

Smarter Planet
Worldwide Flexible Asset

ILOG Business Rule Management System

Q1 2010

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Introduction

WebSphere ILOG Business Rule Management System (BRMS) for large enterprises.

Which product do you promote to which customers? What type of incentive should you offer to a loyal customer? When do you accept or reject a loan application? Automated decisions like these make up the operational backbone of many organizations and can require frequent business systems updates in response to changing business policies, regulations or market forces. Yet, implementing updates can take days, weeks or months for many organizations line-of-business teams pass requirements to IT often to respond to opportunities or avoid risk.

But with WebSphere ILOG BRMS, organizations can define, monitor and maintain business policies and the operational decisions associated with those policies, such as when to reject a loan application, outside of the core application code. By externalizing these business rules from application code and process models, WebSphere ILOG BRMS enables business experts to directly make and manage the decisions that guide the behavior of critical business processes and applications without going through IT. In short, the people who are closest to the operational decisions that drive key business processes are now directly able to change them, reducing overall time-to-market and IT costs.

The Concept

The right decisions can now be made at the right time by empowering the right people. That's how it works on a smarter planet.

Imagine being able to offer the right product, price and promotion at the point of sale and dramatically increase customer acceptance response. Or being able to introduce a new insurance program based on complex sets of interrelated rules that determine eligibility and risk, and that generate premiums in days instead of months. Well, our customers can. WebSphere ILOG BRMS provides the capability to automate the right set of criteria so that the right offer, price, routing decision, acceptance, or any other key decision point can be made with confidence in real time.

Because WebSphere ILOG BRMS comes with an intuitive, wizard-driven Web environment intended for business users, IT staff is not required to make changes to business rules. The result: faster time to market. Business experts can quickly and easily define business rules using terminology specific to their industry and operations. Business

users are also able to directly test decision changes for correctness and they can perform simulations against desired business outcomes ensuring confidence that changes will meet requirements and objectives.

One additional benefit of the BRMS approach is the ability to easily make changes that affect multiple, disparate systems. Because decision logic is extracted from applications and processes (and replaced with a request to the BRMS rule engine), rules are managed in one central location and changes are immediately available upon deployment into production. In other words, the best decision can be automated consistently and swiftly across multiple channels in response to changing regulatory or market conditions.

