Business Rules Management System
Moving toward Operational Decision Management

Impact 2011 Comes To You
Changing the Way Business and IT Leaders Work
Optimize for Growth. Deliver Results.
Current State Begs for Process Improvement

1. Informal Tasks and Communication (ex Paper or email)
2. Inefficient Working Environment Spans Systems
3. Inconsistent Prioritization
4. Incomplete or Inaccurate Data Flow Between Systems
5. Lack of Control Over System and Business Events (Exceptions)
6. Poor Visibility Into Process Performance
Business Process Management & Decision Management

*Improve processes with greater agility, control & visibility*

1. Automatically prioritizes and routes work
2. Guides users through decisions
3. Standard and consistent work prioritization
4. Leverages exiting system data
5. Reacts to business events and generates actions
6. Real-time visibility and process control
Transformation & Growth Require Better Decisions

Results from interviews with ~ 3,000 CIOs

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.”

#1 Priority of CIOs is to “turn data into useful information, information into intelligence and intelligence into better decisions.”

Source: IBM Global CIO Study 2011
Business Decisions are Everywhere…

We need to add an eligibility check 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

- Commissions / Royalties
- Underwriting
- Tax calculation
- Fraud assessment
- Configuration
- Pricing
- Benefit calculation
- Up-sell/Cross-sell offer
- Compliance Screening
- Documentation Requirements
- Accounting Disposition
- Product Selection
- Reporting
- Accounting
- Royalties
- Coaching
- Taxes
- Billing
- Eligibility
Manage and Automate Decision Logic with ILOG BRMS

- Eliminate decision silos
- Make decision logic accessible to Business and IT
- Implement fine-grained, context-specific logic

Rules are Defined, Analyzed and Maintained

Rules are Stored and Shared

Rules are Deployed, Executed and Monitored
Intuitive Rule Paradigms

- **Decision Tables**
- **Decision Trees**
- **Scorecards**

**Action Rules**
ILOG BRMS Solution Lifecycle

IT Development

ILOG BRMS Solution Lifecycle

Decision Validation Services
Testing & Simulation framework

Rule Team Server
Web-based console for Rule Maintenance

Rule Repository

Synchronization

Rule Execution Server
Single node or cluster
(Java EE/SE, .NET, COBOL, native z/OS)

Deploy rules

Rule Studio
Eclipse-based or Visual Studio IDE
Rule design & development

Rule Solutions for Office
Intuitive Business Workspace

Business Analysts

IT Operations

Web-based console to monitor & control rule execution
IBM WebSphere Decision Server
Together: Additional Insight for Action

Detect (BEP)
Event Sources
Evaluations Correlations
Actions

Decide (BRMS)

BEP - Detects when events or patterns of events occur to notify people or systems to take action

BRMS - Decides business outcome through execution of business rules against available data
EXAMPLE: Fraud Use Case: Credit Card Applications

Credit applications (human process instances) emit events with an instance ID and household criteria.

Events are correlated using household criteria and occurrence information. Decision services are used for scoring potential fraud.

Correlate business events and detect critical business situations

Orchestrate business processes and human task applications

An attempt is made to interrupt all applicable active process instances if fraud is possible.

Spawn a new process instance and assign it to someone in the back office for investigation.
Key Takeaways
What Challenges does Decision Management Address?

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

**Control**
How can we simplify the visibility and governance of business decisions?

**Precision**
How can we ensure that business systems deliver the right interactions at the right time?
Getting Started
Harnessing the value of Decision Management solutions

Learn More

- Connect with your IBM Team

Schedule a Process Improvement Discovery Workshop

A complimentary 2.5 day workshop to help you evaluate your business process & decision improvement initiative

Thank You

Merci

Gracias

Obrigado

Danke

多謝

Simplified Chinese

ありがとうございました

Japanese

감사합니다

Korean

Thai

עברית

תודה

Hebrew

Shukran

Arabic

Danke

German

Thank You

English