



Rules Engine Development

Our client was facing a huge monetary loss due to the use of an incompetent sale software. This software had no provision for automated pricing system or to check for human errors in calculation or for deterring employee fraudulent activities. The entire sales process was very time-consuming, inconvenient and unpleasant for the managers and their clients.

The client enterprise had to incur an extra cost of training and teaching the sales process each time they hired any temporary staff. The current sales software was increasing the costs while reducing the revenues.

Client requirements

We built an automated pricing sub-system that accurately computed order price information for integrating with host POS systems. It also enabled the flow of sales information with pricing data from the studios to reporting systems. This system also made pricing product tests possible in the specific field before enterprise-wide roll out.

It also reduced costs by eliminating the need to train temporary staff and increased speed for an improved customer experience.

Our Solution

As the automated pricing system is based on the ever-evolving business rules that fluctuate with the market conditions, our technical team wanted to implement a flexible source code. Instead of opting for a standard Java source code, we used JBoss Drools 4.0 as the rules engine.

This rules engine allows the client to feed in various kinds of information about the product or sales into the system. Based on this information about list prices, promotion coupons, club membership information, discounts, the new system computes the final price of the sale.

Unlike the previous software, our solution increased revenues and reduced inefficiencies and costs.