

Welcome to today's BRMS for Smart SOA Webinar

Drive Down Costs While Delivering a Smart Multi-Channel Strategy With BRMS

*May 28, 2009
10 a.m. Pacific / 1 p.m. Eastern*

Today's presentation will begin at the top of the hour.
Thank you for attending!

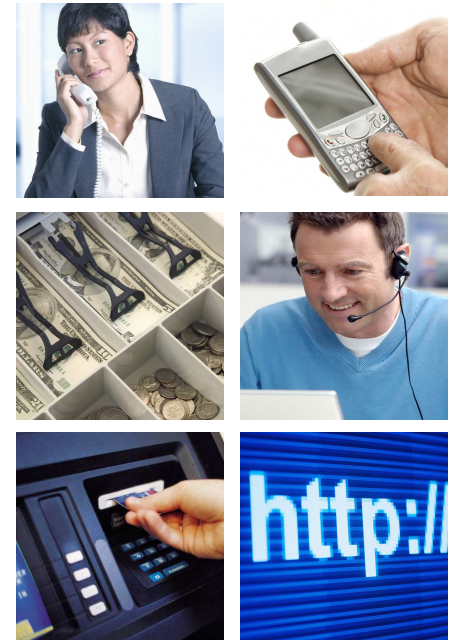
Chris Berg
Product Manager, ILOG BRMS

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Director of Product Marketing, ILOG BRMS

- Presentation (45 minutes)
- Q&A
 - Submit a question at any time during the presentation
 - Click 'Q&A' from the panel on the bottom right side of your screen
 - Type a question and click Send
- Link to recorded presentation and slides will be e-mailed to all attendees
- If you have any technical problems during the broadcast, for help call 1.866.779.3239

The multi-channel issue at “Bank X”:

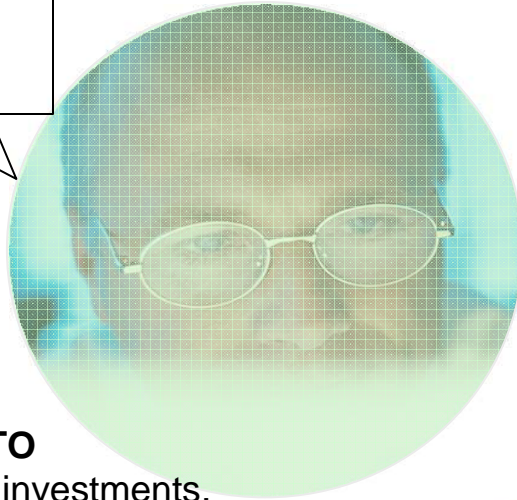
- Complex mix of technologies, applications and platforms across the bank’s different channels/systems
 - Branches and ATMs
 - Call Center
 - Automated voice-response (telephone)
 - Online (traditional web + mobile device)
 - Back office
- SOA focus was on integration
- Despite progress, business units not satisfied due to difficulty in aligning their objectives with those of IT



SOA Infancy – the Problem of Conflicting Needs



I need to position us for the future with minimal cost and impact



CTO

Making SOA investments.
Looking for reuse.
Looking for value and delivery.

Teams need the freedom to meet requirements as needed.



Architect

Independent service life-cycle.
Independent contracts.
Independent teams.

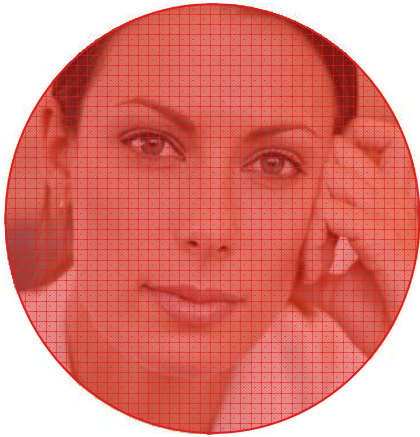
Marketing
Coherent campaigns
Sensitivity to channel
Timing



We need to touch our customers in meaningful ways that does not disrupt the channel



1. What network topology, security, servers, service end-points and legacy COBOL applications support the on-line banking system?
2. What are the release dates for each set of services managed by a team?
3. How are SLA's enforced and monitored?
4. Which service end-points support simultaneous versions?
5. How are the business stakeholders going to validate release content going forward?
6. Who will train data-center staff on the new service deployment processes?
7. How will business stakeholders communicate with the teams involved and validate requirements?



