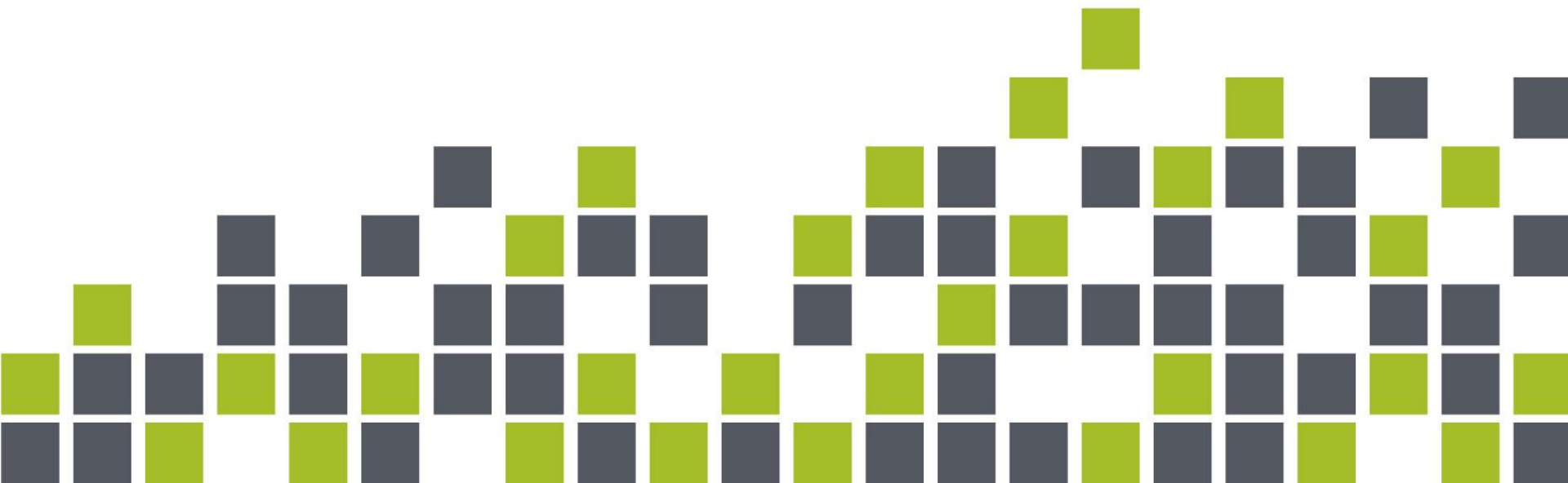


# A BRIEF INTRODUCTION

the true history of the future is one of nimble,  
continuous and perpetual change



# WHO ARE IDIOM



- Idiom Ltd, established 2001, Auckland NZ, private
- 100s of customers/partners in Australasia, HK, UK, US
- Profitable, no debt, strong reserves
- Global brand presence through published articles, conferences, and twitter
- Author of successful software development tools, and experts in the use and application of those tools

**Agile, innovative, and disruptive in approach**

**Measured by success, not process**

**who do you call when you have tried traditional approaches and failed?**

# ACTIVE SECTORS

- City, State, Central Government (NZ, Australia, HK)
  - Case management, entitlement calculations, revenue and billing, growth and planning, payroll
- Insurance, Superannuation, Banking
  - Underwriting/Rating, full cycle policy administration, claims management, audit and compliance, platform migration
- Health
  - Costing, revenue and billing, clinical case management, clinical and social policy automation
- Logistics
  - Loyalty, pricing, costing
- Payroll
  - Recalculation, remediation, BAU

# TOOLS THAT DEFINE YOUR BUSINESS



- **IDIOM Decision Manager** [2001] captures and validates substantial and complex business logic in the form of Decision Models; tests and documents the Decision Models; and generates valid and correct Java and/or C# source code to implement the Decision Models
- **IDIOM Forms** [2006] builds very large web forms that are bound to Decision Models at runtime using Java and/or Microsoft web servers
- **IDIOM Document Generator** [2012] builds Microsoft Word documents (contracts, agreements, et al) under the control of IDIOM Decision Models at runtime, which can be delivered back to the caller as Word, PDF, HTML

