IBM Operational Decision Management Video
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As Produced Transcript

The patterns of work are changing and changing technologies have to be brought to bear as a result of that. We need to evolve into something that is making the complexity of our world a little bit easier and controllable to manage.

Certainly the complexity and volatility of business today is a symptom of the fact that we are applying inconsistent rules and inconsistent decision-making in our processes today.

IBM's Operational Decision Management platform is about being able to govern those decisions in a scalable systematic way, in a knowledgeable way so that we can make sure that in a given context the correct decision is being made.

IT and business alignment is only going to get more collaborative and so the people operating at the edge of the business, it just makes sense to have them more involved.

This notion of giving business people the confidence to make changes is really new. And it is a fundamental part of our new decision center, which we are releasing with IBM's Operational Decision Management platform.

Using these tools regular business people can actually document and implement operational business rules to a degree that they have never been able to do before.

With our new decision center we are the first and we are the only operational decision management platform that actually allows you to govern the implementation of these decisions in an enterprise class, enterprise scalable way, for very complex global organizations.

Operational decision management is first and foremost built upon the power of a Rules System. Of course, our Rules system, The ILOG Rules System, allows us to execute and define and scale rules at a level that is unprecedented across the industry.

It's not enough to simply apply rules to data. You need to understand the context in which decisions are made and you need to be able to manage the rules and those contexts in increasingly integrated ways.

And so with this new platform we actually have combined very powerful complex event processing capabilities so that we can listen for the events that are flowing through your business, and we can consider those almost as intelligent triggers for when decisions should be made or again, could be made.

The applicability of this to your industry whatever industry you are in is pervasive because fundamentally what we do as people in business is make decisions and then act. IBM's Operational Decision Management platform is our first major step into the redefinition of decisioning technology