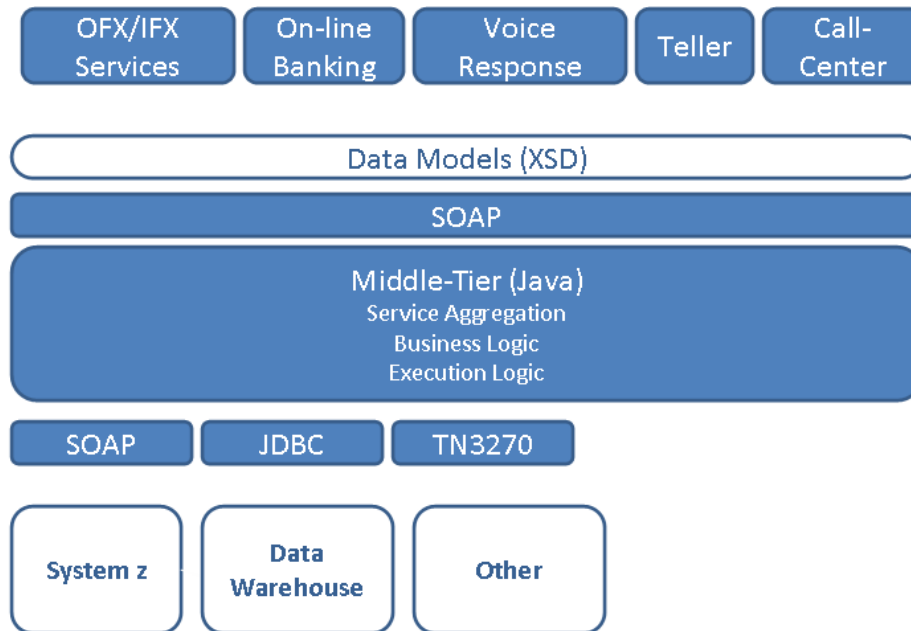
1. All business requirement changes tied to the software development life-cycle (SDLC) across multiple teams.
 - ➔ Changes taking up to six months and missing features take more than a year to implement.
2. The marketing team simply does not have the staffing to interface with all of the teams involved.
 - ➔ Overwhelmed by the complexity and moving parts.
 - ➔ Mktg simply wants to manage their campaigns and business content without being exposed to the implementation details.
3. Changes to campaign and business content need to be defined and put into production in weeks—not twice a year.



Services are duplicating a lot of common features:

1. Data validation for the service.
2. Eligibility for a specific transaction.
3. Data transformation for downstream services and service responses.
4. Business logic for event processing.
5. Flow logic that determines the execution path of the service based on data that is presented.
6. Exception processing

- Early decisions that bite



- Pressure points

- Multiple platforms
- Middleware
- Multi end-point aggregation
- Multiple protocols
- No clear patterns of reuse
- Lack of consistency, transparency and governance

Solution – Better SOA with BRMS

```
if
  all of the following conditions are true :
    - the age of the driver is between 18 and 21
    - the number of accidents the driver has been involved is at least 1
    - the number of traffic tickets the driver has received is at least 1
then
  add a $ 8 surcharge to 'Auto Quote Response' , reason: "Young driver surcharge"
```

