

A large, colorful geometric sphere composed of many small triangles, primarily in shades of red, pink, and blue, is positioned on the left side of the slide. To its right, three black, thick, diagonal lines of varying lengths are scattered. In the top right corner, a portion of another similar geometric sphere is visible, rendered in shades of green and blue.

6 Eylül 2012 Rixos Pera İstanbul


Impact2012

Comes To You

Real-time, intelligent decision automation with
**WebSphere Operational Decision
Management 8.0**

Ümit Sile, umit@tr.ibm.com



- ▶ Decision Management: What It Is and Why It's Important?
 - ▶ Introducing IBM Operational Decision Management
 - ▶ Nine Day-to-Day Decisions you Can Make Better with Operational Decision Management
 - ▶ IBM Operational Decision Management: Deep Dive
 - ▶ Why IBM?
- 

Transformation and Growth Require Better Decisions

CIOs recognize that effective decision automation is key to success

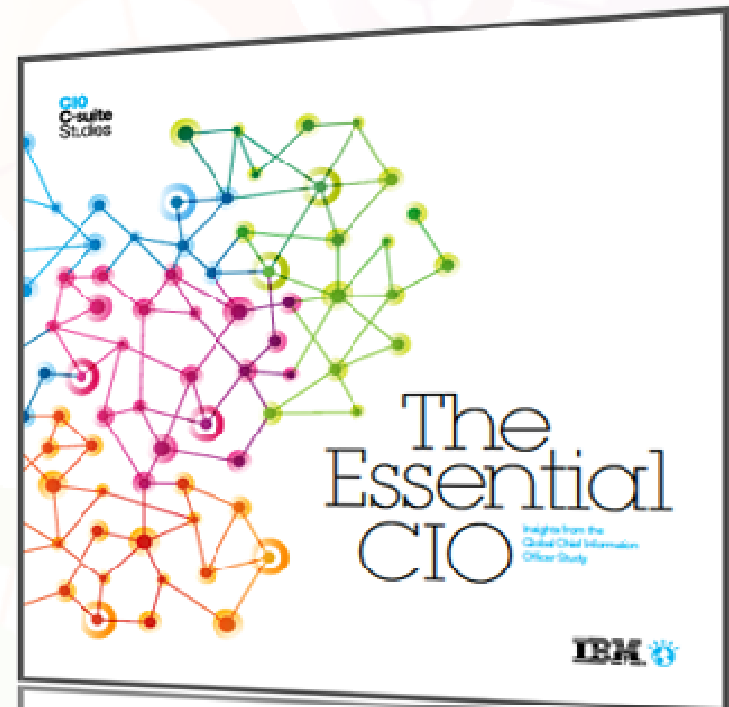


75%

of CIOs with mandates to transform the business are looking to “drive *better real time decisions.*”

72%

of CIOs with mandates to expand cross-enterprise growth are leading the charge to “drive *better real time decisions.*”



Source: IBM Global CIO Study 2011

Key Challenges Addressed by Decision Management



How can we ensure the right decision is being made at the right time?

Ú *Visibility*



How can we rapidly respond to evolving market demands, competitive actions and regulatory requirements?

Ú *Collaboration*



How can we ensure that business decisions are managed in a controlled environment?

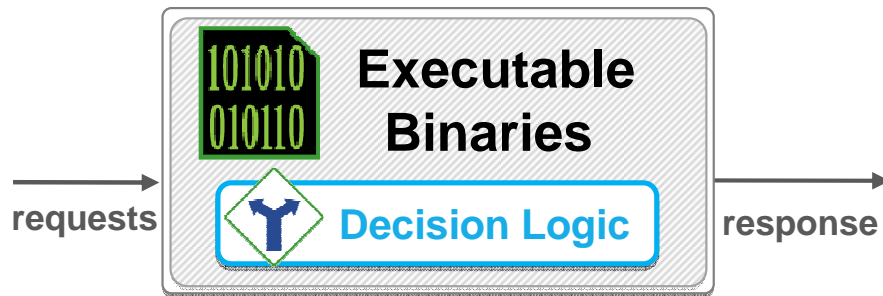
Ú *Governance*

Decision Externalization with Business Rules

Liberating decision logic from application code

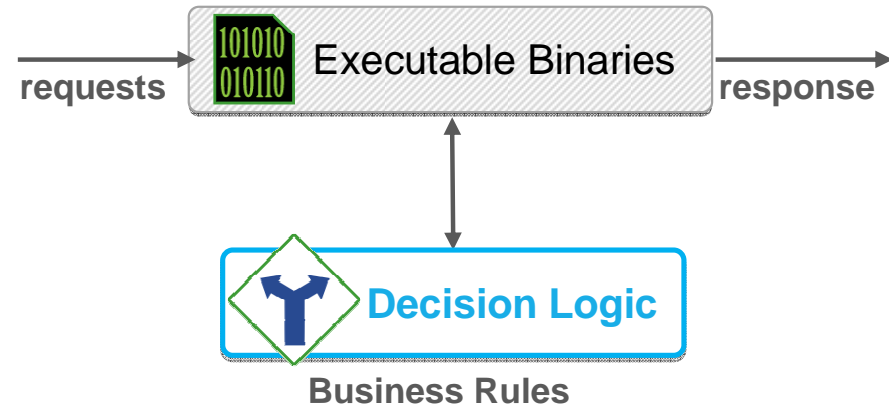


Before



Decision logic embedded
in code

After



Decision logic externalized
into Business Rules

Benefits of managing business rules separately:

- Natural language rules can be easily read
- Externalized rules are easy to change
- Centralized rules enable reuse and consistency

Manage Decisions at the Speed of Business

Major system updates are not required for decision logic changes



1

- Customer searches for a price
- Insured members submit claims
- Brokers make trades

requests



Executable Binaries

response



Determine pricing & bundling



Approve filed claim



Detect fraudulent trades



Decision Logic

Business Rules

Why Decisions Change?

- Grow customer base
- Increase customer satisfaction
- Comply with regulatory changes

Business Rule Updates



- New pricing promotion (*monthly*)
- Updated claims policies (*quarterly*)
- Tightened regulations on trading (*annually*)

