

Welcome to today's ILOG Buyer's Guide Webinar

Be 100% Sure About Your BRMS Decision

*December 18, 2008
10 a.m. Pacific / 1 p.m. Eastern*

Today's presentation will begin at the top of the hour.
Thank you for attending!

- Presentation (20 minutes)
- Q&A
 - Submit a question at any time during the presentation
 - Click 'Q&A' from the panel on the bottom right side of your screen
 - Type a question and click Send
- Link to recorded presentation and slides will be e-mailed to all attendees
- If you have any technical problems during the broadcast, for help call 1.866.779.3239

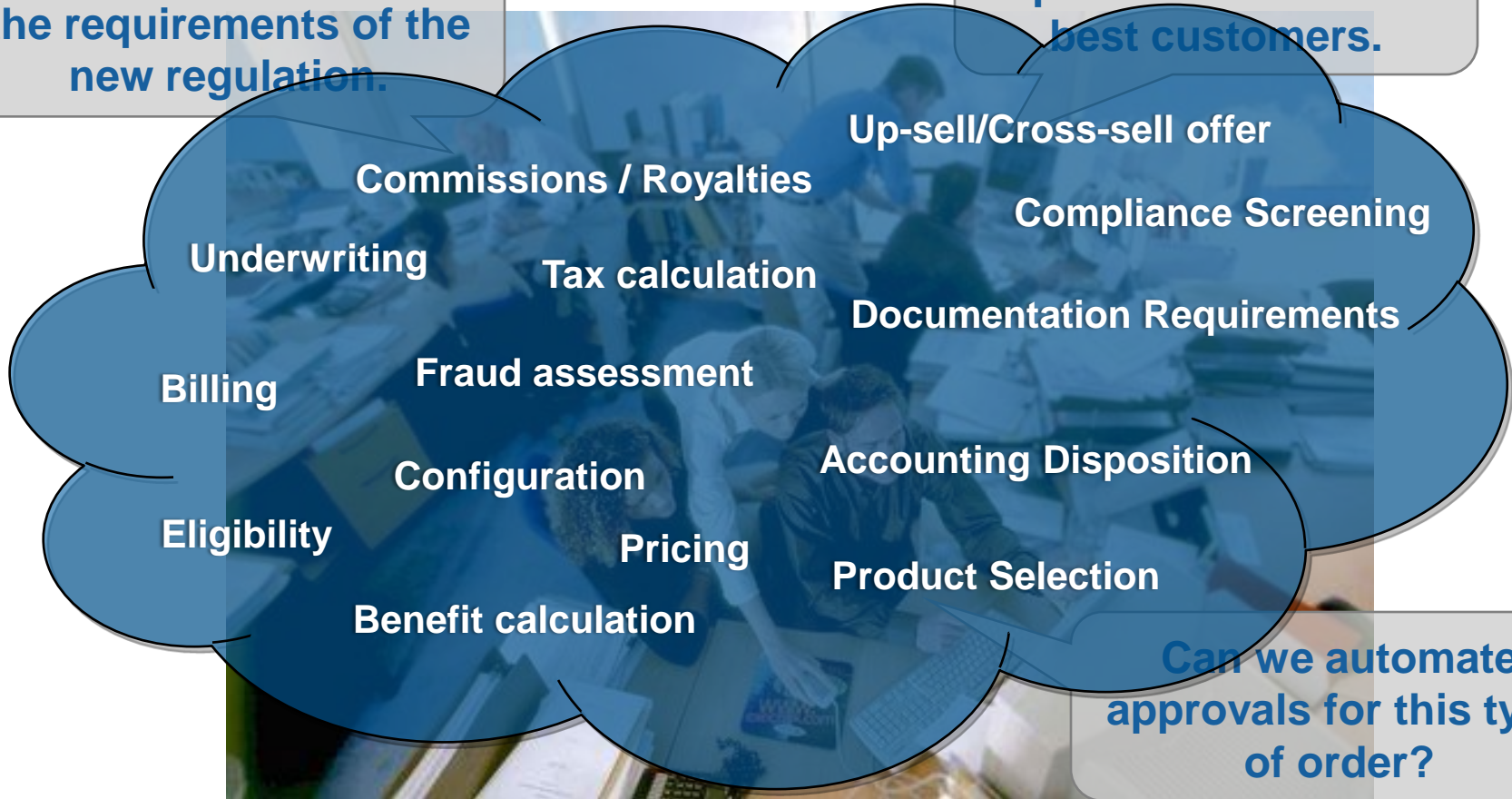
Business Decisions Are Dynamic ...



Changing the rules of business

We need to add a validation step to meet the requirements of the new regulation.

Let's create a special promotion for our best customers.



Can we automate approvals for this type of order?

And Changing Frequently...

