Automate complex decisions with Salesforce Business Rules Engine

Business Rules Engine is a visual, low-code solution for automating high-volume decisions. It unifies the three core components- Lookup Tables, Expression Sets, and Decision Explainer to ensure consistent, compliant logic across any workflow.

Lookup Tables

Manage high-volume reference data instantly. Streamline decision-making with predefined data sets for quick mapping, validation, and consistent rule execution in workflows, without needing to redeploy the entire workflow.

Decision Explainer

Eliminate the guesswork from a decision, by generating clear & detailed explanations for every automated decision. Empower agents to tell customers exactly why a decision was made while automatically capturing audit trails for regulators, building trust and confidence.

Expression Sets

Visually orchestrate complex calculations. Build sophisticated, multi-step logic using a drag-and-drop canvas that chains together formulas, lookups, and branching paths. Execute complex financial or statistical operations natively within the engine, eliminating the need for custom code.

Why Business Rules Engine

✅ **Agile Business Decision Logic**
Easily configure complex business decision logic with intuitive, drag-and-drop builder.

✅ **Enterprise-Grade Scalability**
Ensure rules are applied uniformly across all channels.
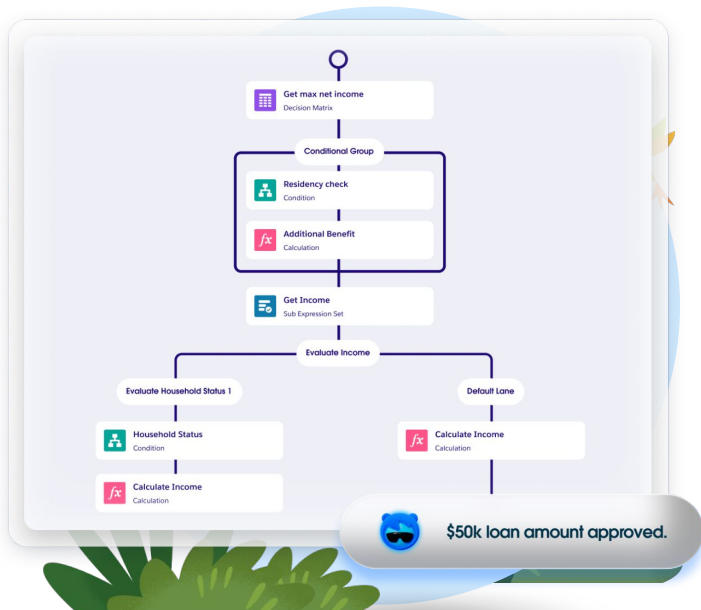
✅**Operational Transparency**
Provide clear audit trails for every automated decision to maintain compliance and trust.

✅ **Simulation and Testing**
Run real-time simulations and validate rules during the design phase.

✅ **Seamless Workflow Integration**
Embed Business Rules Engine into Salesforce Flows, Omnistudio, or external systems via APIs.

Get max net income — Decision Matrix
Conditional Group
Residency check — Condition
Additional Benefit — Calculation
Get Income — Sub Expression Set
Evaluate Income
Evaluate Household Status 1 — Default Lane
Household Status — Condition — Calculate Income — Calculation
Calculate Income — Calculation
$50k loan amount approved.

Built specifically for industries workflows

Agentforce Financial Services

- Automated Underwriting Rules
- Loan Eligibility Scoring
- Claims Auto-Adjudication
- Credit Risk Assessment

Agentforce Health & Agentforce Life Sciences

- Patient Triage and Intake Rules
- Prior Authorization Logic
- Benefits Verification
- Care Plan Eligibility

Agentforce Automotive

- Vehicle Configuration Rules
- Service Contract Eligibility
- Fleet Discount Logic

Agentforce Manufacturing

- Warranty Claim Validation
- Dealer Rebate Calculations
- Asset Maintenance Rules
- Supply Chain Routing

Agentforce Education

- Financial Aid and Scholarship Calculation
- Admissions Scoring and Eligibility
- Transfer Credit Evaluation

Agentforce Consumer Goods

- Trade Promotion Pricing
- Order Volume Discounts
- Visit Prioritization Rules

Agentforce Energy & Utilities

- Usage Rate Calculations
- Outage Prioritization Logic
- Service Plan Eligibility
- Energy Efficiency Scoring

Agentforce Communications & Agentforce Media

- Volume-Based Pricing Tiers
- SLA Breach Detection
- Compatibility Checks
- Ad Targeting Logic
- Subscription Renewals

Agentforce Nonprofit

- Grant Funding Allocation and Scoring
- Program Beneficiary Qualification
- Volunteer Skills Matching

Available with Industry Clouds

Industry Cloud	Business Rules Engine
Financial Services Cloud	✓
Health Cloud	✓
Life Sciences Cloud	✓
Manufacturing Cloud	✓
Automotive Cloud	✓
Energy & Utilities Cloud	✓
Consumer Goods Cloud	✓
Communications Cloud	✓
Media Cloud	✓
Education Cloud	✓
Government Cloud (Public Sector Solutions)	✓
Net Zero Cloud	✗
Non-Profit Cloud	✓
Core Clouds and Other Apps	
Sales Cloud	✗
Service Cloud	✓
Marketing Cloud	✗
Field Service	✓
Loyalty Management	✓
Revenue Cloud	✓