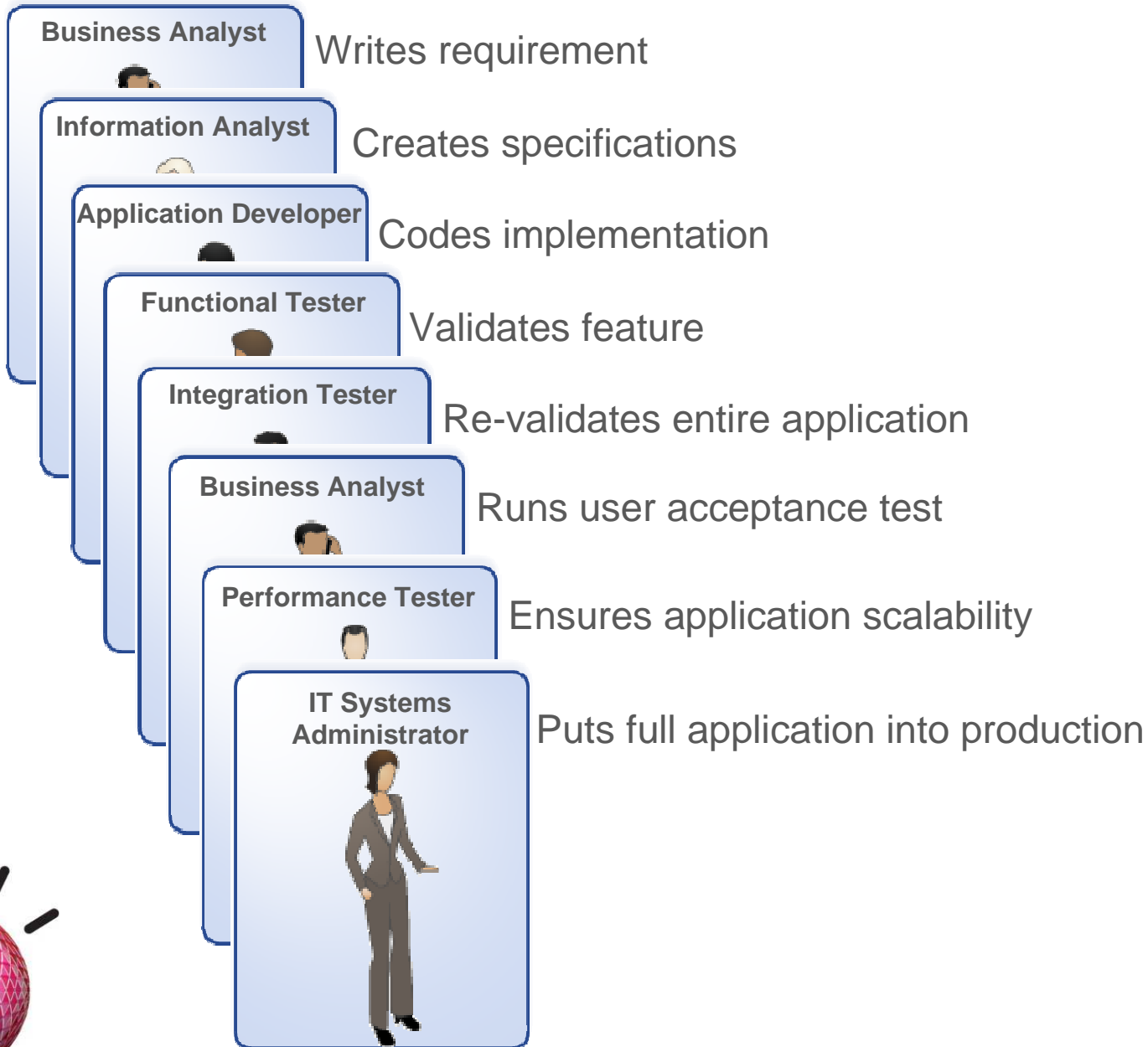
2

Harness the Strengths of Business Users & IT Experts



Without Business

Make changes in months

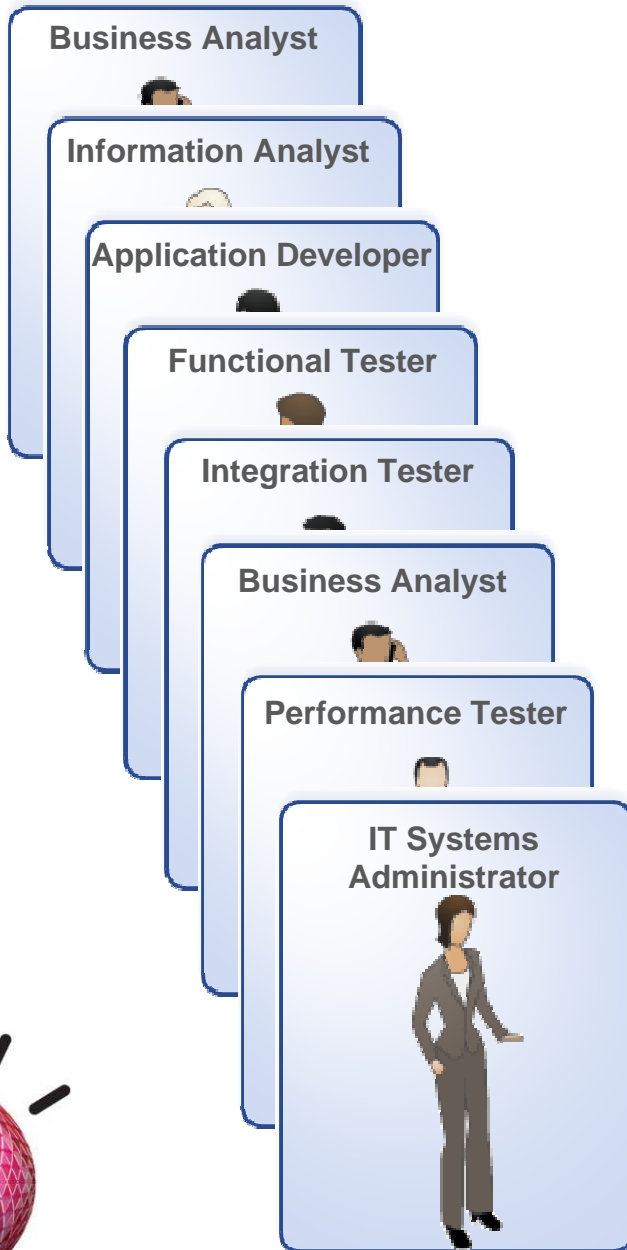


Harness the Strengths of Business Users & IT Experts



Without Business

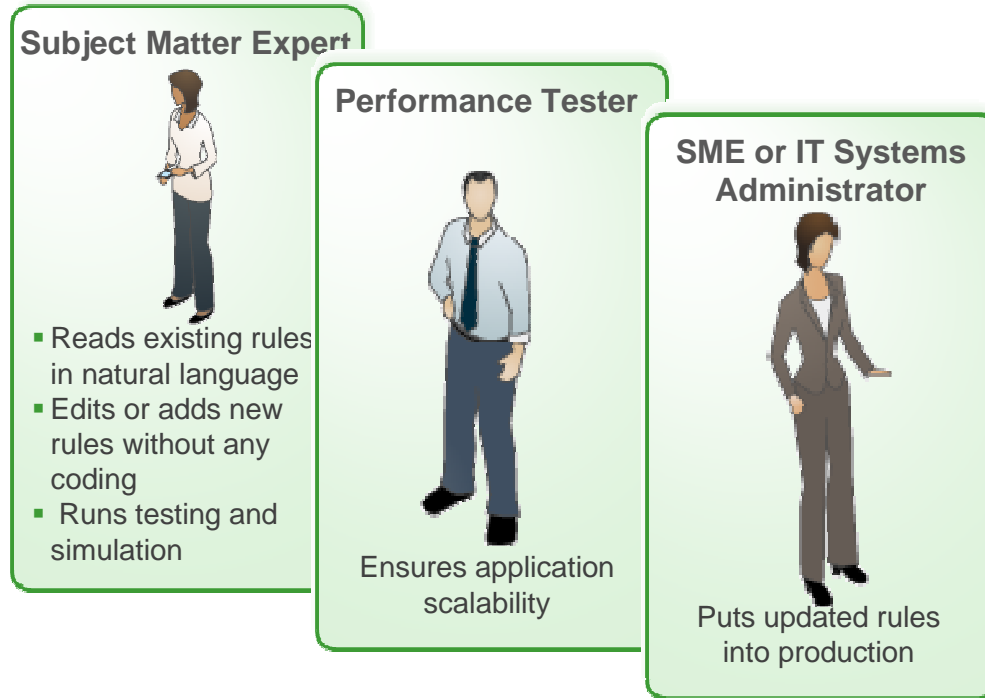
Make changes in months



With Business Rules

Make changes in weeks or days

- Eliminate rework from misinterpreted requirements
- Speed up rule changes



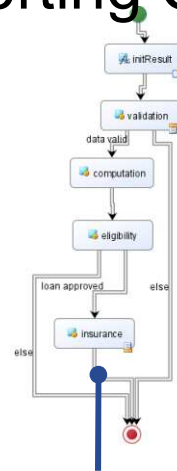
Business users (SMEs) take control of the decision logic & minor rule updates

IT experts ensure application availability, reliability & new application development

