WHAT IS CLAIMED IS:

1. A method for processing keyed data items that are each associated with a value of a key, the processing including collecting the keyed data items, determining, based on contents of at least one of the keyed data items, satisfaction of one or more specified conditions for execution of one or more actions and causing execution of at least one of the one or more actions responsive to the determining, the method including:

accessing first, second and third parameterized applications that include respective first, second and third specifications;

wherein the first specification specifies one or more parameters defining one or more properties of the first parameterized application and one or more respective values for those one or more parameters;

wherein the second specification specifies one or more parameters defining one or more properties of the second parameterized application and one or more respective values for those one or more parameters, wherein the second specification includes rules and respective conditions for the rules;

wherein the third specification specifies one or more parameters defining one or more properties of the third parameterized application and one or more respective values for those one or more parameters;

maintaining states of the second specification for respective values of the key, with a state for a particular value of the key specifying one or more portions of the second specification to be executed by the second parameterized application in that state;

executing the first parameterized application with the one or more values for the one or more parameters specified by the first specification to perform processing including:

collecting data items from one or more data sources and one or more data streams, a plurality of data sources or a plurality of data streams, wherein a format of a first data item collected differs from a format of a second data item collected, and wherein a data item is associated with a value of a key;

transforming the first and second data items in accordance with the first specification of the first parameterized application to obtain transformed data items; and

populating a queue with the transformed data items;

executing the second parameterized application with the one or more values for the one or more parameters specified by the second specification to process the transformed data items in the queue, with processing of the transformed data items including:

for one or more of the transformed data items associated with a particular value of the key,

identifying a current state, with respect to the particular value of the key, of the second specification;

identifying one or more rules in a portion of the second specification to be executed in the current state;

executing the one or more rules identified;

determining that at least one of the one or more transformed data items satisfies one or more conditions of at least one of the one or more rules executed in the current state;

responsive to the determining, generating a data structure specifying execution of one or more actions;

causing the second specification, with respect to the particular value of the key, to transition from its current state to a subsequent state; and

transmitting, to the third parameterized application, the generated data structure; and

executing the third parameterized application with the one or more values for the one or more parameters specified by the third specification to perform operations including:

based on at least one of the one or more actions specified in the data structure, sending one or more instructions to cause execution of the at least one of the one or more actions.

2. The method of claim 1, further including:

during operation of one or more user interfaces, displaying one or more user interface elements for specifying one or more values of the one or more parameters for each of the first, second and third parameterized applications.

3. The method of claim 2, wherein executing the first parameterized application includes executing the first parameterized application with one or more values specified by the one or more user interface elements for the one or more parameters of the first parameterized application.

4. The method of claim 2, wherein executing the second parameterized application includes executing the second parameterized application with one or more values specified by the one or more user interface elements for the one or more parameters of the second parameterized application, wherein the one or more specified values are used as input by the rules in determining whether the one or more conditions are satisfied.

5. The method of claim 2, wherein executing the third parameterized application includes executing the third parameterized application with one or more values specified by the one or more user interface elements for the one or more parameters of the third parameterized application.

6. The method of claim 1, wherein a data item includes a data record and wherein the transforming includes reformatting the data record in accordance with a format specified by the first specification of the first parameterized application.

7. The method of claim 6, further including:

based on execution of the second parameterized application, enriching the data record with data from a profile of a user associated with the data record, with the enriching being in accordance with instructions specified by the second specification of the second parameterized application to retrieve, from memory, profile data for the user and to populate one or more fields of the data record with the retrieved profile data.

8. The method of claim 1, wherein a parameterized application includes an application for data processing, with the application including one or more parameters that are configurable with one or more values.

9. The method of claim 1, further including executing a feedback loop to one or more third party systems for requesting confirmation of execution of the one or more actions.

10. The method of claim 1, further including:

generating, based on execution of the second parameterized application, one or more key performance indicators (KPIs) for the particular value of the key, with a KPI specifying one or more values of data items associated with the particular value of the key.

11. The method of claim 10, further including receiving data for the particular value of the key, with the received data being indicative of feedback with regard to at least one of the one or more actions; and

updating a KPI for the particular value of the key with the feedback data by aggregating one or more portions of data included in or associated with the KPI with the received data.