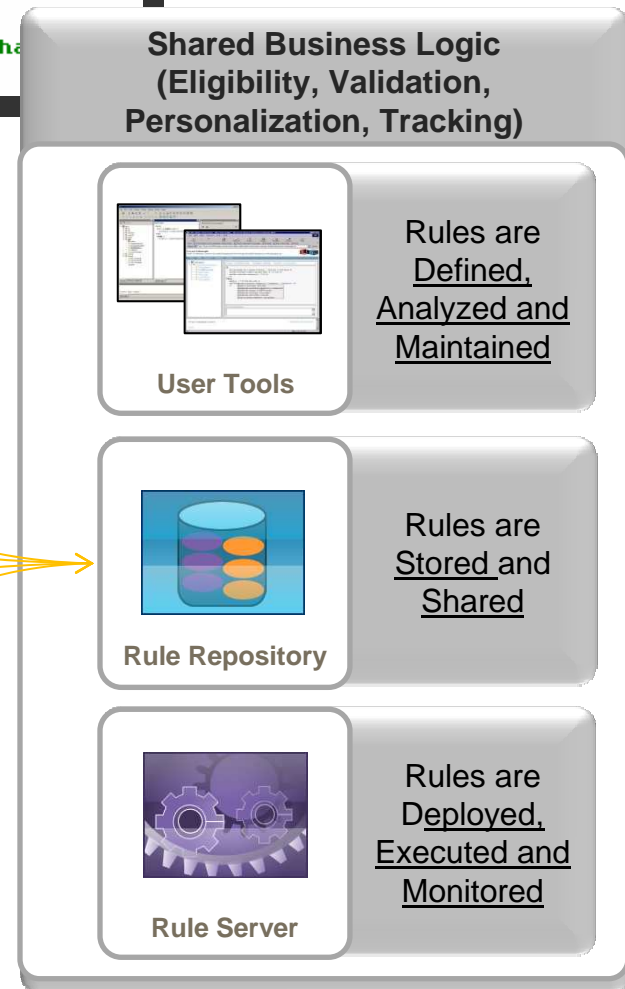
On-Line
Banking

OFX/IFX

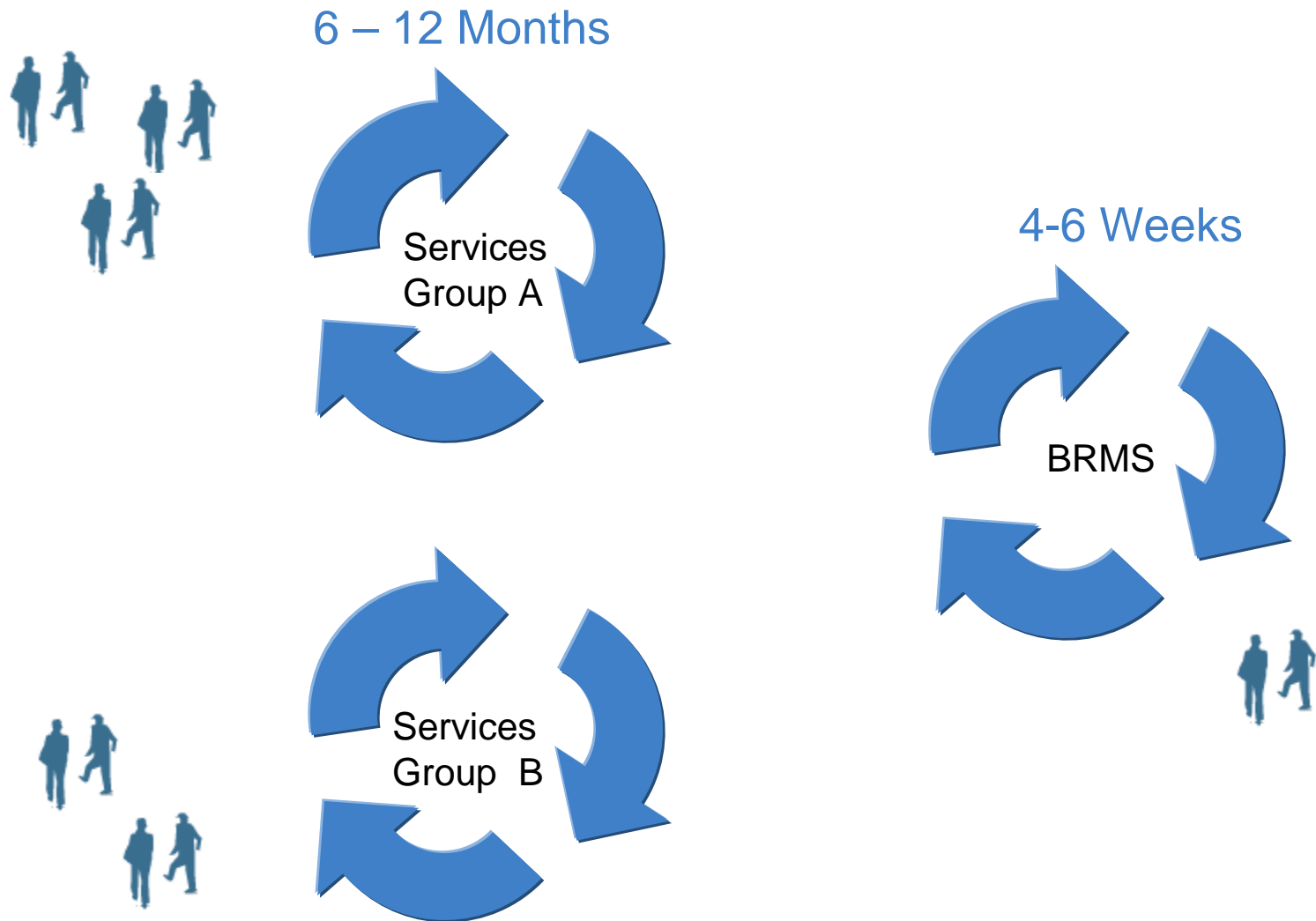
Teller

VRU

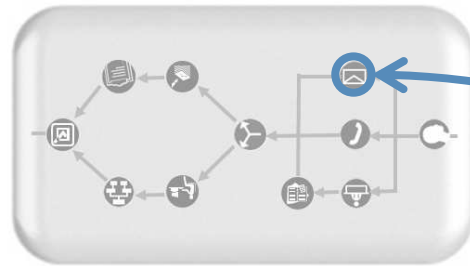
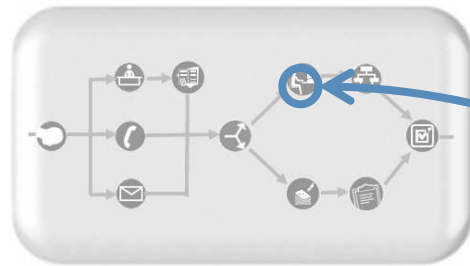
Call-center



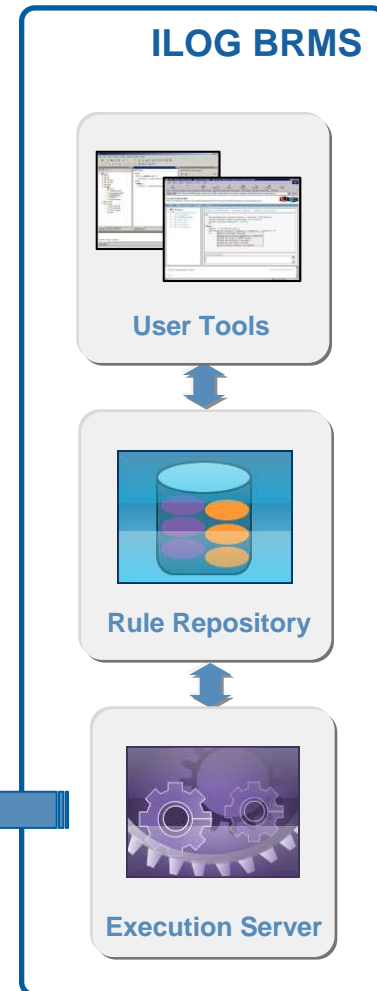
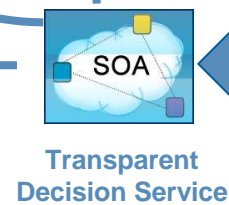
Solution – Separate Life-cycles