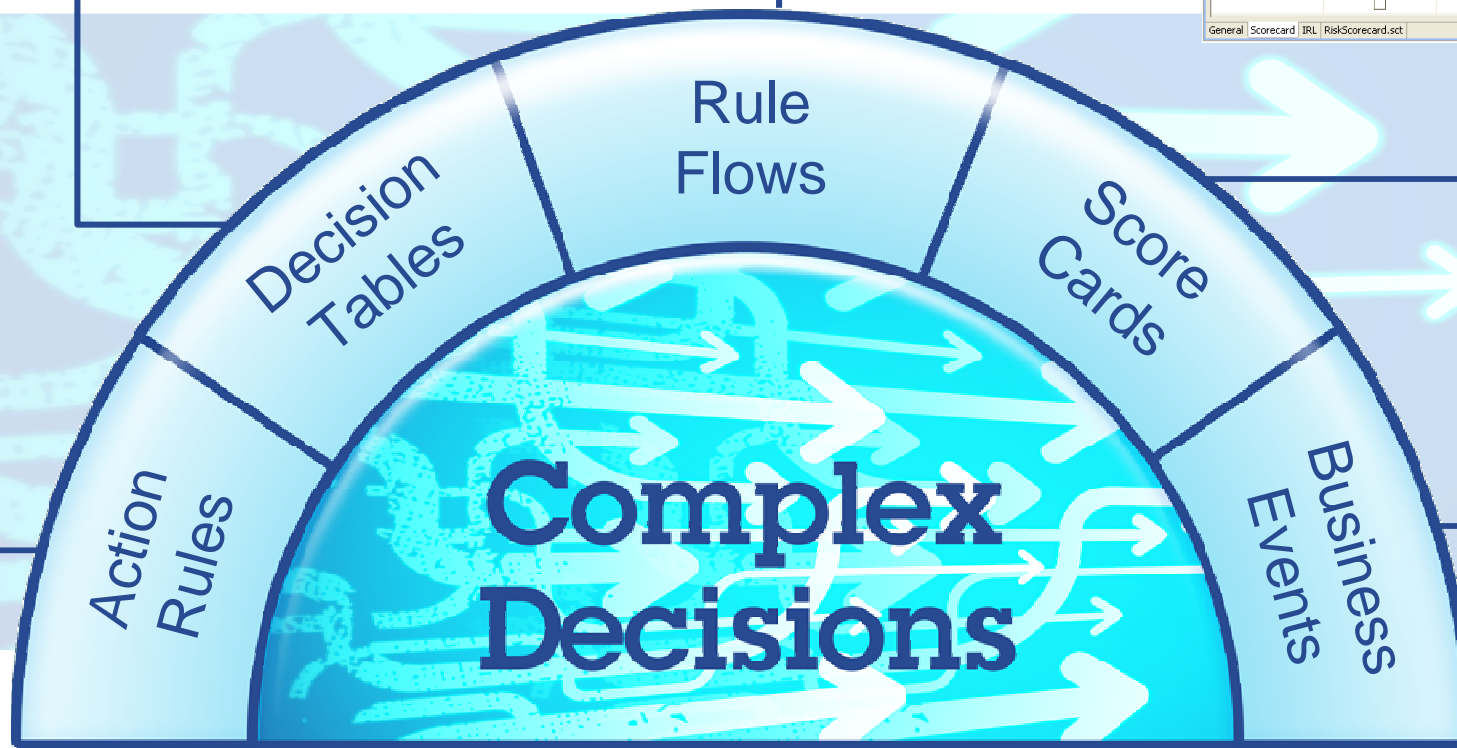


Simple Decision Artifacts Supporting Complex Decisions

	Vehicle Value		Deductible	Base Premium
	Lower	Upper		
1			\$250	\$ 100
2			\$500	\$ 90
3			\$1000	\$ 85
4			\$250	\$ 120
5	\$ 5,000	\$ 10,000	\$500	\$ 110
6			\$1000	\$ 100
7			\$250	\$ 130
8	\$ 10,000	\$ 20,000	\$500	\$ 120
9			\$1000	\$ 110
10			\$250	\$ 140
11	\$ 20,000	\$ 30,000	\$500	\$ 130
12			\$1000	\$ 120
13			\$250	\$ 165
14	\$ 30,000	\$ 50,000	\$500	\$ 145
15			\$1000	\$ 140
16	\$ 50,000	\$ 100,000	\$250	\$ 170



Attribute	Range	Score	Expected Score	Reason Code
age	< 18	0	10.0	AGE_TOO_YOUNG
	18 ≤ age < 26	10	10.0	
	26 ≤ age < 35	30	10.0	
citizenship	≥ 35	50	10.0	
	Citizen	30	30.0	
	Resident Alien	15	30.0	
self employed	Non-Resident Alien	5	30.0	NON_RESIDENT
	<input checked="" type="checkbox"/>	10	30.0	SELF_EMPLOYED
credit grade	<input type="checkbox"/>	30	30.0	
	AA	100	90.0	
	A	90	90.0	
	B	70	90.0	
	C	40	90.0	CREDIT_C
credit grade	CC	10	90.0	CREDIT_CC



```

if
  'the vehicle' has anti lock brakes
  and 'the state of residence' is "NJ"
then
  add a 2 % discount to 'the coverage quote' , reason: "Anti-lock Brakes Discount" ;
  
```

```

Event OfferQuote
Context the full name of the quote

if
  the channel of the quote contains "CallCenter"
  and Customer uses Web Channel
  and all occurrences of quote offered is at least 3
then
  offer customer a promotion with message: "Multichannel Account Promotion" ;
  
```

Business Policies Built for Change vs. Built to Last

The Consumerization of Change through Visibility, Collaboration and Governance



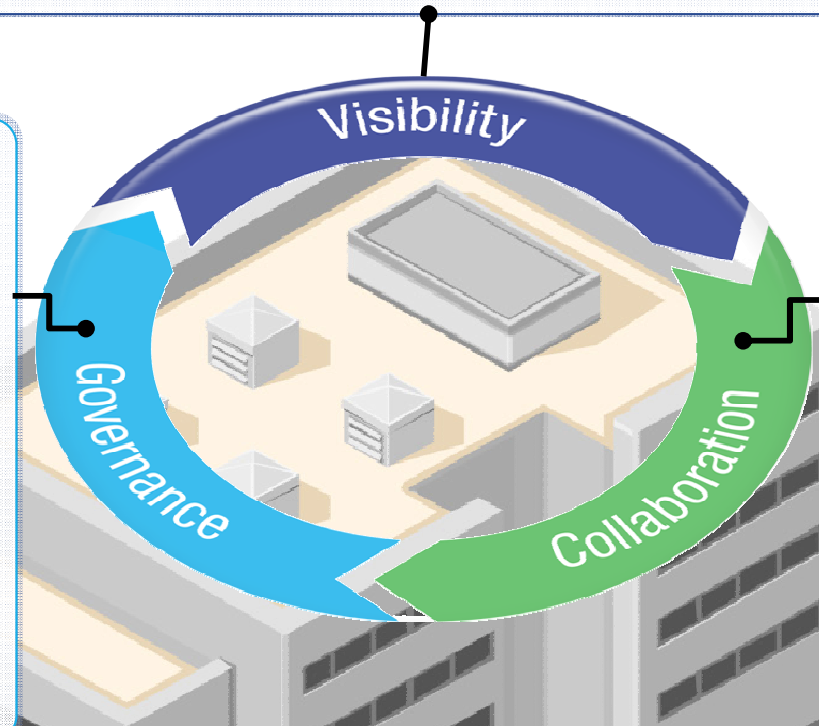
VISIBILITY *Achieve clearer line-of-sight to business operations*

- Easily readable business rules in natural language
- Testing and simulation to assess impact of rule changes

GOVERNANCE

Align business operations with strategic intent in the face of change

- Rule versioning and snapshots to safely and reliably change rules
- Auditability of changes to ensure traceability



COLLABORATION

Foster cross-functional and cross-divisional outcomes

- Social media style UI to tap into organizational business expertise
- Single repository for business and IT users to collaborate

Enabling regular business people to easily and safely make changes to their business operations



At the core of Decision Management is a focus on *Operational Decisions*.

These decisions are *those required to make day to day operations run effectively*. They ensure that customers are treated consistently, that the right price is offered, that the most effective offer is made.

While the value of each individual decision is small, *the cumulative effect is very large because organizations make these decisions often.*”

~ *James Taylor, Decision Management Solutions*



Agenda



▶ Decision Management: What It Is and Why It's Important?

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▶ Why IBM?





Next Generation Business Rules

- Manage business policies at scale
- Capture, automate and operationalize your business expertise
- Enable social collaboration to manage and govern business change

Apply Operational Decision Management...