Chapter 1

Creative Components

Illustration Guide

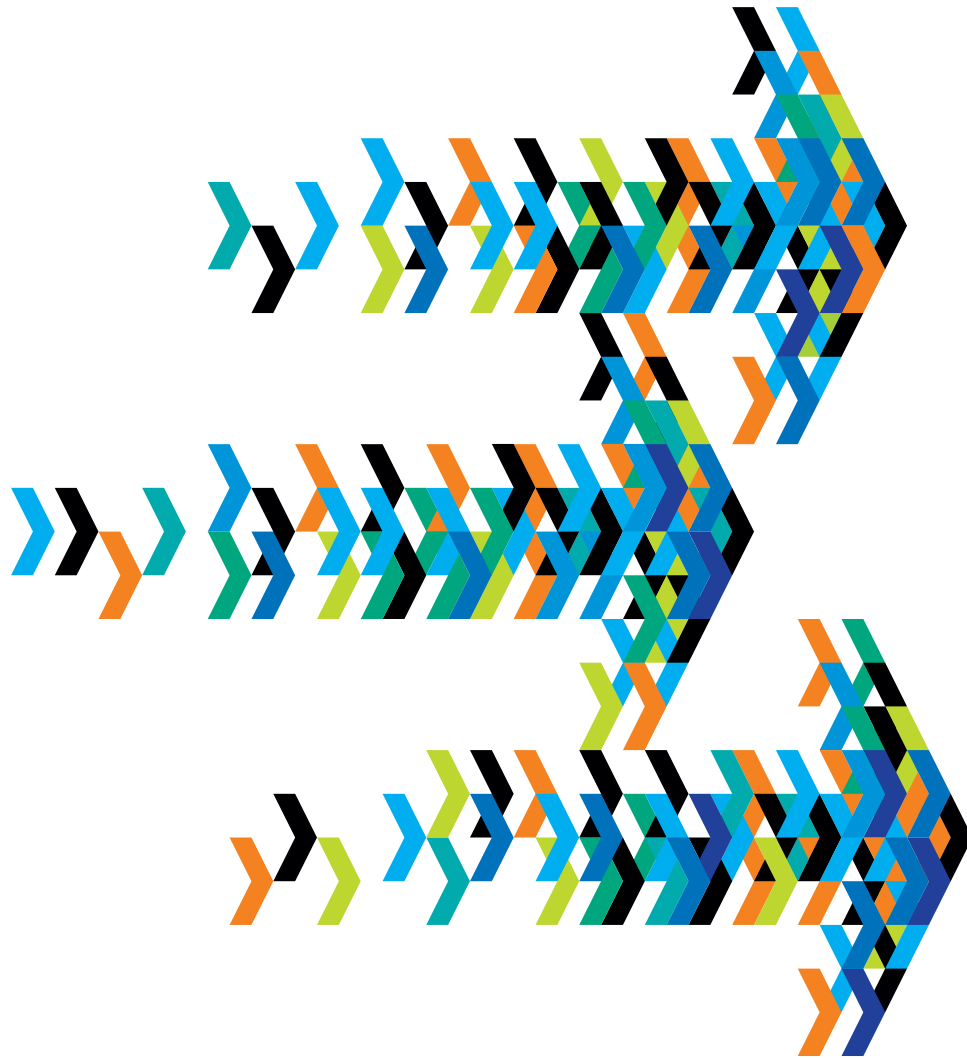


Image Rationale

This illustration is intended to reinforce the notion that by empowering the business side to execute its own decisions, they can get to market 3 times faster. Three graphic arrows pointing forward (or trending up) represents 3 times. Faster.

Headlines

Smarter business for a Smarter Planet:

EYEBROW LINE: This line should accompany every headline.

A smarter business needs smarter thinking.

Let's build a smarter planet.

SIGNOFF LINE: This line should be placed on every tactic.

On a smarter planet, as soon as you can think it, you can do it.

HEADLINE RATIONALE: This line speaks directly to the fact that LOB managers are now empowered to execute their own decisions instantly without the help of IT.

On a smarter planet, decisions are implemented in days rather than months.

HEADLINE RATIONALE: The core benefit: no more waiting for business rule changes to be executed. It's now easier for LOB to exploit opportunities in the marketplace.

On a smarter planet, change won't disrupt your business.

HEADLINE RATIONALE: Because it's easy to revise business rules, business opportunities won't be squandered. Progress won't be impeded.

Copy

Introduction:

The WebSphere ILOG Business Rule Management System (BRMS) is a powerful software solution for cutting costs, generating incremental revenue and reducing risk by improving the timing and quality of your most important operational decisions, such as eligibility determination, fraud assessment, credit approval, pricing, cross-sell/up-sell promotions – or any key decision points that drive the behavior of mission-critical business processes and applications. It allows business managers to define, monitor and manage decision changes without going through IT.

Longer Version:

In today's dynamic business environment, organizations need to make smarter decisions faster—such as what product, price or promotion to offer a customer at the point of sale.

The WebSphere ILOG Business Rule Management System (BRMS) enables organizations to automate highly variable operational decisions within the context of specific transactions, processes, policies or regulatory requirements for better business results. Changes to decisions can be made in days vs. months by enabling business users to make and test changes directly without going through IT for faster time to market, reduced IT maintenance cost and worry-free compliance.

Copy

Optional Bullets:

Here's how it benefits both LOB and IT:

- Faster time-to-market. Automated, operational decisions can be implemented in days vs. months by allowing LOB users to easily make decision changes themselves. Potential for three-times faster time-to-market for new product introductions and forty percent application maintenance cost reduction.
- Increased process efficiency. By automating decision points that drive key business processes, you can reduce the time and cost required to develop and maintain processes affected by frequent change. BRMS also enables decision reuse across multiple processes.
- Better decision visibility and control. Business users can author and audit decision changes with appropriate IT governance and controls for improved compliance.
- Smarter decision outcomes. Decision changes can be tested for accuracy and simulated for business impact to verify that business decisions deliver intended results.

Additional benefits for IT departments include increased flexibility of their enterprise architecture and reduced time and costs for system maintenance. Simply put, on a smarter planet the right decisions can be made at the right time by empowering the right people-business and IT.

Copy

Postcard Version

Introduction:

Improve the timing and quality of your most important operational decisions with the WebSphere ILOG Business Rule Management System (BRMS) –a powerful software solution that enables business managers (LOB) -to define, monitor and manage decision changes without going through IT.

Optional Bullets:

Here's how it benefits both LOB and IT:

- Faster time-to-market. Enables business users to enact decision changes with appropriate IT governance and controls; decision changes can be implemented in days vs. months.
- Improved process efficiency. Streamline business processes to eliminate redundancy or costly exceptions. Increase straight-through processing. Decision points in processes can be updated without requiring the process to be redeployed.
- Visibility and control. Enables visibility and understanding of where decision logic is used and how it drives business systems.
- Smarter outcomes. Precise, highly variable decisions can be automated within the context of specific transactions, processes, policies and regulatory requirements improve business performance.

Additional benefits for IT departments include increased architecture flexibility with reduced time and costs for system maintenance. Simply put, on a smarter planet the right decisions can be made at the right time by empowering the right people.