# IDIOM PRODUCTS THAT SUPPORT YOUR BUSINESS



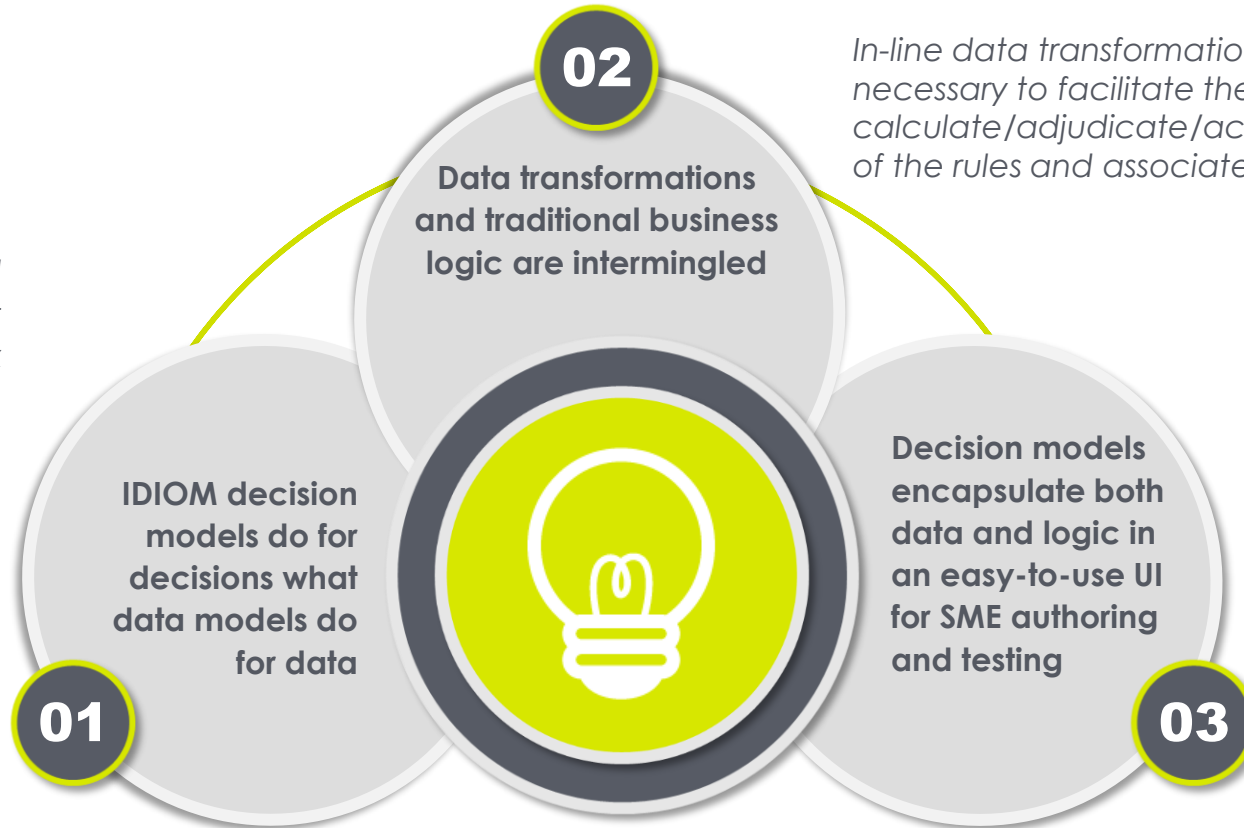
- **IDIOM Decision Manager Workbench** [2012] uploads Decision Models and other process components, assembles them into schedulable processes, and runs them at scale to collect outcomes and supporting information for subsequent analysis and/or action
- **IDIOM Decision Tracker** [2013] is a tool to map MS Word and MS Excel documents to Decision Models for full bi-directional traceability between corporate policy definitions and their implementation as IDIOM generated Decision Models
- **IDIOM Transaction Engine** [2016] is a set of software components that are built for the cloud and open internet use, providing a complete, secure, and scalable application that dynamically constructs and executes processes that are configured by the IDIOM Tools

# DECISION MODELS

## TRANSFORMING SOFTWARE DEVELOPMENT

*Business rules acting alone cannot solve complex commercial problems*

*A powerful abstraction that makes complex business logic visible and manageable*



*In-line data transformations are necessary to facilitate the calculate/adjudicate/act behaviour of the rules and associated logic*

*SMEs empirically prove the completeness, consistency, and correctness of the models as they build them, improving accuracy and understanding, reducing cost, time, and risk*

## ***Fundamental redesign of the traditional SDLC***

Separate development and automation of business policy (deciding) from the systems that support it (doing)

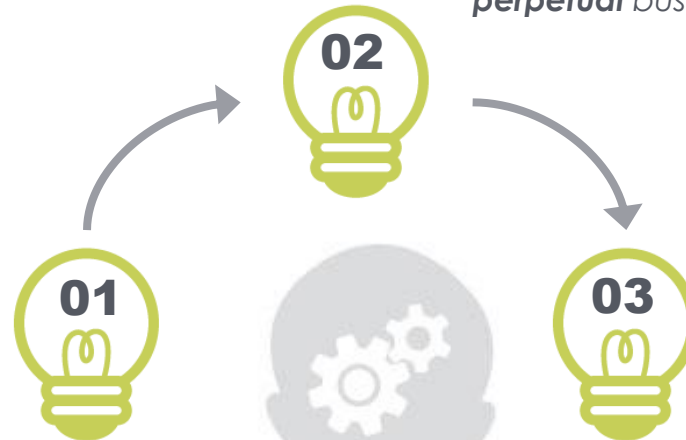
Spawns a 'Business Change Cycle' that is independent of the traditional SDLC

Ensures 100% alignment of systems with business policy, by definition

Diminishes processes as either concern or constraint

## ***Increased agility with reduced business risk***

SME authoring and testing of policy definitions with automated generation and implementation, supports **nimble, continuous, perpetual** business change



## ***Significant reduction in the business cost of developing and implementing business changes***

Plus substantial reduction in SDLC cost, time, and risk through reduced system complexity and clear separation of concerns

# THANK YOU



## WE WELCOME YOUR QUESTIONS



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