12. The method of claim 1, wherein the one or more actions include one or more of sending a text message to an external device, sending an email to an external system, opening a ticket for a work order in a case management system, cutting a mobile telephone connection, providing a web service to a targeted device, transmitting a data packet of the one or more transformed data items with a notification, and executing a data processing application that is hosted on one or more external computers on the one or more transformed data items.

13. The method of claim 1, wherein the one or more instructions are sent via a network connection to cause execution of at least one of the one or more actions on an external device, the method further including:

receiving a feedback message indicating whether the at least one of the one or more actions (i) were successfully completed, or (ii) failed.

14. The method of claim 13, wherein the at least one of the one or more actions are considered failed if a portion of the at least one of the one or more actions was not completed, wherein the feedback message indicates which portion of the at least one of the one or more failed actions was not completed.

15. The method of claim 13, wherein the feedback message indicates result data of the successfully completed and/or failed at least one of the one or more actions.

16. The method of claim 15, further including:

changing the one or more specified values for one or more parameters of the first, second, and/or third parameterized applications based on the result data; and

re-executing the first, second and/or third parameterized applications with the changed one or more specified values.

17. The method of claim 1, wherein the one or more instructions are sent via a network connection to cause execution of the one or more actions on an external device, the method further including:

receiving, from the external device, a feedback message including result data of the executed at least one of the one or more actions;

comparing the result data with predetermined data associated with a successful completion of the execution of the at least one of the one or more actions; and

determining that the execution of the at least one of the one or more actions was successfully completed, or that the execution of the at least one of the one or more actions failed, based on the comparison.

18. The method of claim 17, further including:

changing the one or more specified values for one or more parameters of the first, second, and/or third parameterized applications based on the result data; and

re-executing the first, second and/or third parameterized applications with the changed one or more specified values.

19. The method of claim 17, wherein the execution of the at least one of the one or more actions is determined as successfully completed if the result data deviates from the predetermined data less than a predetermined amount, and wherein the execution of the at least one of the one or more actions is determined as failed if the result data deviates from the predetermined data at least by a predetermined amount.

20. The method of claim 19, further including:

during operation of one or more user interfaces, displaying one or more user interface elements for specifying the predetermined data and the predetermined amount.

21. The method of claim 13, further including:

during operation of one or more user interfaces, outputting, via one or more displayed user interface elements, whether the at least one of the one or more actions (i) were successfully completed, or (ii) failed.

22. The method of claim 15, further including:

during operation of one or more user interfaces, outputting, via one or more displayed user interface elements, the result data.

23. The method of claim 22, further including:

receiving, via one or more displayed user interface elements, user-specified changes to one or more specified values for one or more parameters of the first, second, and/or third parameterized applications based on the result data; and

re-executing the first, second and/or third parameterized applications with the changed one or more specified values.

24. The method of claim 1, wherein the sending of the one or more instructions to cause execution of the at least one of the one or more actions is performed automatically by the third parameterized application by using the output specifying execution of the one or more actions as input.

25. The method of claim 1, wherein the execution of the at least one of the one or more actions is performed by an external system.

26. The method of claim 1, wherein the first parameterized application is executed on receipt of a specified event or at a specified time.

27. The method of claim 1, further including:

following determination that the at least one of the one or more transformed data items satisfies the one or more conditions, updating data representing a key performance indicator (KPI) with data specifying that the at least one of the one or more transformed data items satisfies the one or more conditions.

28. The method of claim 1, wherein the one or more transformed data items include an updated key performance indicator (KPI) that includes aggregated performance data for the value of the key and wherein the method further includes:

determining that the updated KPI satisfies one or more conditions of at least one of the one or more rules executed in the current state.

29. The method of claim 28, further including:

recording in memory data specifying that a transformed data item satisfies one or more conditions of at least one of the one or more rules.

30. The method of claim 1, based on execution of the first parameterized application, enriching a transformed data item with data from a profile of a user associated with value of a key also associated with the transformed data item.