- To flexibly and reliably manage repeatable, automated decisions
- When decisions change frequently
- To increase straight-through processing
- When decision services can be shared across systems
- To manage and govern large numbers of rules
- When real-time events require immediate actions

IBM Operational Decision Management v8

Designed to meet decision management challenges



Ú *Visibility*

- New business interface to bring more visibility on how decisions are being changes across the team

Ú *Collaboration*

- New social based communication capabilities to improve interactions across the business team

Ú *Governance*

- Enriched controls and governance capabilities simplifying version management at the rules and project level



Visibility Through Operational Decision Management v8



“What’s New” quickly displays deployed assets

The screenshot shows the IBM Decision Center interface. The top navigation bar includes 'HOME' and 'LIBRARY' buttons, and the user name 'brandon'. The main content area is titled 'What's New' and features a 'Stream' tab. It displays three sections: 'New Business Rules' with items like 'An old car surcharge' and 'Aquisition Promotion for NJ'; 'New Updates on Followed Rules' with items like 'SUV Surcharge NJ' and 'Airbag Discount NJ'; and 'New Comments in Activity Stream' with two recent posts from users Rachel and adam.

Search can return rules, tables and folders

The screenshot shows the IBM Decision Center search results page. The top navigation bar includes 'HOME' and 'LIBRARY' buttons, and the user name 'Rachel'. The search bar contains the term 'collision'. The page is titled 'Pricing > main' and shows 'Search Results for collision' with 24 matches. On the left, there are filters for 'Type' (All, Folders, Action Rules, Decision Tables), 'Status' (Deployable), 'Found in:' (Properties), and 'Last edited:' (Between and And date pickers). The search results list several items, including 'Collision Price Table NY', 'Accident', 'Collision Price Table', 'Collision', and 'Anti-lock Brakes Discount', each with a description and folder path.

Collaboration Through Operational Decision Management v8



Decision Center enables collaboration on assets of interest and change notifications

The screenshot displays the IBM Decision Center interface. At the top, there is a navigation bar with 'HOME' and 'LIBRARY' options. The main content area is titled 'Stream' and features a 'What's New' tab. A text input field with the placeholder 'Post a new comment here' is visible. Below this, the activity stream is organized into sections: 'Today' and 'Older'. The 'Today' section shows a notification: 'You created a version in Airbag Discount rule in Pricing project' at 6:01 PM, with a 'Comment' link. The 'Older' section shows a post by 'Cindy' from April 23, 2012, asking for input on extending a discount. A comment by 'You' from May 30, 2012, responds that 'Brandon is on vacations this week. Let me work on some new rules.' Below this is another 'Post a new comment here' field. At the bottom, a post by 'adam' from May 30, 2012, states 'I've updated the NY collision pricing, reducing base premiums for low value cars.' On the right side, there are two panels: 'Followed Rules' listing items like 'Airbag Discount', 'Airbag Discount NJ', 'All Experienced Drivers Discount', 'Anti-lock Brakes Discount', 'Anti-lock Brakes Discount for NJ', and 'Collision Price Table'; and 'Rules Recently Worked On' listing 'Airbag Discount'.

Details on the **Activity Stream** in the 'New Features' section

Governance Through Operational Decision Management v8



The screenshot displays the IBM Decision Center interface. At the top, there is a navigation bar with 'IBM DecisionCenter', 'HOME', 'LIBRARY', and 'IBM ODM'. Below this, a breadcrumb trail shows 'Pricing > main > Good Driver Discount'. A 'Decision Center' button is visible. On the right, there are 'New Rule' and 'Edit Rule' buttons. The main content area has two tabs: 'Current' and 'Timeline'. The 'Timeline' tab is active, showing a vertical timeline for the year 2012. Three version entries are listed:

- Version 1.2** (highlighted with a blue dot and a callout line): Created by Nicolas Carre - Mar 22, 2012. Added a condition on the number of traffic tickets received.
- Version 1.1**: Created by Laure Boyer - Mar 22, 2012. New discount rule for good drivers in New Jersey.
- Version 1.0**: Created by Laure Boyer - Mar 22, 2012.

The timeline is set for the year 2012, with a 'Today' indicator for the current date.

Timeline enables a quick view of version history

Details on the **Timeline** in the 'New Features' section

IBM Operational Decision Management

Key features enabling intelligent decision automation and governance



Visibility

- NEW!** What's New view to allow business users to monitor decision updates
- NEW!** Simplified Line-of-business empowerment to manage and improve decisions
- NEW!** Common business language to define business rules and events
- NEW!** Performing large data set testing and simulation allowing prediction of impact of change

Collaboration

- NEW!** Activity Stream to monitor decision updates
- NEW!** Social media style communication to allow day-to-day team collaboration
- NEW!** Centralized repository enables cross-functional collaboration for enterprise decisions
- NEW!** Extended decision language to improve rules and event collaboration

Governance

- NEW!** Access controlled and role based restricted Business Console
- NEW!** Visual Timeline to access a rule history at a glance
- NEW!** Snapshot allowing point-in-time project restore
- NEW!** Multiple release management ensures reliable change governance

Why Operational Decision Management?



Agility

- Operationalize policy changes in days versus months
- Decrease cost of implementing business practices, policies & regulations

Efficiency and Productivity

- Improve straight-through-processing
- Involve business users for change requests with built-in governance

Decision Quality and Precision

- Implement more fine-grained, targeted decisions
- Perform what-if and impact analyses prior to deployment

Consistency

- Automate and consistently enforce decision policies
- Ensure policies and associated semantics are consistent across channels

Transparency, Auditability, Compliance

- Track what decisions were made and why (runtime)
- Track what policies were changed and by whom (rule management)

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Operational Decision Management Helps Solve Many Common Business Problems



Identify opportunities to increase profitability



Personalized Product Recommendations
Promotions & Loyalty Programs
Automated Sales Commissioning

Ensure consistency to ensure compliance



Claims Validation
Payment Authorization
Eligibility Determination

Leverage information to manage risk

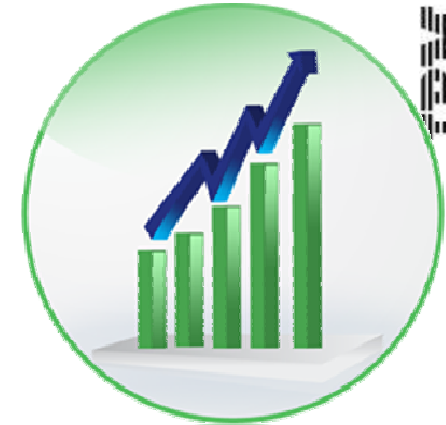


Underwriting and Credit
Border Control
Physical Infrastructure Monitoring

Decision Management Customer Scenarios:

Identify Opportunities to Increase Profitability

- *20% revenue increase from loyalty programs*
- *Increased customer retention rate to 92%*
- *Weeks to days improvement in time to market for offers*



Personalized Product Recommendations

BNP Paribas creates product recommendations based on customers' individual attributes - [Read the case study!](#)

Promotion & Loyalty Programs

EMT Telecom helps dealers make the best offer to each client - [Read the case study!](#)

Automated Sales Commissioning

Magazine Luiza, a large Brazilian retailer, improves sales with an intelligent commissioning system - [Listen to the podcast!](#)

BNP Paribas Provides Personalized Offers to Customers

Rapidly adapts product recommendations to customers' individual attributes



Challenge:

- Construct grouped offers, such as providing home insurance with mortgage
- Personalize fees based on specific customer profile
- Provide incentive to customers to use multiple company products

Benefits:

- Reduce time-to-market from weeks to days
- Integrate offers across different lines of business
- Enable business users to generate, change and manage offers

Decision Management Solution

- *Allows the bank to precisely define highly variable decision logic*
- *Flexible solution that can be deployed in multiple countries, easily adaptable for differing financial rules and regulations*

“We needed a platform that could be reused regardless of the country or the types of products... the products which are distributed in Ukraine, for example, are not the same as the products in Italy.”