Growth Model into Orchestrated SOA



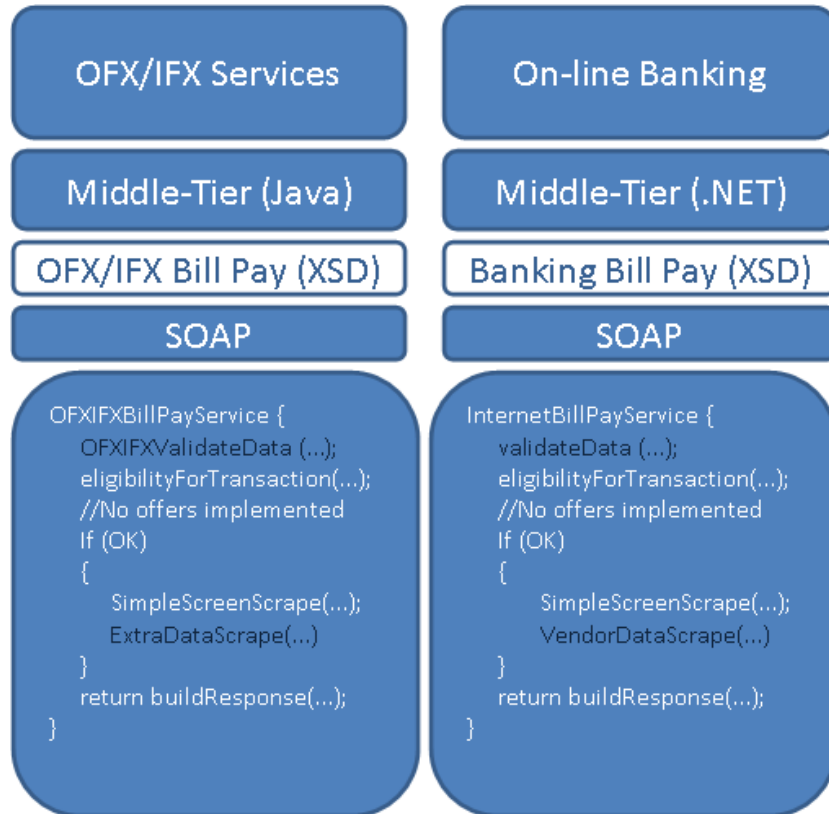
Orchestrated SOA with BPM



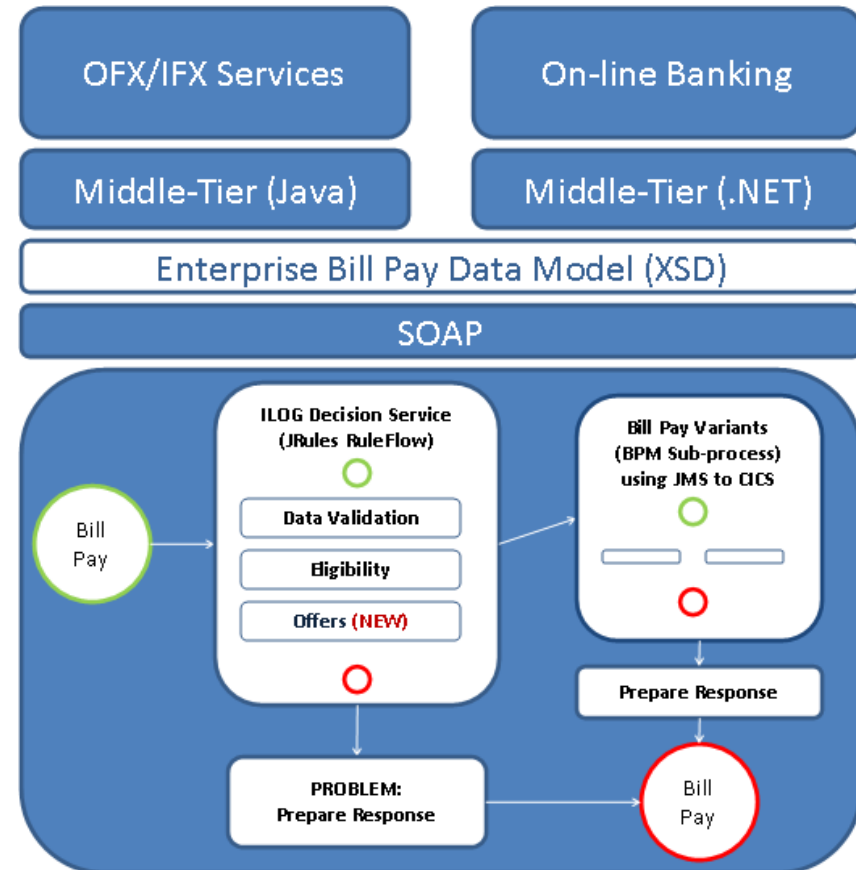
Business Decisions

Compare the Architectures

Before

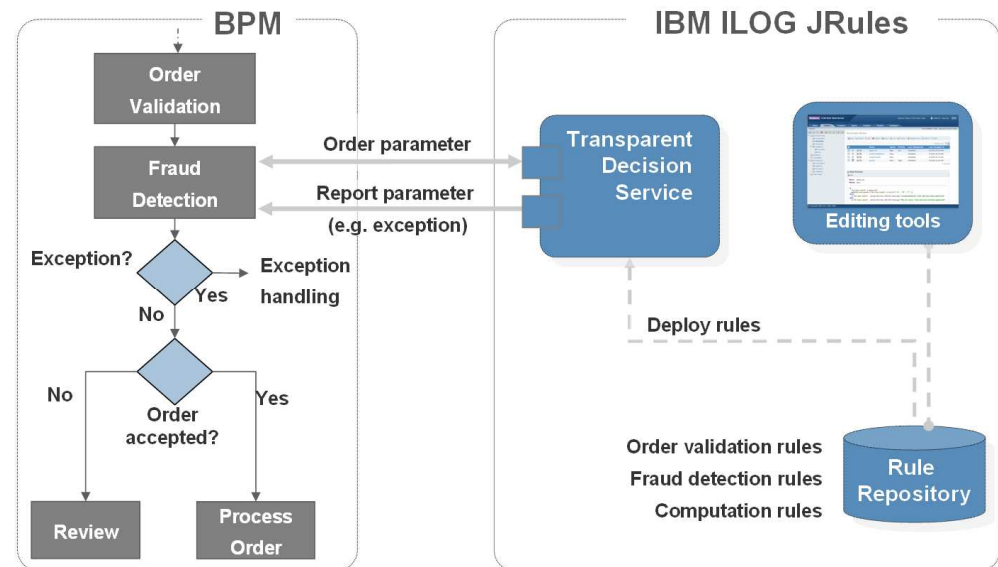


After

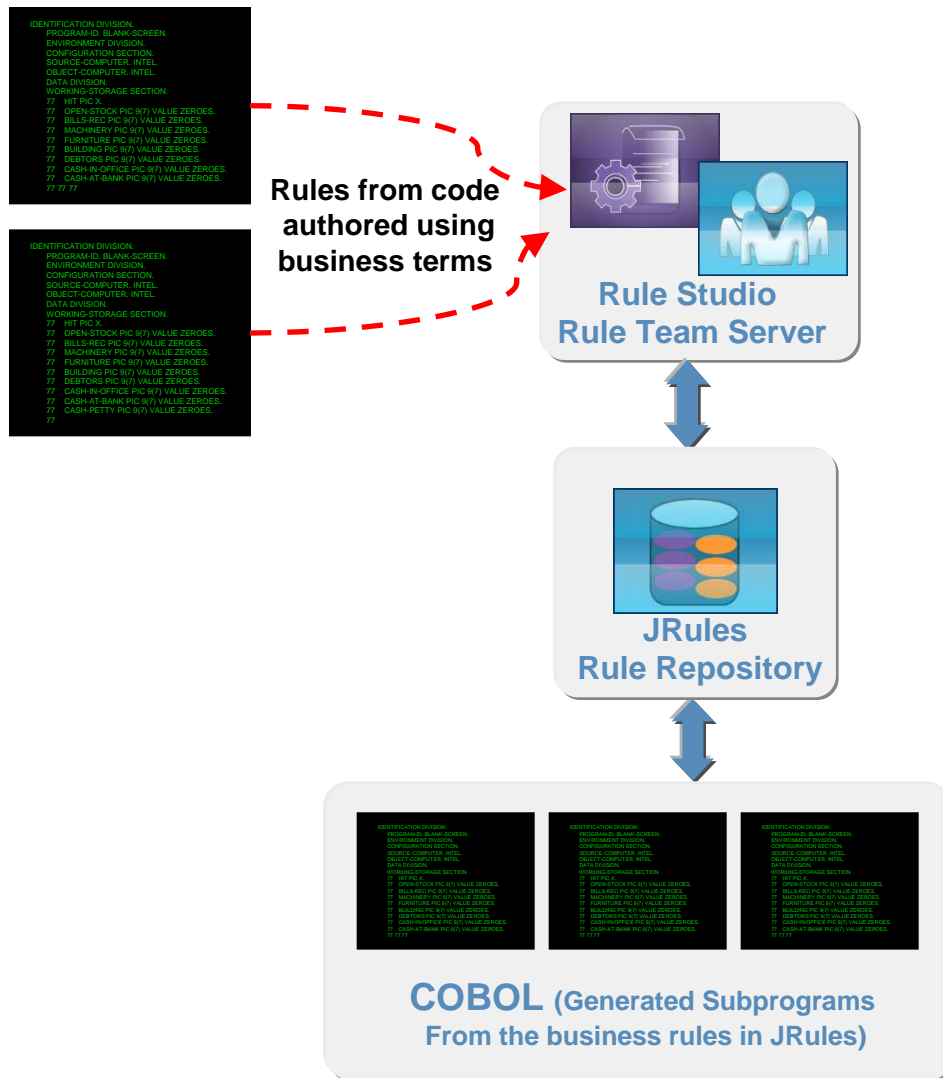


Smart SOA

- Greater reuse within service implementations
- Greater reuse for service variants as in the case of WebSphere Fabric
- Easy path to SOA maturity by building on top of an existing BRMS investment
 - N-Tier, Service frameworks and BRMS easily migrate into use of ESB and BPM
 - BRMS remains a consistent aspect of a maturing SOA architecture
- Out-of-the-box service implementation



Extending Rule Mgmt to Legacy Apps.



Rules now:

- Managed in ILOG BRMS
 - Expressed and documented in business terms
 - Versioned
 - Able to change when the business needs it
 - Can be managed with collaborative web tools
- Can be reused across applications
- Yet, run natively in the COBOL code