31. An electronic system for processing keyed data items that are each associated with a value of a key, the keyed data items being from a plurality of distinct data streams, the processing including collecting the keyed data items, determining, based on contents of at least one of the keyed data items, satisfaction of one or more specified conditions for execution of one

or more actions and causing execution of at least one of the one or more actions responsive to the determining, the electronic system including:

one or more processing devices; and

one or more machine-readable hardware storage devices storing instructions that are executable by the one or more processing devices to perform operations including:

accessing first, second and third parameterized applications that include respective first, second and third specifications;

wherein the first specification specifies one or more parameters defining one or more properties of the first parameterized application and one or more respective values for those one or more parameters;

wherein the second specification specifies one or more parameters defining one or more properties of the second parameterized application and one or more respective values for those one or more parameters, wherein the second specification includes rules and respective conditions for the rules;

wherein the third specification specifies one or more parameters defining one or more properties of the third parameterized application and one or more respective values for those one or more parameters;

maintaining states of the second specification for respective values of the key, with a state for a particular value of the key specifying one or more portions of the second specification to be executed by the second parameterized application in that state;

executing the first parameterized application with the one or more values for the one or more parameters specified by the first specification to perform processing including:

collecting data items from one or more data sources and one or more data streams, a plurality of data sources or a plurality of data streams, wherein a format of a first data item collected differs from a format of a second data item collected, and wherein a data item is associated with a value of a key;

transforming the first and second data items in accordance with the first specification of the first parameterized application to obtain transformed data items; and

populating a queue with the transformed data items;

executing the second parameterized application with the one or more values for the one or more parameters specified by the second specification to process the transformed data items in the queue, with processing of the transformed data items including:

for one or more of the transformed data items associated with a particular value of the key,

identifying a current state, with respect to the particular value of the key, of the second specification;

identifying one or more rules in a portion of the second specification to be executed in the current state;

executing the one or more rules identified;

determining that at least one of the one or more transformed data items satisfies one or more conditions of at least one of the one or more rules executed in the current state;

responsive to the determining, generating a data structure specifying execution of one or more actions;

causing the second specification, with respect to the particular value of the key, to transition from its current state to a subsequent state; and

transmitting, to the third parameterized application, the generated data structure; and

executing the third parameterized application with the one or more values for the one or more parameters specified by the third specification of to perform operations including:

based on at least one of the one or more actions specified in the data structure, sending one or more instructions to cause execution of the at least one of the one or more actions.

32. One or more machine-readable hardware storage devices for processing keyed data items that are each associated with a value of a key, the keyed data items being from a plurality of distinct data streams, the processing including collecting the keyed data items, determining, based on contents of at least one of the keyed data items, satisfaction of one or more specified conditions for execution of one or more actions and causing execution of at least one of the one or more actions responsive to the determining, the one or more machine-readable hardware storage devices storing instructions that are executable by one or more processing devices to perform operations including:

accessing first, second and third parameterized applications that include respective first, second and third specifications;

wherein the first specification specifies one or more parameters defining one or more properties of the first parameterized application and one or more respective values for those one or more parameters;

wherein the second specification specifies one or more parameters defining one or more properties of the second parameterized application and one or more respective values for those one or more parameters, wherein the second specification includes rules and respective conditions for the rules;

wherein the third specification specifies one or more parameters defining one or more properties of the third parameterized application and one or more respective values for those one or more parameters;

maintaining states of the second specification for respective values of the key, with a state for a particular value of the key specifying one or more portions of the second specification to be executed by the second parameterized application in that state;

executing the first parameterized application with the one or more values for the one or more parameters specified by the first specification to perform processing including:

collecting data items from one or more data sources and one or more data streams, a plurality of data sources or a plurality of data streams, wherein a format of a first data item collected differs from a format of a second data item collected, and wherein a data item is associated with a value of a key;

transforming the first and second data items in accordance with the first specification of the first parameterized application to obtain transformed data items; and

populating a queue with the transformed data items;

executing the second parameterized application with the one or more values for the one or more parameters specified by the second specification to process the transformed data items in the queue, with processing of the transformed data items including:

for one or more of the transformed data items associated with a particular value of the key,

identifying a current state, with respect to the particular value of the key, of the second specification;

identifying one or more rules in a portion of the second specification to be executed in the current state;

executing the one or more rules identified;

determining that at least one of the one or more transformed data items satisfies one or more conditions of at least one of the one or more rules executed in the current state;

responsive to the determining, generating a data structure specifying execution of one or more actions;

causing the second specification, with respect to the particular value of the key, to transition from its current state to a subsequent state; and

transmitting, to the third parameterized application, the generated data structure; and

executing the third parameterized application with the one or more values for the one or more parameters specified by the third specification of to perform operations including:

based on at least one of the one or more actions specified in the data structure, sending one or more instructions to cause execution of the at least one of the one or more actions.