

New Rules Engine Launch at the ARA Rental Show



Jan '10

Will cut costs and deliver massive productivity gains...

At Result, we believe that it's our customers' business model and strategy that matters, not the software, and our people must listen, learn, adapt and deliver a flexible, comprehensive solution to every client.

So in March 2009, when a client approached us looking for a solution to the age-old problem of complex product and non-expert staff, which was leading to slow and inaccurate quotations for their customers and restricting their growth potential, our Innovation Team developed a Rules Engine for the rentalresult application. A system that would enable a salesperson to offer the best product to the customer based on the answers to a logical question flow, de-skilling the quotation process and maximising the technical knowledge held by a few individuals.

We quickly established that the rules engine would enable us to change the fundamental way we handle customization and system interaction. In the nine months since we initiated the project, the number of Apps for the rules engine technology has grown to include:

- CRM Script Manager
- Customer Service Call
- Asset Pricing Optimization
- Free Days Rules
- Customer Service Call Creation
- Geographical Rules Engine
- Campaign Management Rules
- Value Added Sales Configurator

Customization

The Rules Engine delivers real change to the way that we look at system development and customer specific development. As we build more and more concepts into the Rules Engine we will change the whole framework of the system. We still need to design screen layouts and write brand new applications as and when they are required, but we can reduce the configuration and customer specific code hugely cutting development costs.

Business Processing

The rules engine can be used to drive user behaviour not just to control selection processes or values on screen. This takes us to a new level as far as business functionality is concerned. We can use the rules engine question flow to:

- Gather information and update the database based on responses to questions.
- Launch applications within the question flow.
- Create work flow steps based on data in the system.
- Create customer specific questions on the fly based on data.
- Create call assignments or workflow steps for other people in the company.
- Print /fax/ email documents based on answers to questions.

This means a client could control employee workflow for every interaction they are likely to have... whether it's with a customer, chasing a debt, managing an asset etc. The possibilities are infinite. This is beyond workflow, KPIs, Dashboards etc, it's about driving absolutely consistent behaviour across the enterprise and ensuring that the rules set by management are actually being realized on the ground.

Clients can take full advantage of the new rentalresult Rules Engine to cut costs, achieve massive productivity gains and, working within their core business model, can take advantage of new market opportunities.

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Visit our stand # 2557 at the ARA Rental Show in Orlando 8th – 10th February 2010

Or go to www.rentalresult.com/rulesengine to register to download our White Paper

About Result Group

Result Group partner many of the world's most successful rental and asset management companies, with worldwide clients including Volvo Rents, CAT and Bechtel.

Our rentalresult enterprise java based software provides our customers with the data and controls they want to manage their business profitably from procurement to disposal of an asset, with full life cycle management for rental, sales and service.

With 15 years trading and installations today in 27 countries, our passion is to build great business relationships with our customers.