

# Smart BRMS™ Methodology

Improve Business Performance  
By Optimizing the Rules of Business Operation



# Business Rules: Hard Coded, Change Frequently, Too Long & Costly to Change

- **Business rules are hard coded** in legacy applications, database triggers, spreadsheets, point to point integration code and other hard to manage “logical locations”
- Many **business rules change frequently** and have a substantial impact on business operations from product development to marketing, ordering, fulfillment, service, compliance and audit
- **It takes too long and costs too much to** develop, publish and operationalize business **changes to business rules** – often requiring dedicated Information Technology resources

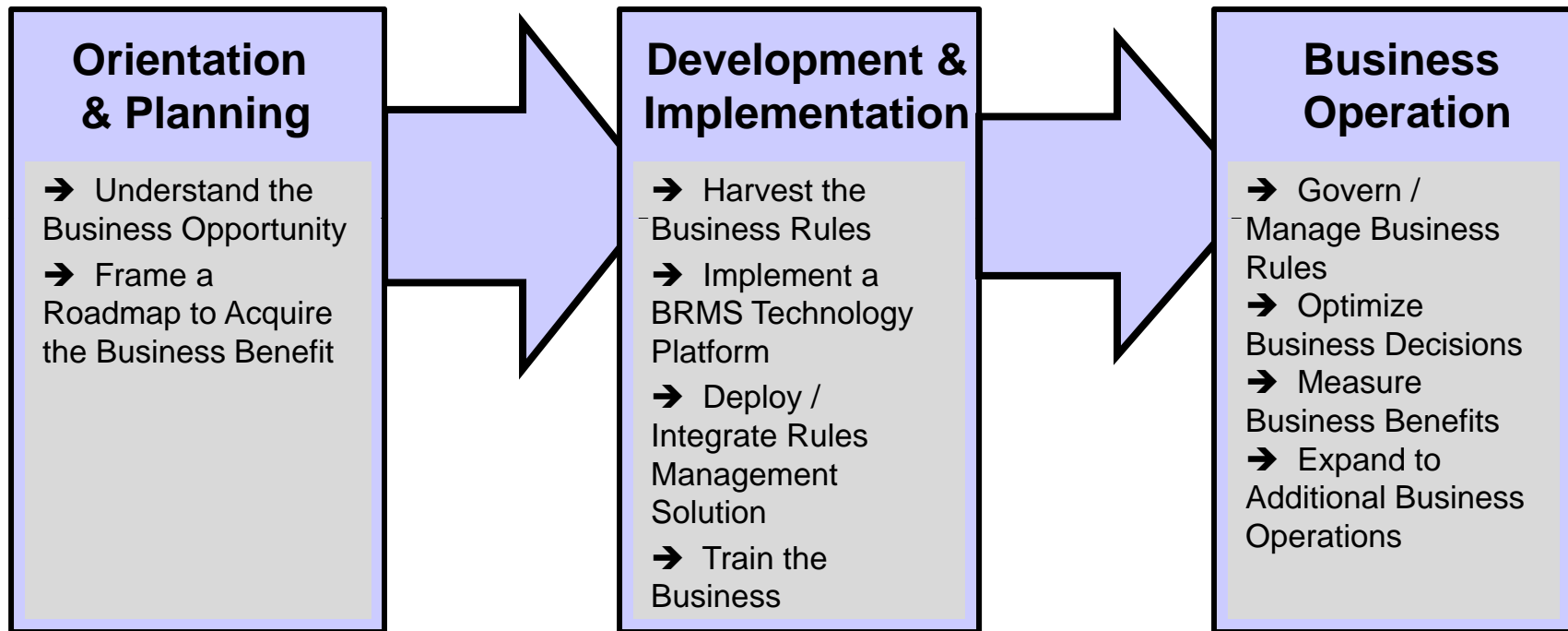


# Business Organizations Need a Way to:

- **Control complex rulesets** that require frequent changes independent of IT
- **Simulate changes in outcomes** for testing and customer production scenarios
- **Accelerate time to market**, reduce costs and comply with regulations and audit requirements
- **“Divide-and-Conquer”** their legacy modernization and minimize disruption to their system infrastructure

