

Smart BRMS™ Methodology

Improve Business Performance
Deliver Business Rules to Business People

Smart BRMS™: from the experts in business rule analysis and implementation

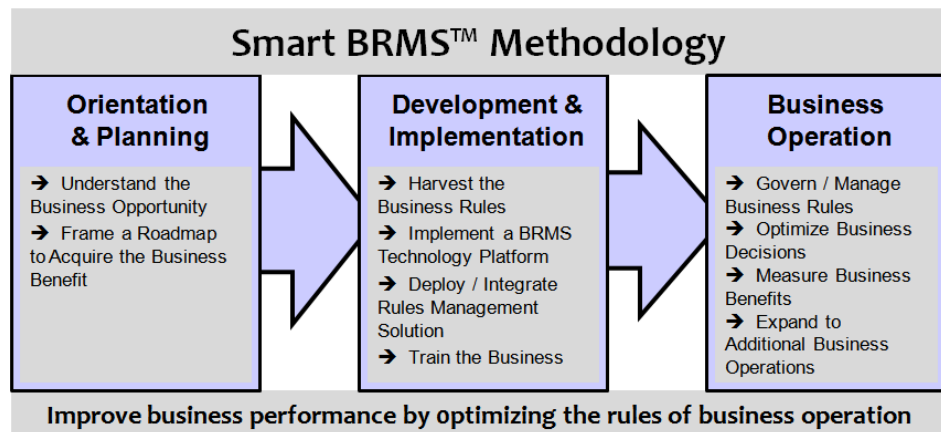
Smart BRMS™ combines best-in-class business analysis with the system design and technology implementation to define, deploy, monitor and maintain key operational decisions associated with your organizational policies. Well managed business rules turn insight into action. As the data changes the most effective business response is deployed! Smart BRMS™:

- Empowers the business with control over the rules of business operation
- Leverages the combined best-in-class business and technical expertise of Business Rules Solutions and InfoTrellis
- With a unique methodology that puts business rules in the hands of business people

Smart BRMS™ begins and ends with the business

First, understand how better decisions impact the cycle time and results of critical business operations - from product development to marketing, ordering, fulfillment, service, compliance and audit. Then harvest and deploy business rules leveraging a technology platform that gives business people direct control over the business logic and at the same time integrates with new and legacy applications. The complete Business Rules Management System is placed in the hands of the business to continue business rule optimization and extend the solution to new business operations. Implement Smart BRMS™ to:

- Control complex rulesets that require frequent changes by the business independent of IT
- Simulate changes in outcomes for testing and production scenarios
- Accelerate time to market, reduce costs, comply with regulations and audit requirements



Your Business Rules?

- **Hundreds of business rules for business processes that change frequently?**
- **Related to high value transactions and relationships?**
- **Subject to regulations and audit?**
- **Hard coded in legacy applications, database triggers, spreadsheets, point to point integration code and other hard to manage “logical locations”?**
- **Must be simulated to manage changes and evaluate outcomes?**
- **Too long and too costly to develop, publish and operationalize business changes – often requires dedicated Information Technology resources?**

Consider the experts in business rule analysis and implementation to deliver business rules to business people and improve the performance of your business! Call Robert Rich at 617-835-6516 or email robert@infotrellis.com.