~ Vladimir Milojkovic, Project Manager, BNP Paribas



Decision Management Customer Scenarios:

Enforce Consistency to Ensure Compliance

- *3x faster claims processing*
- *Support for 500 transaction types in 36 diverse markets*
- *50% increased speed to market in health care enrollment*



Claims Validation

WorkSafe Victoria processes claims invoices faster and pays its providers more accurately - [See the video!](#)

Payment Authorization

Visa Europe simplifies cross-country credit card use with a unified payment authorization system - [See the video!](#)

Eligibility Determination

HealthNow automates enrollment to manage eligibility with clarity and consistency - [Read the case study!](#)



Visa Europe Unifies Payments Across 36 Countries

Scalable, automated payment authorization and settlement system



Challenge:

- Complex European market with multiple currencies
- Payment authorization & settlement across 36 countries
- Regulatory requirement to unify payments across countries

Benefits:

- 3x faster time-to-market
- 25% cost reduction to maintain business logic
- Increased flexibility and responsiveness with business users managing the rules

Decision Management Solution

- *Financial payments authorization & settlement system*
- *System handles 30,000 rules and 500 transaction types for 4,000 institutions*

“Within 13 months we’ve made 60 rule changes... What [the system] gives us is tools that can put key capabilities into the hands of users. They become an integral part of the process, rather than mere consumers of it. That’s a tremendously powerful concept...”

~ Justin Snoxall, VP, Head of Development Services, Visa Europe

Decision Management Customer Scenarios:

Leverage Information to Manage Risk

- *300% improvement in staff productivity issuing credit cards*
- *Over 96% straight through processing of customs declarations*
- *Increased visibility into physical infrastructure*



Underwriting and Credit

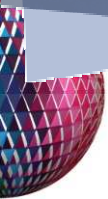
A Large Asian Bank automates risk assessment of issuing credit cards - [*Read the case study!*](#)

Border Control

Swiss Customs automates the processing of customs tariffs prior to shipment - [*Read the case study!*](#)

Physical Infrastructure Monitoring

Case Western Reserve University gets real-time assessments of bridge safety - [*Listen to the podcast!*](#)



Swiss Customs Streamlines Border Control

Increases the speed and precision of tariff processing



Challenge:

- Facilitate trade while reducing threat of illegal goods
- Enforce customs regulations consistently
- Increase effectiveness of 2,500 customs officers

Benefits:

- Faster, yet better border checks with pre-validated customs declarations
- 96% of declarations are processed automatically
- Revenue of 23B Swiss Francs annually through tariffs

Decision Management Solution

- *Scalable system that validates 200,000 customs declarations daily*
- *Customs officers update the rules to keep pace with changing regulations*



“The quick and accurate validation of customs declarations with the IBM rules platform enables straight-through processing without human intervention, saving significant time and resources for both government and business.”

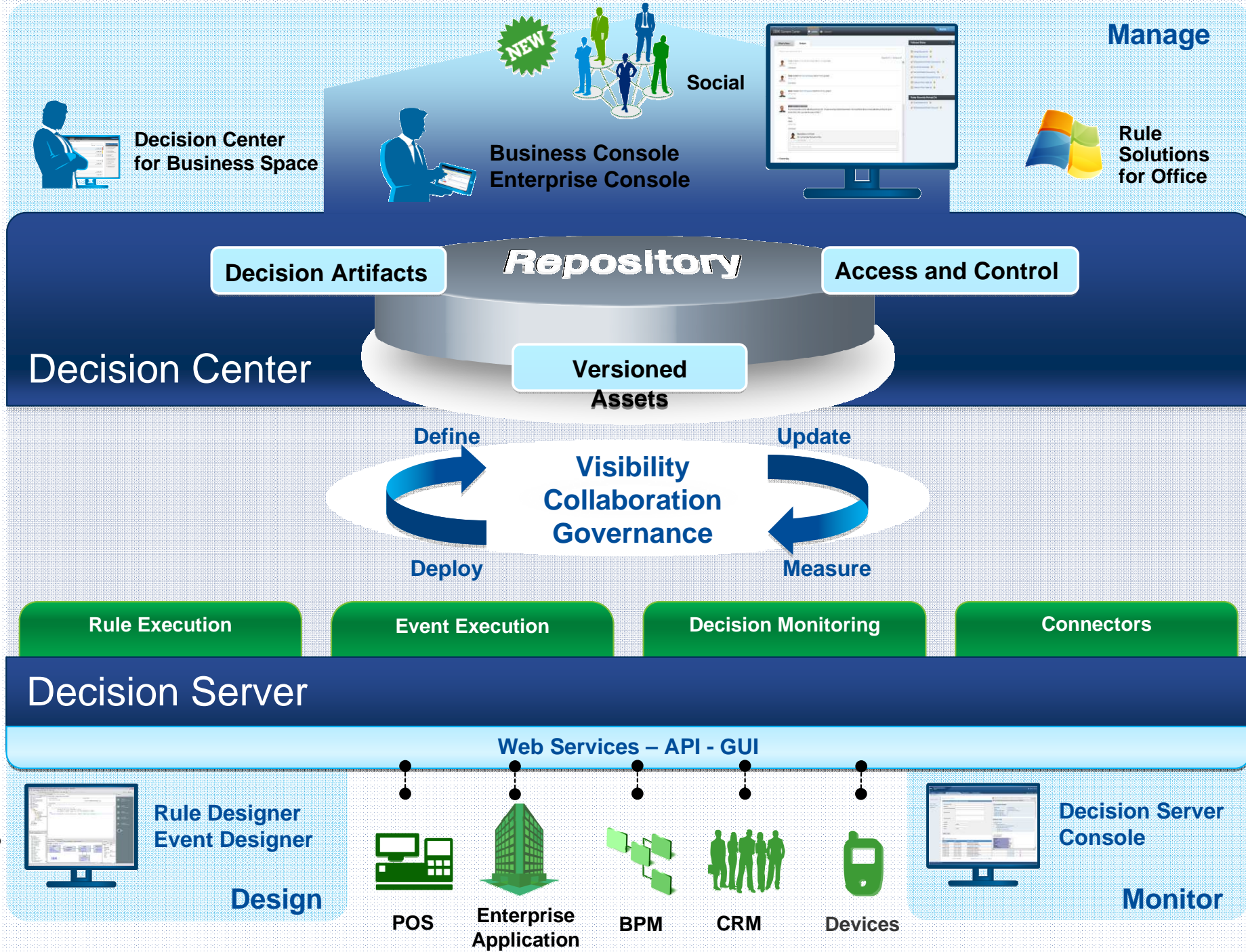
~ Stefan Huesemann, Principal Consultant at Innovation Process Technology AG

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IBM Operational Decision Management