Call-to-Action & URL

LOB

Get the Whitepaper: Agile Decision Services: How IBM ILOG's Business Rule Management System Helps Organizations Deliver Fast Time to Value for Business and IT.

url: <ftp://ftp.software.ibm.com/common/ssi/sa/wh/n/wsw14058usen/WSW14058USEN.PDF>

Read the Whitepaper: Bringing New Agility to the Point of Contact.

url: ftp://public.dhe.ibm.com/software/websphere/ilog/pdf/BringingNewAgility_Interactive.pdf

Read the Whitepaper: Why Business Rules? A Case for Business Consumers of Information Technology.

url: http://www.ibm.com/common/ssi/fcgi-bin/ssialias?infotype=SA&subtype=WH&appname=SWG_E_WS_WS_USEN&htmlfid=WSW14061USEN&attachment=WSW14061USEN.PDF

Get the Executive Brief: Five Ways to Fast ROI with BRMS.

url: <ftp://ftp.software.ibm.com/common/ssi/pm/sp/n/ims14104usen/IMS14104USEN.PDF>

Call-to-Action & URL

IT Manager Touch 1

Get the Whitepaper: IBM WebSphere ILOG Business Rule Management System - The Case for Architects and Developers.

url: <ftp://ftp.software.ibm.com/common/ssi/sa/wh/n/wsw14091usen/WSW14091USEN.PDF>

Get the Whitepaper: Enrich the Decisioning of Your Cobol Applications.

url: <ftp://ftp.software.ibm.com/common/ssi/sa/wh/n/wsw14067usen/WSW14067USEN.PDF>

Touch 2

Schedule a live, custom demo today online or face-to-face.

url: https://www14.software.ibm.com/webapp/iwm/web/signup.do?lang=en_US&source=swg-ilog&S_PKG=livebrmsdemo&S_TACT=109F555W&cm_sp=MTE10130

Chapter 2

Layout Examples

Direct Mail Example

The layout example below is meant to illustrate how a sample headline may be used in a DM tactic.

Bi-fold cover



Inside

Smarter Business for a Smarter Planet

On a smarter planet, as soon as you can think it, you can do it.

Improve the timing and quality of your most important operational decisions with the WebSphere ILOG Business Rule Management System (BRMS) – a powerful software solution that enables business managers (LOB) -to define, monitor and manage decision changes without going through IT.


Here's how it benefits both LOB and IT:

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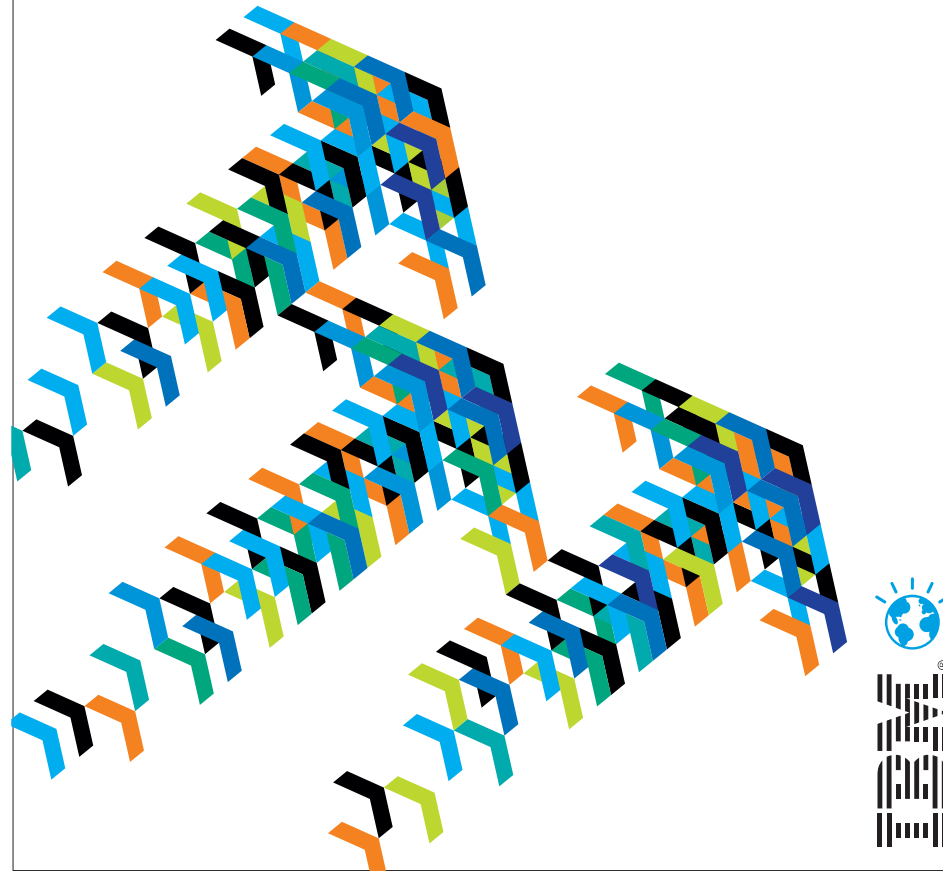
Additional benefits for IT departments include increased architecture flexibility with reduced time and costs for system maintenance. Simply put, on a smarter planet the right decisions can be made at the right time by empowering the right people.

