

Decision Rule Engine —

Automate credit, risk, eligibility, and approval decisions in Salesforce

Decision Rule Engine is a Salesforce-native, no-code decisioning solution that lets business users define, test, and execute rules in Salesforce. Build conditional logic with a point-and-click interface, evaluate data across related Salesforce objects, run rules manually, automatically, or in sequence, and maintain a complete audit trail showing what was evaluated, the outcome, and why the decision was made.

No-Code Rule Builder

Build and update rules without writing any code

Real-Time Decisioning

Make decisions using current Salesforce data

Multi-Object Evaluation

Evaluate related Salesforce records in one decision

Complete Audit Trail

Track every rule, outcome, and decision reason

Why Businesses choose Decision Rule Engine —

- **Policy changes ship the same day.** The person who owns the policy makes the change and validates it before it goes live using a simple point-and-click builder.
- **Advanced Logic.** The engine pulls conditions from related objects and runs rules in sequence, firing each step only when prior conditions are met.
- **Make every decision explainable.** Capture the values evaluated, conditions passed or failed, outcome, and reason for every rule execution.
- **One engine, all decisions.** Deploy one engine across loan approvals, tenant screening, KYC compliance, case assignment, lead scoring, and dynamic pricing.

Trusted by —      

What it does —

Build Rules

- **Create business rules** without code using a point-and-click interface
- **Sequential decisioning**, where each rule runs only if the previous step has successfully executed
- **Rules** edit the moment a policy changes, with no release cycle to wait for
- **Actions** can be configured per rule like field updates, record updates, tasks, and email alerts

Run Rules

- **Trigger** from Flow, Process Builder, or Apex, or run automatically on record change or on a schedule
- **Return decisions** in under a millisecond against live Salesforce data
- **Track** rule executions, rule changes, and outcomes for compliance purposes
- **Send alerts** when a rule fails, with reporting on approval, decline, and escalation rates

4.93/5 customer satisfaction • 1,500+ projects delivered • 400+ customers

Turn business policy into automated decisions in Salesforce.

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