

# WebSphere Decision Server : WAS z/OS -CICS Events - WBE & ILOG BRMS Connectivity and Integration on System z

An IBM Proof of Technology

IBM Software

## You're Invited

Date: Month 00, 2011

Time: 9:00 AM – 4:30 PM

Location: City, ST

## Introduction

Today company executives demand innovative solutions that will:

- maximize business agility in order to respond and adapt to growth opportunities
- reduce technology development costs through asset optimization
- increase operational efficiency (ROI) through individual and systems productivity
- work smarter to enhance every process decision

## Objective

If you answer "YES" to any of the questions below, this Proof of Technology (PoT) is for you.

1. Would you like to analyze and correlate customer behavior across systems and channels? Are there opportunities you could exploit, by being able to detect and respond more quickly to insights from customer behavior?
2. Would you like to increase personalization of pricing, promotions and product offers using your existing business and technology systems? Would this help you increase customer loyalty?
3. Would you like to accelerate the automation of key decisions within your business processes? Are there repeatable, high-volume decisions that require a lot of manual intervention; factors which limit decision automation and flexibility?
4. Would you like to implement event-driven applications that sense and respond real-time to actionable business OR detect technology situations and then initiate actions, based on knowledge-based rules?

## Audience

- You are Customers , Business Partners working as Architects, Systems programmers, Developers, System administrators

## Agenda

- Welcome and Introduction
- Lecture
  - ◆ Decision Server Concepts
  - ◆ Business Events
  - ◆ Business Rules
- Lab Exercises
  - ◆ CICS Business Events
  - ◆ Business Event process Implementation
  - ◆ JRules Implementation
  - ◆ Tests

## Cost

This session is offered free of charge. Complimentary refreshments including continental breakfast and lunch will be provided. However, participants are responsible for their own business travel expenses.

## Schedule

The session will start at 9:00 AM and end at approximately 5:30 PM.

## Contact for information

To enroll in this Proof of Technology, please contact your IBM Software Sales Representative.

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