A smarter business needs smarter thinking. Let's build a smarter planet.

[Get the ILOG Executive Brief: Five ways to Fast ROI with BRMS](#)



**Get your products to
market 3 times faster.**



Smarter Business for a Smarter Planet

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Get the ILOG Executive Brief: Five ways to Fast ROI with BRMS



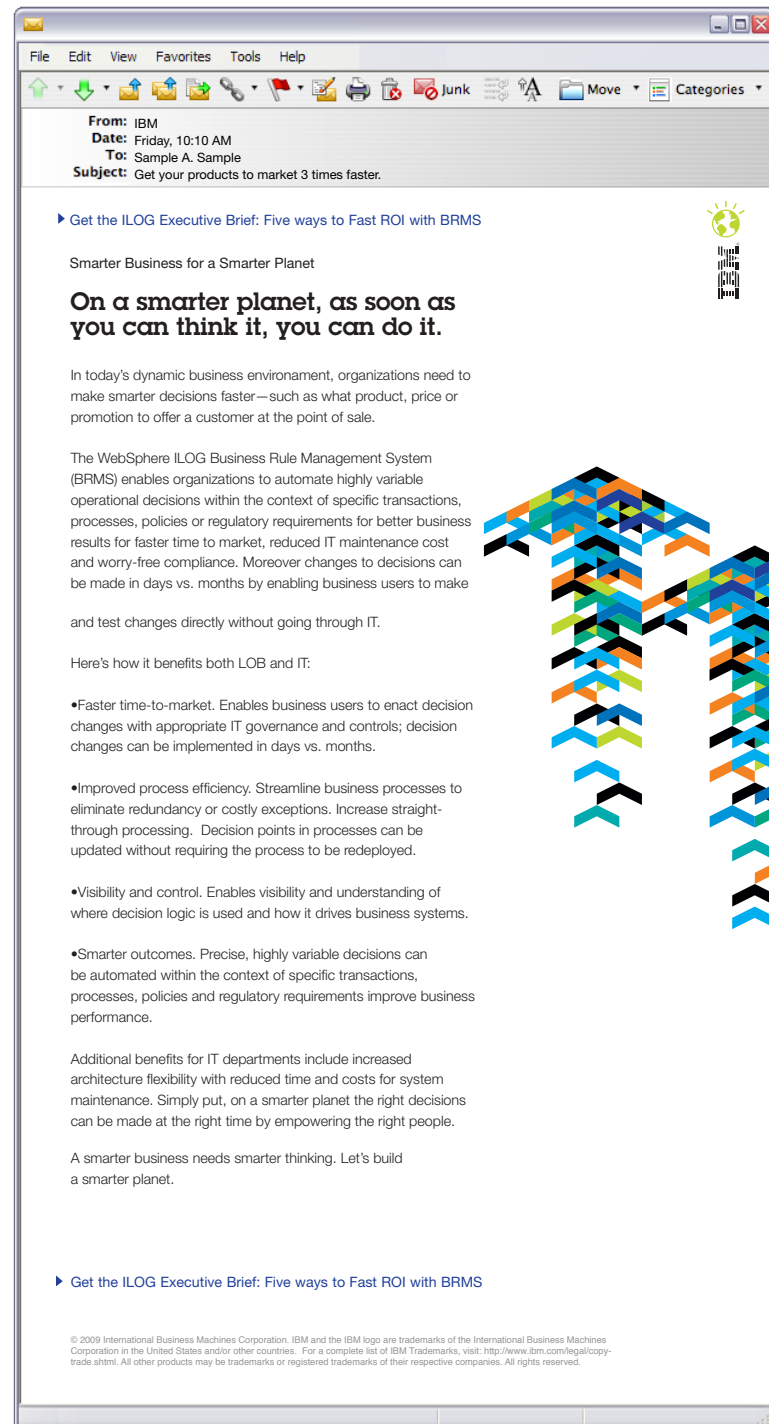
777 E. Wisconsin Ave.
31st Floor
Milwaukee, WI 53202

FIRST-CLASS
MAIL
US POSTAGE
PAID
XXXXXX

Customer Name
Customer Company
9999 Any Street
Anytown, State 00000-0000

E-mail Example

The layout example below is meant to illustrate how a sample message may be used in an e-mail template or similar tactic.



Legal copy

Sample legal copy:

Please note: Legal should be adjusted for local markets.

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