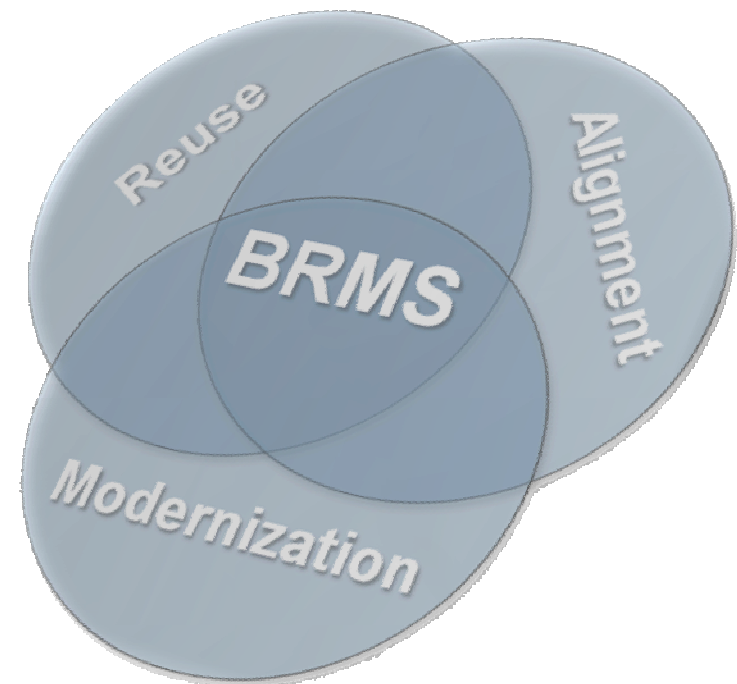
IBM WebSphere ILOG BRMS – the premier technology for creating, maintaining and implementing smart decision services...

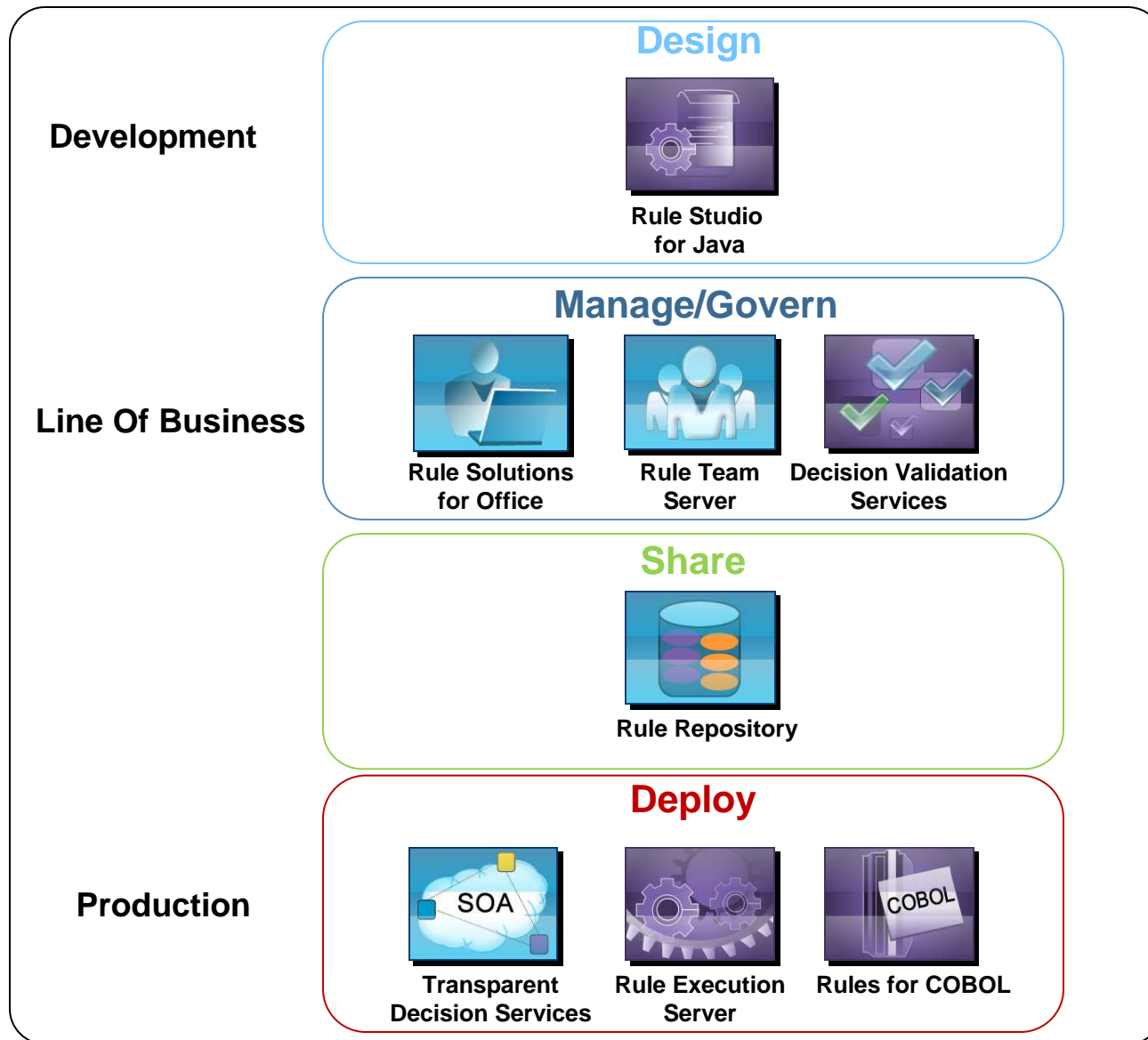
- Provides a convenient communication channel between IT and business teams
- Allows for easy implementation and reuse of business rules across the enterprise
- Offers flexible options for progressive IT modernization

Ready for

IBM | SOA

Specialty





Rule Mgmt/Governance

- Focus of new capabilities for v7.0
- Better information and control for business users
- Improved business-IT alignment
- Reduced time, effort and cost to implement smart decision services

