



Why Business Rules? Why Now?

Business Rule Management Systems

Buyer's Checklist

How to Find a Solution
That Delivers Fast ROI



Why should my company use a Business Rule Management System (BRMS) from IBM?



Choosing the right business rule management system (BRMS) software can mean the difference between reliable business results that start producing ROI within 12 months, or a long, frustrating project that soaks up capital and resources without ever generating any measurable value.

IBM WebSphere® ILOG BRMS software automates high-value, variable decisions within activities, transactions, and processes, powering a flexible infrastructure that provides consistent interactions across your organization.

When you're evaluating BRMS software, ask yourself these five questions.

- ✓ 1. Does it satisfy every stakeholder – IT, Business, and Operations?
- ✓ 2. Will it fit the widest range of enterprise architectures?
- ✓ 3. Are rules easily understood across the organization?
- ✓ 4. Can you test and analyze rule changes to determine business impact?
- ✓ 5. Will it make a difference now?



Does this BRMS software satisfy every stakeholder – IT, Business, and Operations?



Rules are important to everyone in your enterprise. BRMS software that meets the needs of all stakeholders increases productivity by enabling efficient management of decision logic across your development, maintenance and production environments.

- Business experts
- Business analysts
- Systems developers
- Application developers
- IT operations

IBM WebSphere ILOG BRMS allows each stakeholder to focus on the parts of the system they are best qualified to manage, enabling easy collaboration. Each team has the amount of authority and control to ensure competitive business outcomes.

WebSphere ILOG BRMS provides:

- **Specific, tailored environments** for all decision management stakeholders with a configurable interface for business users
- **The most productive environments** for development and integration, providing tools that work with existing project and source-management processes. IBM is the only vendor with rule-based application development environments built on Eclipse and Visual Studio, offering toolkits that save developers from wasting time learning proprietary environments or doing non-productive coding
- **An enterprise-class deployment environment** including secure, rollback-enabled deployment and execution, along with a permanent archive of deployed rule sets
- **Scalable, high-performance, secure execution** with multiple options for optimal performance



Will it fit the widest range of enterprise architectures?

BRMS software needs to fit your needs instead of forcing you to change your processes to fit the system. Changing rules shouldn't mean having to change your platform.

WebSphere ILOG BRMS provides the broadest range of platform support and connectors to meet the needs of every enterprise architecture, including:

- Java™ running on AIX®, HP-UX, Linux®, Solaris™, Windows® and z/OS®
- .NET
- COBOL
- SOA
- IBM WebSphere
- Oracle BEA WebLogic
- RedHat JBoss



Are rules easily understood across the organization?

No one can manage rules he cannot understand. BRMS software makes decision logic accessible across your organization for sharing, re-use, validation and change. Rules must be easily understood by both business and technical teams, in terms of representation (text-based and graphical) and language (business vocabulary syntax and localized language support).

WebSphere ILOG BRMS provides:

- **An enterprise rules repository**, scalable and secure, designed to work with all major databases, allowing concurrent access and versionable down to the rule artifact
- **A rich metadata layer** for decision logic, specifying all the properties related to how rules are used and how they interact with other rules in generating decisions
- **Flexible rule authoring capabilities** including text-based rules with authoring assistance, multiple graphical rule metaphors (tables, trees, scorecards, flows), and Rule Solutions for Office, for authoring in Microsoft® Word and Excel®
- **Multi-locale rule management support** and a rule verbalization that is fully localized in a number of languages
- **Ability to easily manage the level of access and control** that various stakeholders have in authoring, editing, transitioning and deploying rules



Can you test and analyze rule changes to determine business impact?



Rule changes shouldn't come as a surprise; new rules must be validated and verified to ensure that they will behave according to plan. IBM WebSphere ILOG BRMS provides comprehensive decision governance, allowing logic to be tested, tracked, deployed and maintained in as easy, safe and predictable manner. Stakeholders work with tools appropriate to their functions, enabling both business users and IT to test and simulate rules prior to deploying them into a production environment.

WebSphere ILOG BRMS provides:

- **Superior rule governance**, ensuring safe, predictable management of business rules throughout their entire lifecycle, from development and deployment, through monitoring and maintenance
- **Sophisticated decision insight capabilities**, allowing for testing, simulation, analysis, and reporting of decision logic used in production systems



Will it make a difference now?



BRMS software is supposed to eliminate ambiguity, not introduce additional uncertainty. There's no guesswork involved with IBM WebSphere ILOG BRMS. ROI happens fast – real results you can measure and track:

- **Increased speed-to-market for products, services and business policies**, such that companies often experience speed gains of great magnitude, cutting time-to-market in half or better. Product or eligibility guideline updates can be rolled out in a matter of hours with BRMS software, compared to weeks without.
- **Streamlined operations, including cost reductions, faster processing, and better customer service**, such that companies have cut costs by 50% or more using WebSphere ILOG BRMS. Entire customer service organizations have moved from being transactions-orientated to being more relationship-centric, dealing almost entirely with exceptions and gaining bandwidth for other strategic improvements.
- **High quality decisioning, applied quickly and consistently**, such that routine decisions are automated instantly and transmitted across your organization, freeing your staff to concentrate on high-value exceptions.





Request a custom demo

Our interactive demonstrations are performed either online or on site and are scheduled at your convenience (depending on the availability of our product experts). We will be happy to travel to your site for groups of five or more.

Request a Discovery Workshop

Two day, complimentary workshop designed to help business and IT teams work through their project questions together, ensuring that BRMS is the right solution to the right problems before making a BRMS investment.

Start small with a quick win pilot

Imagine if you could deploy working business rules in 9 weeks. With a quick win pilot, you start small, applying business rule management to a particular application. This pragmatic and incremental approach is designed to deliver faster ROI.

Talk to a live person

These specialists are available to assist you in your IBM ILOG BRMS solution identification and research. You can email or phone them directly.

Contact us

We will respond within 48 hours.

For general questions:

1-800-FOR-ILOG

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