Within the IP Manager subject experts define the business rules and content that form the basis of the system.

Using a business process modeling toolbox, authors can define the business rules that combine the appropriate pre-approved documents with the variable data from specific transactions. They can create, retrieve and reuse content, clauses and documents – from a simple interface designed for non-programmers.

- **Question Designer** Where the questions necessary to capture variable data are created, and their delivery parameters specified.
- **Easy Interview Designer** Where questions are grouped into pages and formatted for delivery, and the business process decision tree translated into the corresponding page navigation.
 - Query Builder Where business process rules are defined using conditional expressions.
- **Template Designer** Where the format of the required output document or documents are designed, including insertion points for the Easy Interview answers and outcomes.
- **Process Manager** Where the output document formats and distribution methods required to complete the automation of the business process are designed.