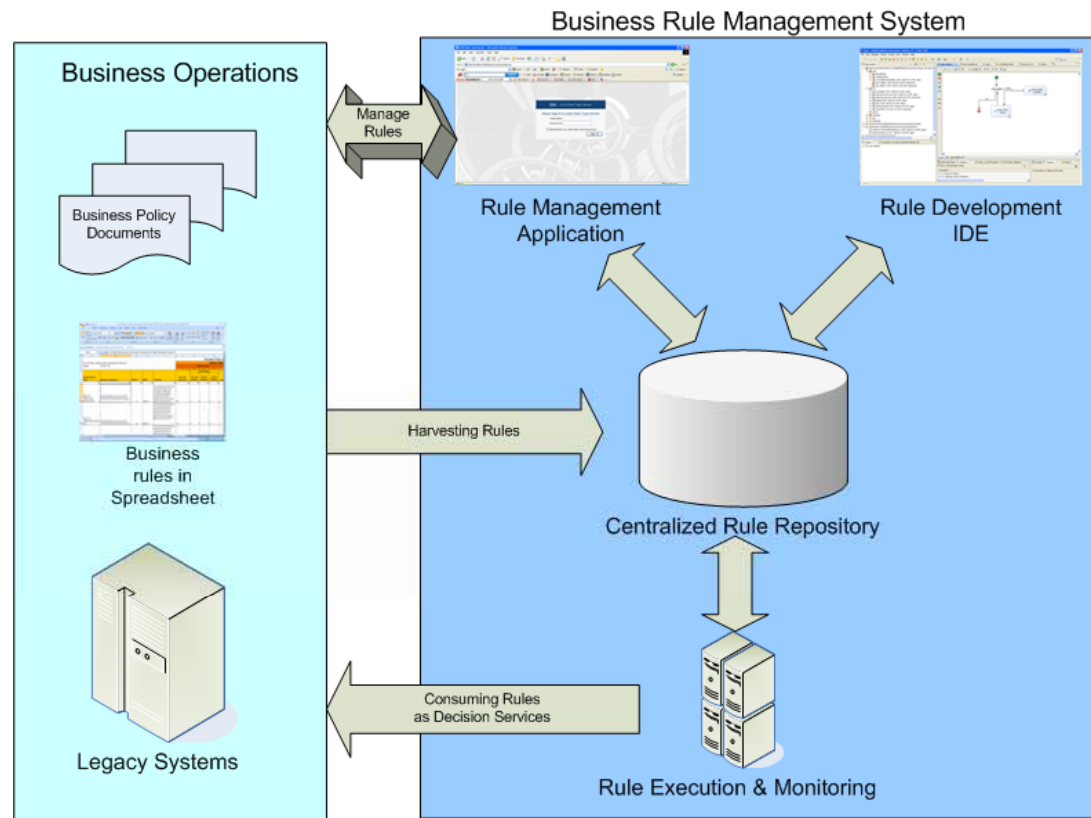
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# Business Rules Management System (BRMS)

- A business rule management system (BRMS) enables organizational policies – and the operational decisions associated with those policies – to be defined, deployed, monitored and maintained separately from core application code.



# Why BRMS?

## Business User Driven

- **Controlled by the Business with minimal IT Intervention**
- **Simulate scenarios for business and customer end users**

## Reduced Cycle Time

- **Rapid business controlled change and publish cycle**
- **Faster time-to-market**

## Automated

- **Automate high volume and complex operational decisions**
- **More efficient and less costly than current environment**

## Reusable

- **Externalized rules repository enable rules to be shared across multiple systems**
- **Rules exposed as decision services with SOA / BPM**

## Enterprise Solution

- **Managed enterprise policies extensible to multiple systems**
- **Leverage loosely coupled enterprise architecture**

## Governance

- **Manage business rules across the enterprise**
- **Standardize change control, comply with regulations with complete audit trail**



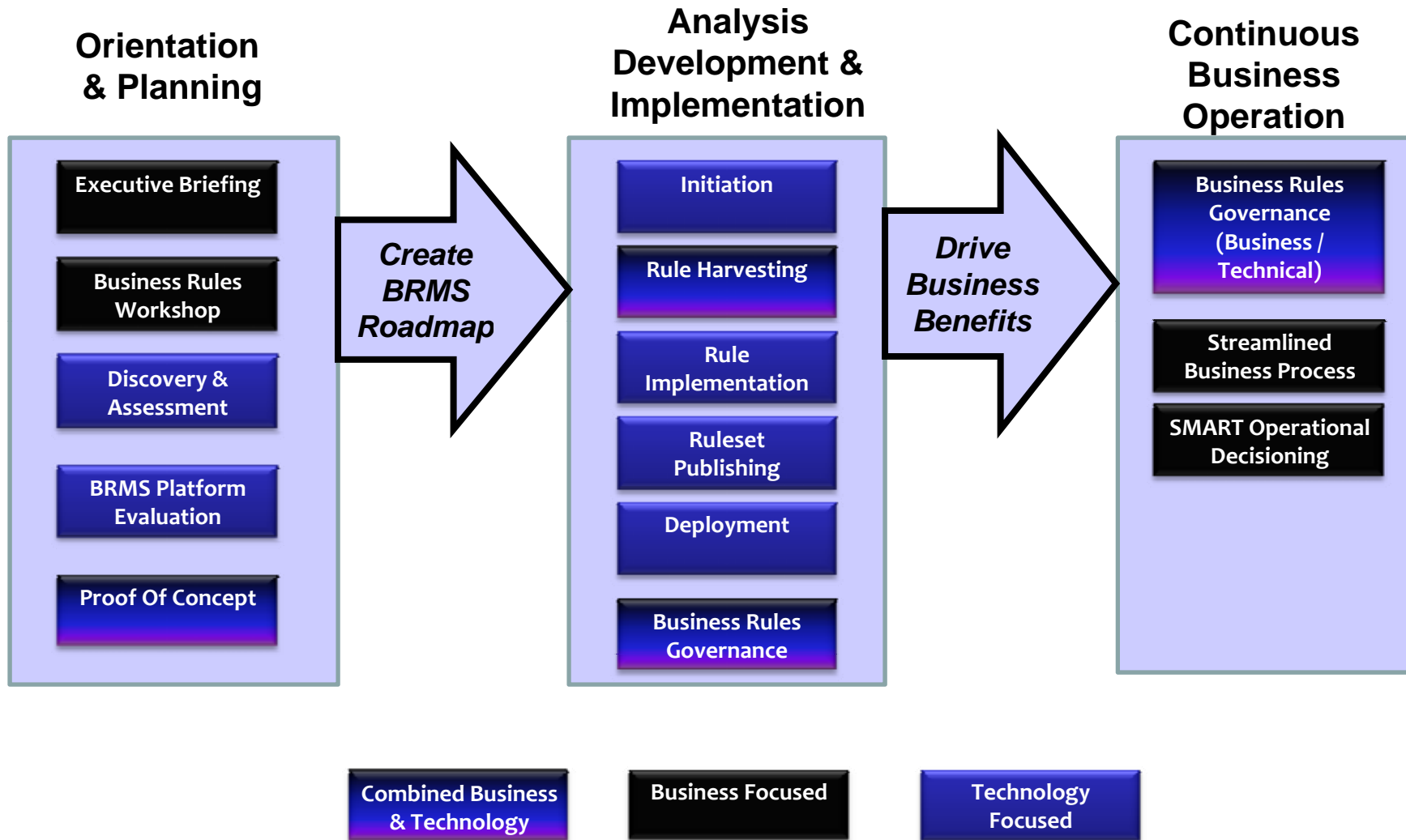
# The Smart BRMS™ Methodology Difference

