

Business Decision Management

Build Efficiency into Organizational Decision Making
with GS Lab | GAVS Decisioning Services



With increasing digitalization, there has been growing interest in effective decision management. Establishing structured and well-defined decision models can help standardize, automate, and accelerate business decision making. Right decisions at the right time drive better business outcomes through improved products and services.

Facing these Challenges?

- Resource-intensive process to create, modify, maintain rules
- Outdated rules infrastructure not aligned to industry standards
- Legacy platform unable to scale or accommodate different customer types
- Absence of ways to monitor rule effectiveness
- Lagging competition in speedy execution of marketing initiatives
- Prohibitive cost of rules migration to a licensed product
- Lack of expertise to migrate to the best suited open-source product

Your Solution - GS Lab | GAVS Decisioning Services

To overcome the above challenges, our decisioning services leverage Decision Model and Notation™ (DMN™) to migrate legacy programming language constructs to business-understandable decision notations. DMN is based on simple notations and FEEL (Friendly Enough Expression Language) expressions that are easily understandable and usable by business analysts, the leadership, and other stakeholders without requiring any technical skills. This eliminates dependence on the Tech Support team for addition or updation of business rules, thus ensuring quicker TAT. Any business that runs on rules can benefit immensely from GS Lab | GAVS decisioning services.

Digital Transformation of Decision Making

- Implement models for precise specification of business rules
- Structure the decision-making process through these models
- Easily define business rules in a reliable and unambiguous manner
- Quickly create, update, or delete business rules
- Take inputs from and deliver outputs to any internal/external system
- Migrate from legacy decision systems and provide support services

Business Benefits Guaranteed

- Rules as a Service - rules packaged as a service and exposed as APIs
- Intuitive rules - easily manageable by business users/stakeholders
- Operational efficiencies through simplification and removal of redundancies
- Simplified testing and deployment processes
- Advanced analytics to monitor rule effectiveness

Representative Use Cases

Healthcare and Life Sciences

Automated solutions for smarter, connected care
Enabling clinicians to deliver better care
Empowering people to make better decisions
Automation of claims adjudication

BFSI

Accelerating bank loan application process
Easy validation of business rules for credit scoring
Efficient premium calculation with high performance algorithms
Rapid determination of fraudulence using complex event processing and AI/ML

Retail and Consumer Products

Increased operational agility
Anticipatory approach to demand and quality issues
Creation of personalized offers, speedy campaign development
Enhanced customer experience through near real-time decisions of retailers



GS Lab | GAVS is a global technology company focused on creating business impact for its 200+ customers across the USA, Europe, the Middle East, and APAC. It offers digital product engineering, AI-led managed services, and digital transformation services to customers across BFSI, healthcare, communications, and high-tech segments. With 4000+ technologists and a strong talent grooming engine, it is a trusted growth partner to its customers.

The company focuses on deep tech engineering skills, innovative win-win business models, and customer success. Its IPs, such as ZIF™, zIrrus, Rhodium, and zDesk, help accelerate technology adoption and reduce inefficiencies in operations.

For more information on how GS Lab | GAVS can help solve your business problems, write to inquiry@gavstech.com or visit us at www.gavstech.com