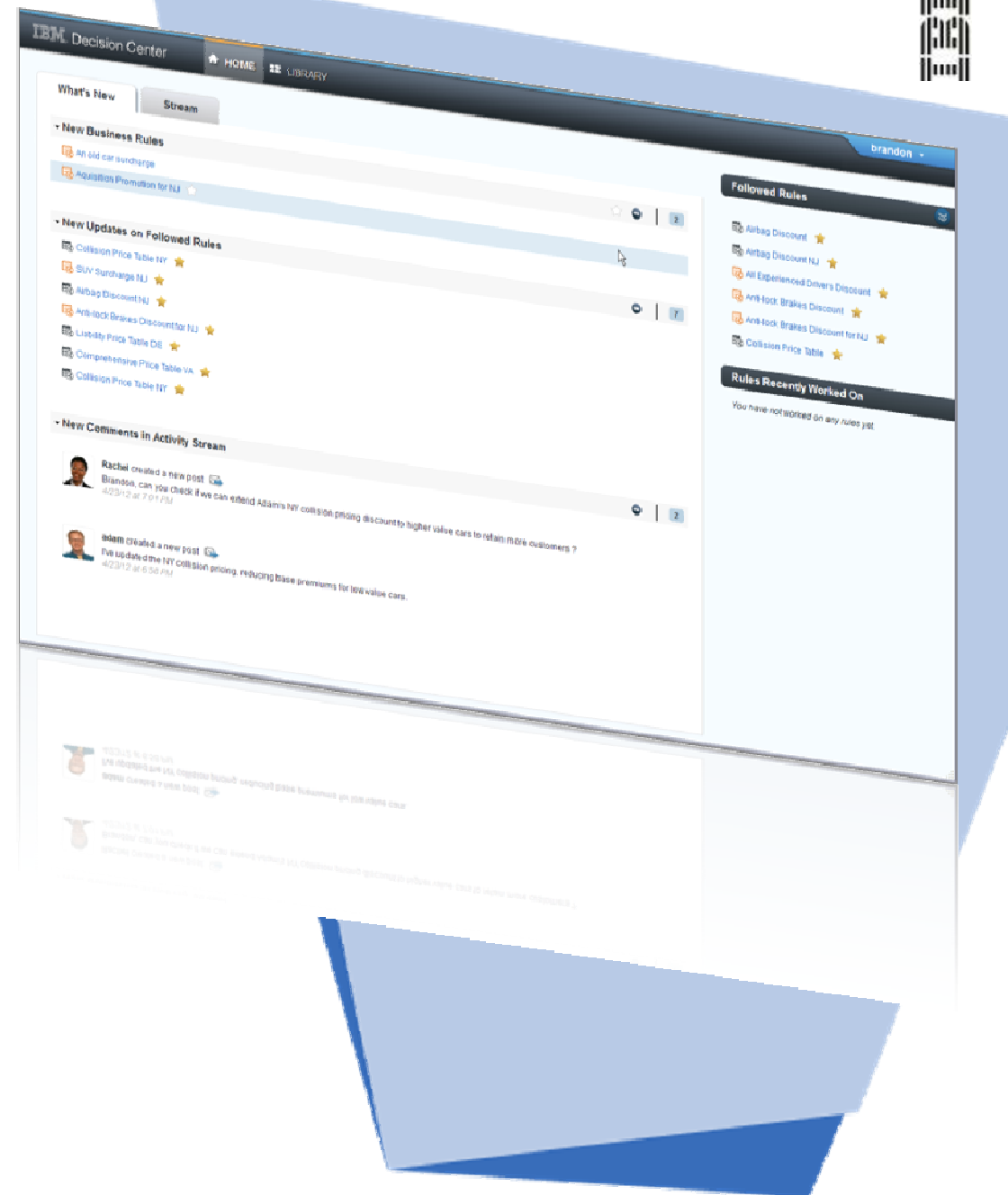


Social Media Style Collaboration

Decision Center - Business Console



- Maintain awareness across the team
- Ensure automatic notifications of changes
- Ensure team collaboration



The Business Console Activity Stream

Enabling social communication and maintaining awareness



The screenshot shows the IBM Decision Center Activity Stream interface. At the top, there is a navigation bar with 'IBM Decision Center', 'HOME', and 'LIBRARY' buttons, and a user profile 'brandon'. Below the navigation bar, there are tabs for 'What's New' and 'Stream'. The main content area displays a list of activity items, including rule updates and user posts. A green callout box labeled 'Automatic notification' points to a comment from 'cindy' about a rule update. Another green callout box labeled 'Social communication post' points to a post from 'adam' asking a question about collision pricing. On the right side, there are two panels: 'Followed Rules' listing various rules with star icons, and 'Rules Recently Worked On' which currently shows 'You have not worked on any rules yet.'

The Activity Stream combines team member comments and automatic change notifications

Communicating with Different Sub-groups

Any team members can communicate at the team, project and rule level



Activity Stream



IBM Decision Center | HOME | LIBRARY | brandon

What's New | Stream

Followed Rules

- Airbag Discount
- Airbag Discount NJ
- All Experienced Drivers Discount

Post a new comment here

Expand All | Collapse All

Today

- cindy** created a version in Airbag Discount NJ rule in Pricing project
2:33 PM
Comment

Older

- Rachel** created a new post
Brandon, can you check if we can extend Adam's NY collision pricing discount to higher value cars to retain more customers?
Apr 23, 2012
Comment
- adam** created a new post
I've updated the NY collision pricing, reducing base premiums for low value cars.
Apr 23, 2012
Comment
- adam** created a version in Collision Price Table NY rule in Pricing project
Apr 23, 2012
Comment
- cindy** created An old car surcharge rule in Pricing project
Apr 23, 2012
Comment
- adam** created a version in SUV Surcharge NJ rule in Pricing project
Apr 23, 2012
Comment

Team Communication

IBM Decision Center | HOME | LIBRARY

All projects > Pricing > main

Details

Created by adam
Apr 23, 2012
[Click to add a description](#)

Changes All | Snapshot

Today

- Airbag Discount was updated 11:25 AM
cindy

Older

- Airbag Discount NJ was updated May 9, 2012 2:33 PM
cindy
- Collision Price Table NY was updated April 23, 2012 6:49 PM
adam
- An old car surcharge was created April 23, 2012 6:35 PM
cindy
- Aquisition Promotion for NJ was created
rachel

Project Communication

Airbag Discount

Properties | Stream

Post a new comment here

Today

- cindy** created a version 11:25 AM
Comment

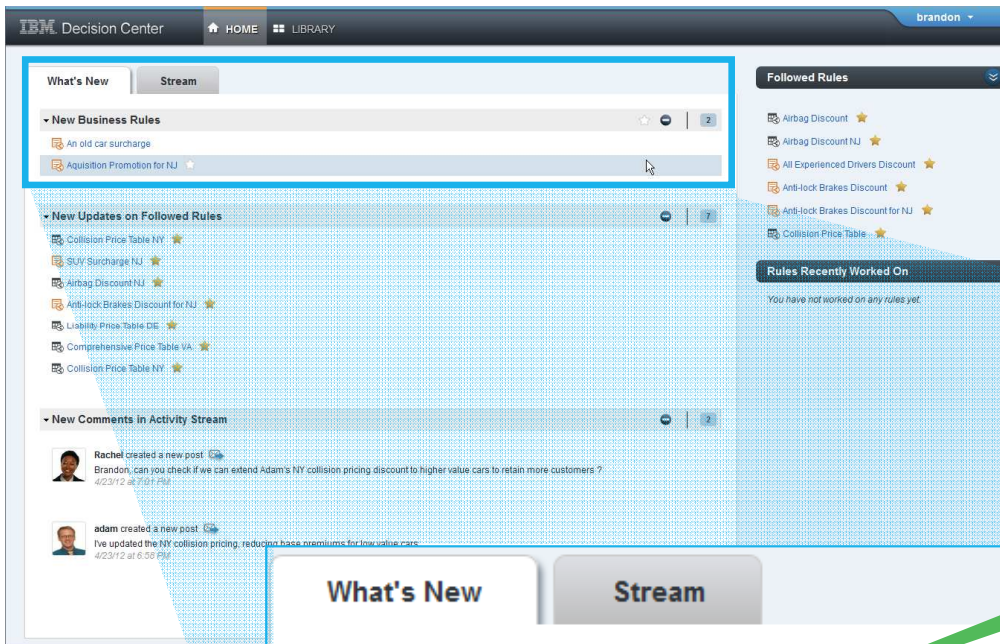
You added a comment
Looks ok with me
11:28 AM