- Best in class business analysis with system design and technology implementation
- Supports your strategic vision – organize BRMS solutions into discrete phases with rulesets tied to business imperatives
- Smart BRMS™ methodology helps deliver high quality and on-time deliverables consistently
- Practice Agile Business Rule Development Methodology (ABRD)
- Harvest and document business policies using RuleSpeak® which adheres to SBVR (Semantics of Business Vocabulary and Business Rules) specification
- Deep expertise in leading BRMS technologies like ILOG JRules, Blaze Advisor and Pega PRPC
- Helps business choose the right BRMS technology that fits budget and technology landscape
- Proprietary Decision Implementation Matrix™ enables optimal decision for business logic to be implemented as business rule or procedural code



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# Smart BRMS™ Methodology Roles

Role	Description
<b>Business Architect</b>	<ul style="list-style-type: none"> <li>▪ Ensure accessibility and control of rules by the business</li> <li>▪ Develops business vision and strategy with client</li> <li>▪ Determines overall approach for business rule management solution</li> <li>▪ Educate on business rules approach and benefits</li> <li>▪ Develop business rules governance process</li> </ul>
<b>Technology Architect</b>	<ul style="list-style-type: none"> <li>▪ Oversee the overall solution to ensure implementation aligns with the strategic direction</li> <li>▪ Decide on the BRMS technology which fits the client best</li> <li>▪ Integration of the BRMS solution with the existing technological landscape</li> <li>▪ Educate clients on Agile methodology of implementing business rules</li> </ul>
<b>Business Rules Analyst</b>	<ul style="list-style-type: none"> <li>▪ Responsible for harvesting Business rules and documenting them using RuleSpeak®</li> <li>▪ Work with client to define business vocabulary, decision structure and business processes</li> <li>▪ Get client's buy-in on fact model</li> <li>▪ Get approval and sign-off on the harvested business rules for each iteration</li> </ul>
<b>Business Rules Developer</b>	<ul style="list-style-type: none"> <li>▪ Offers in-depth knowledge of a specific BRMS technology</li> <li>▪ Hands-on experience with Business rule implementations</li> <li>▪ Responsible for authoring business rules and testing them</li> <li>▪ Ability to resolve coding and other integration issues</li> <li>▪ Responsible to maintain the Rule Implementation Matrix™</li> </ul>
<b>BRMS Platform Administrator</b>	<ul style="list-style-type: none"> <li>▪ Experienced with release management and related processes for the overall applications</li> <li>▪ Works with development and test teams to provide extracted ruleset/ruleApps to be deployed in various environments</li> <li>▪ Manage the integration and configuration issues related to deployment</li> </ul>

# Why Smart BRMS™?

- ❑ Keeps solution connected to the business value
- ❑ Delivers business value early and often
- ❑ Give clients control of the business rules throughout the process
- ❑ Encourages collaboration between business and IT
- ❑ Brings disciplines of enterprise software development to business rules management
- ❑ Iterative approach to build centralized repository for the whole enterprise and hosting them as decision services
- ❑ Manage business rules from a centralized web based UI at an enterprise level
- ❑ Allows multiple work streams to coordinate their work efforts
- ❑ Greater ability to respond to change
- ❑ Keeps business resources engaged and increase satisfaction



# InfoTrellis & Business Rules Solutions

## Thank you!

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