Decisions used in operations = “business rules”

Where Business Rules Exist

```

#ifdef __WIN__
/*
 * Before performing any socket operation (like retrieving hostname
 * in init_common_variables we have to call WSASStartup
 */
{
    WSADATA WsaData;
    if (SOCKET_ERROR == WSASStartup (0x0101, &WsaData))
    {
        /* errors are not read yet, so we use english text here */
        my_message(ER_WSAS_FAILED, "WSASStartup failed", MYF(0));
        unireg_abort(1);
    }
}
#endif /* __WIN__ */

if (init_common_variables(MYSQL_CONFIG_NAME,
                         argc, argv, load_default_groups))
    unireg_abort(1); // Will do exit

init_signals();
if (!!(opt_specialflag & SPECIAL_NO_PRIOR))
    my_thread_setprio(pthread_self(), CONNECT_PRIOR);

```

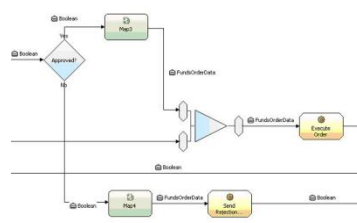
Applications



Documents



People



Processes

Issues

- Rules are hidden in code or isolated within the organization
- Changes are hard to track and maintain over time
- Rules used by systems have to be programmed and require IT resources
- Duplication and multiple versions of the same rules
- Lack of auditability, traceability
- Decision changes cannot be easily tested or simulated

The Smarter Approach: Facilitating Change with BRMS



Changing the rules of business

Where Business Rules Exist

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init_signals();
if (!!(opt_specialflag & SPECIAL_NO_PRIOR))
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```

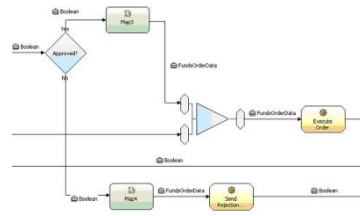
Applications



People



Documents



Processes

Business Rule Management System



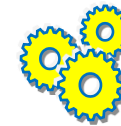
User Tools

Rules are Defined, Analyzed and Maintained



Rule Repository

Rules are Managed and Stored



Rule Server

Rules are Deployed, Executed and Monitored

- A BRMS is the combination of tooling, methodology, governance and best practices that allow customers to manage their business with easy, safe and predictable flexibility.
- So how do you:
 - Decide if a BRMS is the right technology
 - Plan to introduce a BRMS into your organization from both a business and technology perspective
 - Validate your existing BRMS plans