Post a new comment here

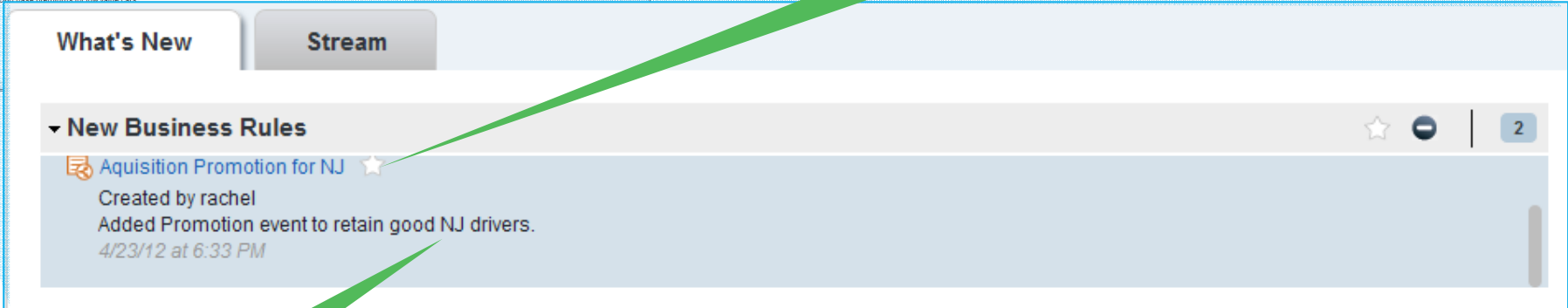
Rule Communication

Viewing New Rules at a Glance

Automatic notification of new rules in a project



New rule can be followed in one click



New rule description accessible by Web 2.0–Style hovering

“What’s New” list of new business rules, with detailed information by hovering













Simpler Access to the Decision Repository

Using the Library to access the business rule projects



IBM Decision Center HOME LIBRARY cindy

Date Name Filter

 Pricing Last updated by cindy on May 9, 2012	 AutoInsuranceQuotingBOM Created by adam on Apr 23, 2012
 miniloan-rules Created by rtsAdmin on Apr 23, 2012	 RuleAnalysisViewProject Created by rtsAdmin on Apr 23, 2012
 balsample Created by rtsAdmin on Apr 23, 2012	 wavelength Created by rtsAdmin on Apr 23, 2012
 wavel Created by rtsAdmin on Apr 23, 2012	 loanvalidation-rules-multivoc Created by rtsAdmin on Apr 23, 2012
 loanvalidation-rules-dependent Created by rtsAdmin on Apr 23, 2012	 loanvalidation-rules Created by rtsAdmin on Apr 23, 2012
 test-WS TestProject Created by rtsAdmin on Apr 23, 2012	 project Created by rtsAdmin on Apr 23, 2012

New ribbon icons identify projects created since last log-in

New Search Capability

Rapidly locate a business artifact in a project



IBM Decision Center HOME LIBRARY Rachel

Pricing > main

Type:
 All
 Folders
 Action Rules
 Decision Tables

Status:
 Deployable

Found in:
 Properties

Last edited:
Between
And

Search Results for collision 24 matches

- Collision Price Table NY**
Last edited by adam on April 23, 2012
Folder: Pricing/Coverage Pricing/Base Premium/Collision/NY
Description: Collision Base Pricing for New York.
- Accident**
Last edited by adam on April 23, 2012
Folder: Pricing/Coverage Pricing/Base Premium
Description: Accident and collision policies including NY.
- Collision Price Table**
Last edited by adam on April 23, 2012
Folder: Pricing/Coverage Pricing/Base Premium/Collision
- Collision**
Last edited by adam on April 23, 2012
Folder: Pricing/Coverage Pricing/Base Premium
- Collision**
Last edited by adam on April 23, 2012
Folder: Pricing/Coverage Pricing/Discounts
- Collision**
Last edited by adam on April 23, 2012
Folder: Pricing/Coverage Pricing/Surcharges
- Anti-lock Brakes Discount**
Last edited by adam on April 23, 2012
Folder: Pricing/Coverage Pricing/Discounts/Collision
if 'the vehicle' has anti lock brakes then add a 2 % discount to 'the coverage Brakes Discount' ;
- Anti-lock Brakes Discount for NJ**
Last edited by adam on April 23, 2012
Folder: Pricing/Coverage Pricing/Discounts/Collision/NJ

Search items are highlighted in the results

Search can return rules, tables and folders

With the new **Search** feature, business rules can be located without requiring knowledge of the project organization

Intuitive Timeline for Business Rules and Decision Tables

Visualizing change history



IBM Decision Center

HOME LIBRARY

Rachel

Pricing > main > Airbag Discount (v1.3)

Edit Rule New Rule

Current Timeline

2012
Today
April

Version 1.3

Created by Rachel on May 10, 2012

Reasons updated in all rows

Version 1.1

Created by cindy on May 10, 2012

Update on row 2: Airbag type set to driver and passenger side

Version 1.2

Created by Rachel on May 10, 2012

New update on Airbag type on row 3

Version 1.0

Created by adam on Apr 23, 2012

Comments document each new release

View and revert to a specific rule version in one click

Intuitive time navigation

2012

The **Timeline** provides a graphical way to visualize rule history and track changes

Improved Governance with Project Snapshots

Take a project snapshot and retrieve it when required



IBM Decision Center

HOME LIBRARY phil

All projects > Pricing > main

Take Snapshot New Rule Search

Take a Snapshot

Taking a snapshot lets you capture the state of your project at a given moment in time. Click a snapshot from the Changes pane to preview.

Snapshot Name
Pricing policy as of May 2012

Description
This snapshot contains validated pricing rules before fall updates.

Create

Current Content

Name	Folder	Filter
count NJ		7
surcharge		
akes Discount for NJ		
price Table NY		4
nsive Price Table VA		
le		2
		1

Changes

Today

- Airbag Discount was updated phil

Older

- Collision Price Table NY was updated April 23, adam
- An old car surcharge was created April 23, cindy
- Aquisition Promotion for NJ was created rachel
- SUV Surcharge NJ was updated April 23, 2012 5:46 PM adam
- Airbag Discount NJ was updated April 23, 2012 5:46 PM adam
- Anti-lock Brakes Discount for NJ was updated adam

Good Drivers in NJ

Liability Price Table

Mechanical Breakdown Price

Snapshots allows to take a picture of a project and to restore it at the exact same state when required

Smooth Integration between Rules and Events



- New **emit** action available in the rule vocabulary
- Direct event **triggering** from the action part of the business rule
- Event-side object model extended with a new ruleset **invocation** action
- Rulesets are directly **invoked** from within an event action

The screenshot displays the IBM Decision Center interface for configuring a business rule. The breadcrumb navigation shows 'Pricing > main > Offer customer promotion'. The rule logic is defined as follows:

```
if
  the age of the driver is at most 50
  and all of the following conditions are true :
    - the driver has never had their license suspended or revoked
    - the number of accidents the driver has been involved in is at most 1
    - the number of traffic tickets the driver has received is 0
then
  emit {
    Offer promotion to retain customer with reason: <a string>
    Offer promotion to retain customer with reason: <a string>
    Offer promotion to retain customer with reason: <a string>
  }
```

Below the rule logic, there is a 'Content' section with instructions: 'Directly type in this section to create or modify your event rule definition. Press Ctrl+Space to display options available.' The content area contains the following code:

```
if
  desirable customer
  and the channel of the quote contains "WebQuote"
then
  offer customer a promotion with message: the message of the promotion ;
  refer customer to call center with message: "Personalized Promotion: " + the message of the promotion ;
```



Testing and Simulation for Large Scale Data

Testing and Simulation performance for large scale data processing



- Support **parallel** processing with Multi-core processors
- Flexible APIs for data **partitioning** and KPIs aggregation
- Able to process **millions** of records a day