Rule Management for Business Users

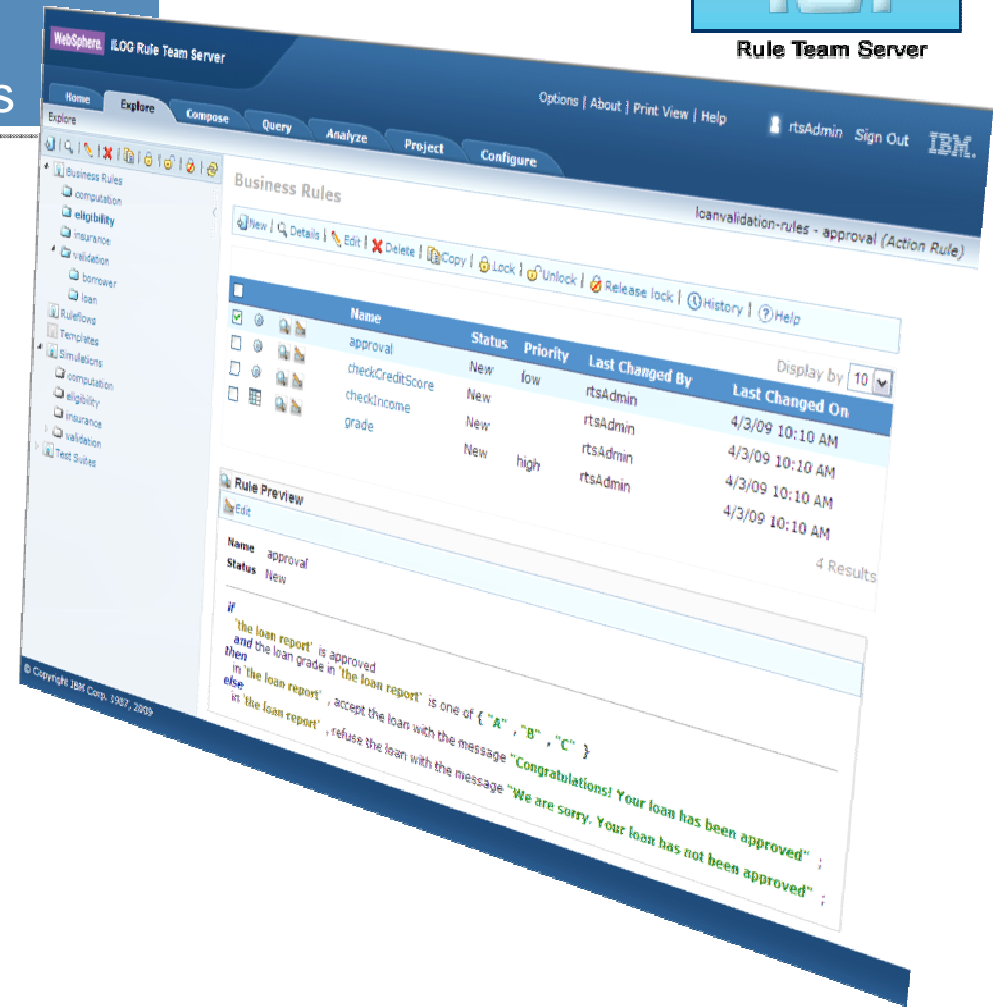


Rule Team Server

- Web-based collaborative environment
- Easy-to-Use, Easy-To-Learn
- Powerful Governance Capabilities

New in Version 7.0

- Integrated rule testing and simulation (*Decision Validation Services*)
- Integration with Microsoft Office Word and Excel for guided, offline rule editing (*Rule Solutions for Office*)
- Ability to manage rule projects for both *JRules* and *Rules for .NET*
- Improved rule analysis and reporting



Guided Rule Editing in Microsoft Office



Rule Solutions for Office

- Extends rule maintenance across the organization
- “Ruledocs” have full understanding of object model and rule syntax
- Integrated with Rule Team Server

Grade	Amount of loan (Min)	Amount of loan (Max)	Insurance required	Insurance rate
A	100000	300000	True	0.005
B	50000	150000	True	0.005
C	20000	60000	True	0.005

Rule 17
if all of the following conditions are true:
- the loan grade in 'the loan report' is not empty
- all of the following conditions are true:
- the loan grade in 'the loan report' is 'C'
- the amount of the loan is at least 100000 and less than 300000...
then
set the insurance rate in 'the loan report' to 0.005;

MS Office Excel

Business Rule
if the loan report is not empty then
in the loan report, reject the data with the message "The borrower's name is empty";
else
if the borrower's income is at least 0.17 * the yearly income of the borrower;
then
in the loan report, reject the loan with the message "Too big (Debt) income ratio."
else
in the loan report, reject the loan with the message "Too big (Debt) income ratio."
endif
endif

RuleDoc Outline
initialCorporateScore
checkName
checkIncome
checkZipCode
checkSSNareaNumber

Rule Properties
Authoring
Categories: Any
Creation Date
Documentation
Last Modification
Last Modification Location: english (United States)

Problem List
The place holder '<a number>' is not...
The place holder '<item>' is not filled

