



WebRules®
BUILDER

Decisioning engines are core to your financial institution. From credit offers to fraud prevention, decisioning impacts virtually every element of your business.

At Zoot, we live and breathe decisioning engines. Our engines are built to suit your needs today while enabling you to prepare for expansion in the future. And, they're designed to give you a robust, flexible and secure hosted environment for building and updating your unique platform.

WebRules Builder is your comprehensive design environment to build and test decision logic, user screens, data integrations, workflows and more. This tool enables business users to create and modify every aspect of consumer facing credit applications. It is also the foundation of your information gathering and underwriting elements of your end-to-end loan origination solution.

Builder is an easy-to-use hosted software interface that gives you control over application pages, underwriter screens, decisioning logic and more. With this control, you can significantly reduce development time and get to market quickly. Once you have designed the application page, you can seamlessly integrate it into your loan origination system.

You can also use Builder to easily modify existing screens in an origination process, even creating new fields and design elements in response to changing market or regulatory requirements. All of this helps you maintain your competitive advantage, drive revenue, decrease expenses, and grab market share.



Use a single portal to access and understand every data element your system



Respond to regulatory and market changes with ease and flexibility



Combine internal and external data for a holistic customer view and enhanced cross-sell opportunities



Improve speed to market to beat out your competition



Implement test driven development without impacting core decisioning



Engage and deliver information where your consumers are – mobile, online and in your branches



Quickly add new data products with pre-built API connections



WebRules® Builder

WebRules Builder is flexible, efficient and fully transparent to support your specific decisioning needs. With built in testing and reporting, Builder gives you a collaborative tool that enables you to create and evaluate many different models without impacting your mission-critical applications.

Some of the features of WebRules Builder include:



View all the data elements you have integrated and assess where they are being executed within each unique decision logic workflow



Supports collaborative design – multiple users can edit simultaneously



Enables immediate test-driven development, to test function while setting up your system with built-in transparency to see which route your test file took or where issues came up



Easy to use database integrations and more!



Real time debugging capabilities

WebRules can address any of your business needs:

ORIGINATION

PRESCREEN-OF-ONE

INSTANT DECISIONING

PREQUALIFICATION

ENTERPRISE CROSS-SELL®

DATA ACQUISITION

FRAUD PLATFORM

MERCHANT ACQUISITION & MONITORING

Ready to learn more?

Contact Zoot today to discover how WebRules can help you exceed your goals.



Call (406) 556-7555



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