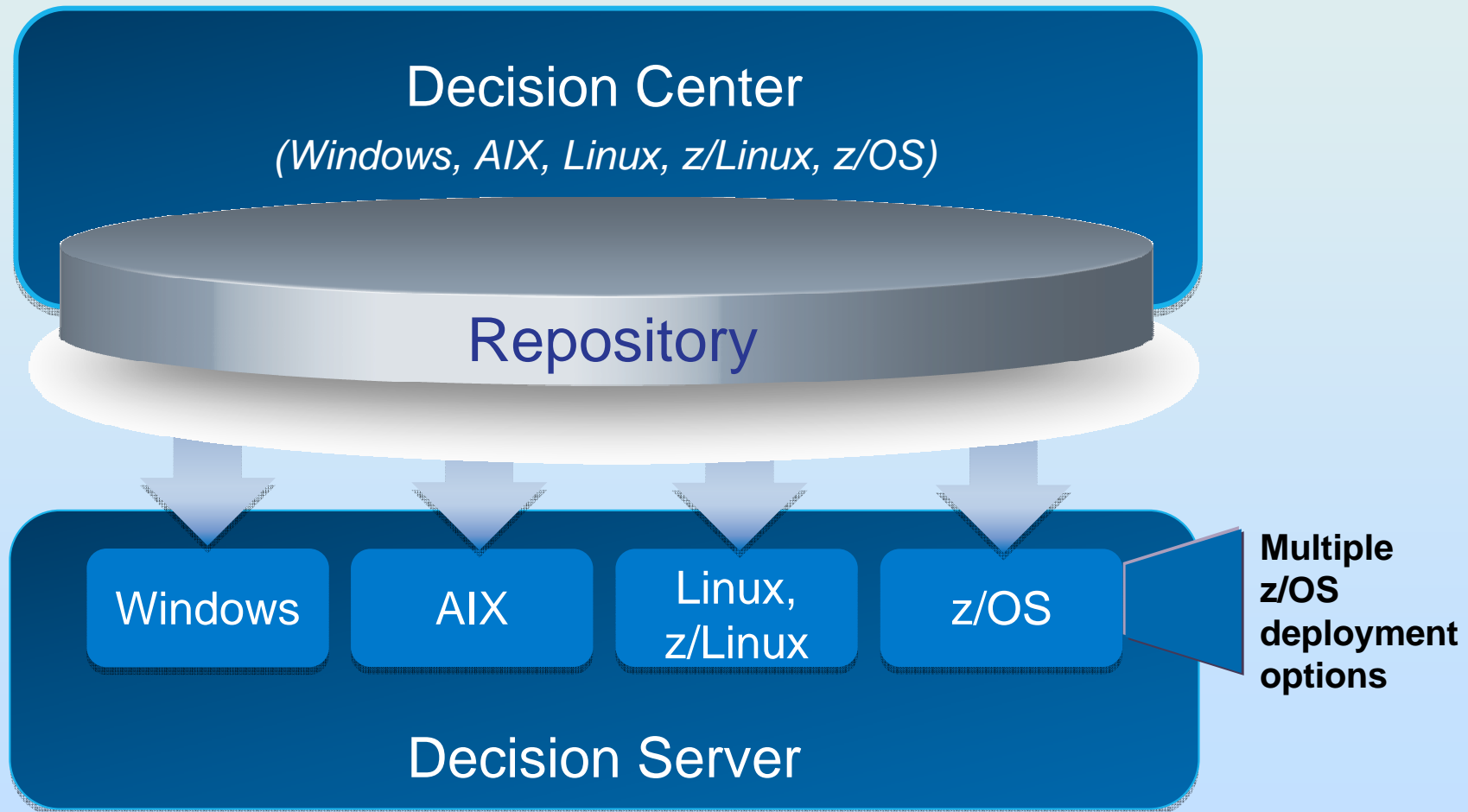


IBM Operational Decision Management

Runtime support



Leverage a wide range of platforms to meet the varying needs of enterprise architectures



Operational Decision Management for z/OS

Runtime options

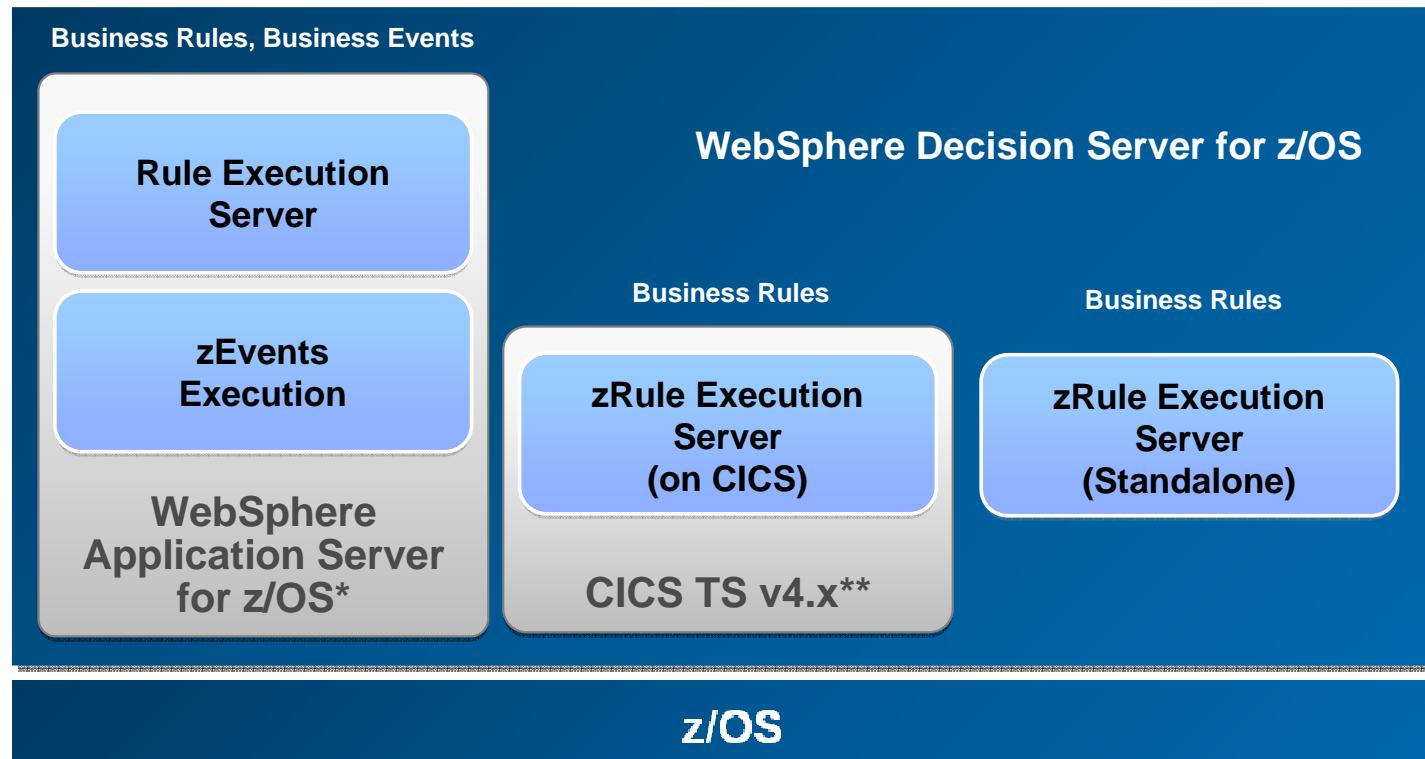


Decisions can be invoked from existing CICS and batch applications

Runtime support for COBOL data types

Flexible runtime deployment to fit any System z environment:

- Deployed on WebSphere Application Server for z/OS
- Deployed on CICS TS 4.x (JVM server environment)
- Deployed standalone to z/OS



WAS for z/OS limited use entitlement included with Decision Server

** CICS Transaction Server licenses purchased separately



Agenda



- ▶ Decision Management: What It Is and Why It's Important?
- ▶ Introducing IBM Operational Decision Management
- ▶ Nine Day-to-Day Decisions you Can Make Better with Operational Decision Management
- ▶ IBM Operational Decision Management: Deep Dive
- ▶ Why IBM?

Why IBM for Operational Decision Management?



Unparalleled Expertise and Investment

- Expert consulting and implementation services for ***fast realization*** of business value
- Industry expertise to ***customize solutions*** for your specific industry

Largest Customer Base

- **#1** in Business Rule Management Systems (BRMS) market share according to all leading analysts
- **#1** in Business Process Management (BPM) market share according to all leading analysts



Strongest Ecosystem and Partner Network

- **800+** Business Partners authorized and certified to support customers
- Strongest global ecosystem including major global and regional system integrators skilled to provide ***comprehensive solutions***



Next Steps



See IBM Operational Decision Management in Action

Ask your sales representative to see the solution live

Learn what's possible with a Discovery Workshop

On-site workshop with business and IT stakeholders to evaluate the applicability of Business Rules and Business Events for your project

Implement a real project in 10 weeks with a Quick Win Pilot

Demonstrate immediate value to your LOB end-users with your first 'Quick Win' in 10 weeks



धन्यवाद
Hindi

多謝
Traditional Chinese

Grazie
Italian

ขอบคุณ
Thai

Gracia
Spanish

S



Merci
French

Спасибо
Russian

شكراً
Arabic

Obrigado
Brazilian Portuguese

Danke
German

多谢
Simplified Chinese

நன்றி
Tamil

ありがとうございました
Japanese

감사합니다
Korean

