MERLYNN

ADE
FACT SHEET

What is ADE?

Alert Decision Engine is an artificial intelligence based alert management tool which is underpinned by Merlynn's Proprietary Artificial Intelligence Suite - Tacit Object Modeler - TOM™

What does ADE do?

ADE replicates human expertise and decisions which are too complex to be handled by business rules to:
- Scale the organisations most experienced and valuable human expertise.
- Enable highly cognitive decisions to be made in real time.
- Enable the organisation to more fully automate processes and manage risk.

What is an 'Alert'?

- An alert is any event in a business process that triggers the requirement for human expert intervention.
- Decisions which typically require expertise, judgement or business acumen to minimise the risk to the business and determine the best possible outcome.
- Risks / alerts include customer complaints / attrition, compliance, fraud, cyber attack and everything in between.

How does ADE fit into operational processes?

- The most common application is to enhance existing predictive AI technologies. This effectively removes uncertainty left in a prediction.

What differentiates ADE?

- ADE learns from the expert directly. No data is required
- ADE is the only technology able to replicate tacit knowledge (knowledge gained from experience, instinct, empathy and ethics)
- Designed to handle all of the complexity of AI for the business user
- Easy integration into existing systems through its API and batch handling capabilities

For example:
- Prediction – potentially fraudulent transaction (confidence 85%) 15% uncertainty means it's risky to simply cancel or decline the transaction
Requires human expert (analyst) to review and make decision on next best action
ADE will replicate the decision in real-time and remove the bottleneck around the human expert.

What are the benefits / ROI?

- Reduced operational risk
- Reduced cost / Enhanced process efficiencies
- Improved decision quality, consistency & accuracy
- Improved customer service & experience
- Resource optimisation, scaled expertise