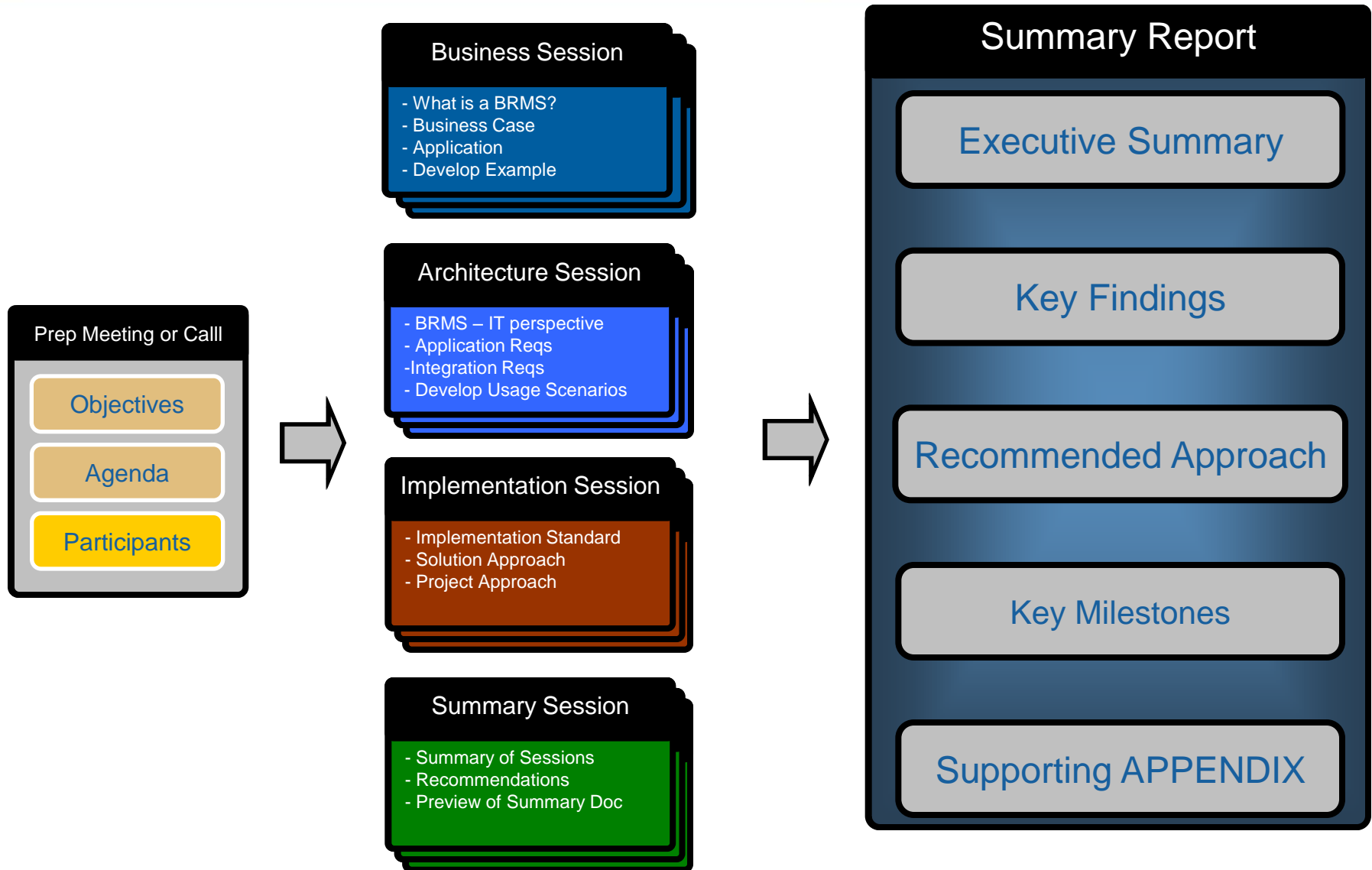


- Delivered as a two-day solution development exercise
- Led by team of ILOG BRMS experts with business and IT teams from customer
- Used to validate if and how a BRMS based policy change management approach would impact customer system
- ILOG provides a summary session and written document of findings and recommendations

Discovery Workshop Outline



Changing the rules of business

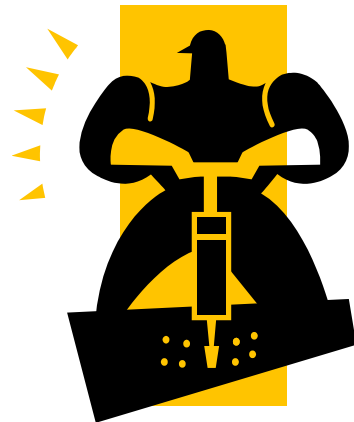




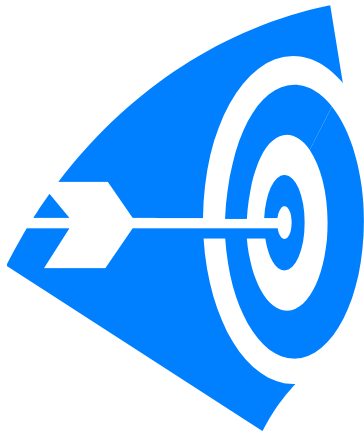
- What is a BRMS?
- Business Case Overview
- Current & Desired Situation
- Success Factors
- Timeline
- Explore example of a policy change management capability using ILOG BRMS products, methodology & best practices
- Attendees include
 - Business - stakeholders, end users, analysts
 - IT - executives, stakeholders, architects, program/project manager



- What is a BRMS?
 - Technology
 - Business & IT Perspective
- Policy/Rule Management
- Policy/Rule Test & Simulation
- Policy/Rule Deployment
- Application Architecture
- Explore usage scenarios for <cust> initiative using ILOG BRMS deployed into architecture based on ILOG methodology & best practices
- Attendees include
 - Solution Architect
 - Enterprise Architect
 - Business Analysts



- Use customer examples to explore ILOG BRMS implementation standard
- Solution Approach
 - Project Approach
 - Resource Charts
- Attendees include
 - Program/Project Manager
 - Architect



- Summarize Key Findings
- ILOG Capabilities
- Recommendations
- Preview of <Cust>-ILOG Discovery Workshop Summary Document
- Q&A
- Attendees include
 - Business stakeholders
 - Architect
 - Program/Project Manager



- Executive Summary
- Understanding of Business
 - Business Case Overview
 - Current & Desired Situation
 - Success Factors
 - Benefit Analysis
 - Timeline
- Solution Overview
 - Key Findings
 - Recommended Approach
- Solution Approach
 - Project Approach
 - Resource Charts
- Suggested Next Steps & Timeline
- APPENDIX

Question and Answer

- Click 'Q&A' from the panel on the bottom right side of your screen
- Type a question and click Send

Resources

- www.ilog.com/brms
BRMS Resource Center -- explore, learn, try
- <http://blogs.ilog.com>
ILOG Blogs -- latest on all products, technology, and methodology
- <http://www.ilog.com/corporate/training/>
Training -- find worldwide ILOG classes and self-training resources
- <http://www.ilog.com/industries/banking/discovery.cfm>
Discovery Workshop -- schedule a workshop for your organization



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