MS Office Word

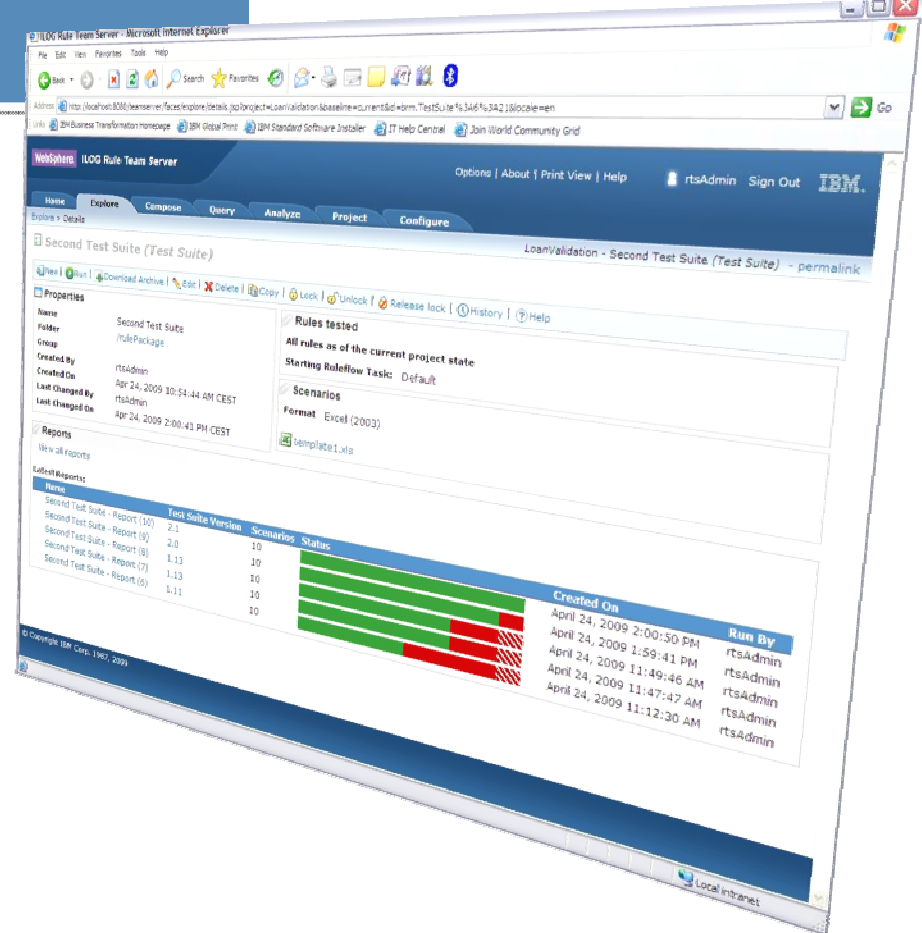
- Meets the needs of business and IT
- Test rules before deploying
- Assess business impact of changes



Decision Validation Services

New in Version 7.0 (JRules)

- Work directly within Rule Team Server
- Ability to use Microsoft Excel for data input
- Configuration/customization wizards and editors in Rule Studio reduce development time and effort






The screenshot displays the ILOG Rule Team Server web interface. The main content area shows details for a 'Second Test Suite (Test Suite)'. Below this, there is a 'Reports' section with a table of test results.

Item	Test Suite Version	Scenarios	Status	Created On	Run By
Second Test Suite - Report (10)	2.1	10		April 24, 2009 2:00:50 PM	rtsAdmin
Second Test Suite - Report (9)	2.0	10		April 24, 2009 1:59:41 PM	rtsAdmin
Second Test Suite - Report (8)	1.13	10		April 24, 2009 11:49:46 AM	rtsAdmin
Second Test Suite - Report (7)	1.13	10		April 24, 2009 11:47:47 AM	rtsAdmin
Second Test Suite - Report (6)	1.11	10		April 24, 2009 11:12:30 AM	rtsAdmin

ILOG BRMS SOA References



Customer	Application	Pains	SOA Solution	Results
	Underwriting + pricing	<ul style="list-style-type: none"> • Policy based on underwriter judgment • Regulatory and compliance complexity • Dispersed policies 	<ul style="list-style-type: none"> • Underwriting and pricing decision service 	<ul style="list-style-type: none"> • 75% of submissions handled with Straight Through Processing • Fast and regular deployment cycles
	Enhanced Search – online system for timeshare property customers	<ul style="list-style-type: none"> • High cost for servicing customer exchange requests • Customer demand for online exchange system 	<ul style="list-style-type: none"> • Rules-driven online system, with ability to handle multi-dimensional exchange parameters 	<ul style="list-style-type: none"> • Changes can be implemented in the online system within days vs. months in legacy call center application • Dramatic reduction in mainframe utilization through web-channel shift
	Credit decisioning	<ul style="list-style-type: none"> • Several banking platform across all banks of the group 	<ul style="list-style-type: none"> • Integration of ILOG JRules in their SOA infrastructure 	<ul style="list-style-type: none"> • Adaptability of platform across all banks to changes in regulations and market conditions • Reusability of rule-based decision services

Watch ILOG customers discussing BRMS and SOA at: <http://docs.ilog.com/dialogvideo/?cat=3&vid=2009>



- Implementing change in a way that is easy, safe and predictable



- Reducing the time and cost required to develop and maintain operational systems that are affected by change



- Providing a way for IT and Business functions to work collaboratively on defining, managing and reusing the decision logic that drives operational systems



- Increasing the visibility of how systems use and are affected by decision logic

Question and Answer

- Click 'Q&A' from the panel on the bottom right side of your screen
- Type a question and click Send

Resources

- www.ilog.com/brms
BRMS Resource Center -- explore, learn, try
- <http://blogs.ilog.com>
Latest on all ILOG products, technology, methodology, and events
- <http://brmsforsmartsoa.com/>
Learn how to put business smarts into business services with IBM WebSphere ILOG JRules 7