Powering Dynamic Processes with ILOG BRMS

ILOG BRMS Briefing

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Agenda

- The Path to Dynamic BPM
- Understanding BRMS
- How BRMS Complements BPM
- ILOG BRMS and IBM

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Are Your Business Systems "Dynamic"?

Etymology

From French **dynamique** < Ancient Greek **δυναμικός** (dunamikos) "powerful" < **δύναμις** (dunamis) "power"

Pronunciation

- IPA: /daɪ'næmɪk/
- Audio (US)[help, file]

Adjective

dynamic (*comparative* **more dynamic**, *superlative* **most dynamic**)

1. Changeable; active; in motion.
   *The environment is **dynamic**, changing with the years and the seasons.*
   *He was a **dynamic** and engaging speaker.*
2. Powerful
3. Able to change and to adapt (*also in computing*)
4. (*music*) Having to do with the volume of sound.
   *The **dynamic** marking in bar 40 is forte.*

Synonyms

- (*changeable, active*): active, fluid, moving
- (*powerful*): energetic, powerful

Antonyms

- static

Source: http://en.wiktionary.org/wiki/dynamic

http://www.dynamicarchitecture.net

CEOs Worry About Change

83%

Expect substantial or very substantial change

The change gap

Triples

98%

Plan business model changes

Source: IBM Global CEO Study 2008

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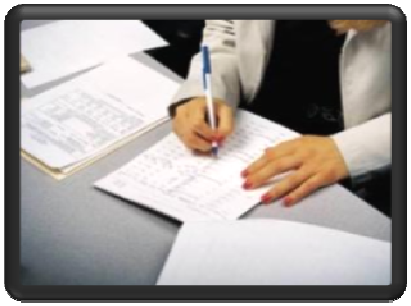
The Effects of Ongoing Change

- Reduces organizational agility
  - Difficulties in responding to evolving business conditions



- Reduces employee productivity
  - Manual intervention required to deal with complexities of operations

- Increases load on IT
  - Keeping applications/systems updated & current across the enterprise consumes time and resources

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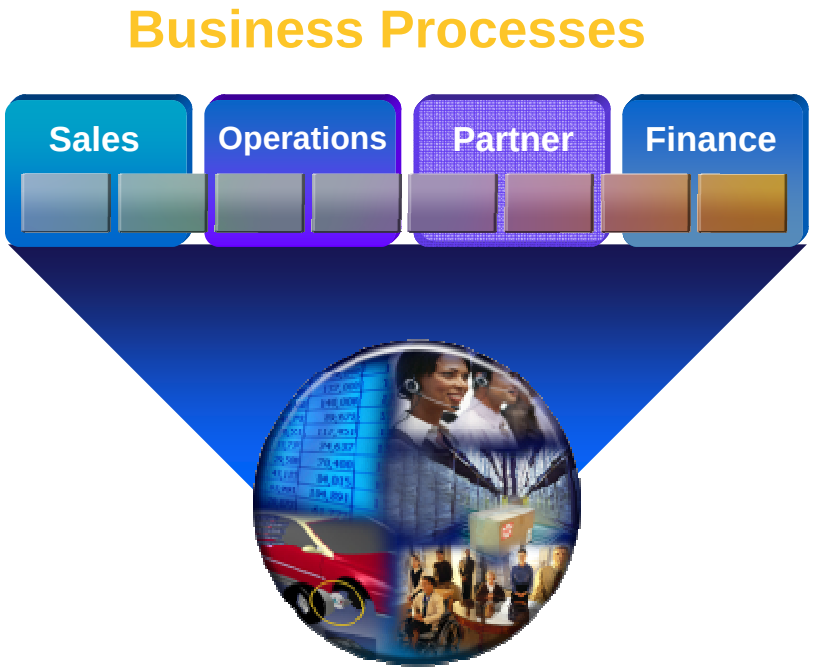
What is Business Process Management?

BPM is a discipline consisting of software and expertise to improve the performance, visibility, and agility of business processes

How does it work?

BPM improves processes that span IT systems, people and information by:

- Providing tools for modeling and implementing end-to-end processes
- Orchestrating and automating process activities across functional boundaries
- Integrating disparate systems and data/information sources
- Providing real-time visibility and actionable insights to enable continuous process improvement



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Enabling Dynamic BPM

Agility Enablers:

IBM Brings a Number of Agility Enablers to Increase the Flexibility and Responsiveness of its BPM Suite

Business Rules Management

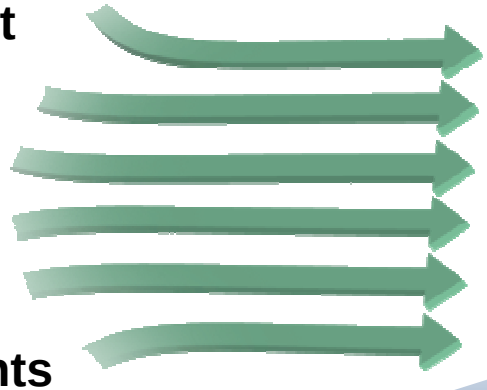
Active Content

Policy Management

Service Selection

Business Events Management

Analytics



Powered by Smart SOA™

Foundational | **Extend End-to-End** | **Transform** | **Adapt Dynamically**

Basic — Advanced

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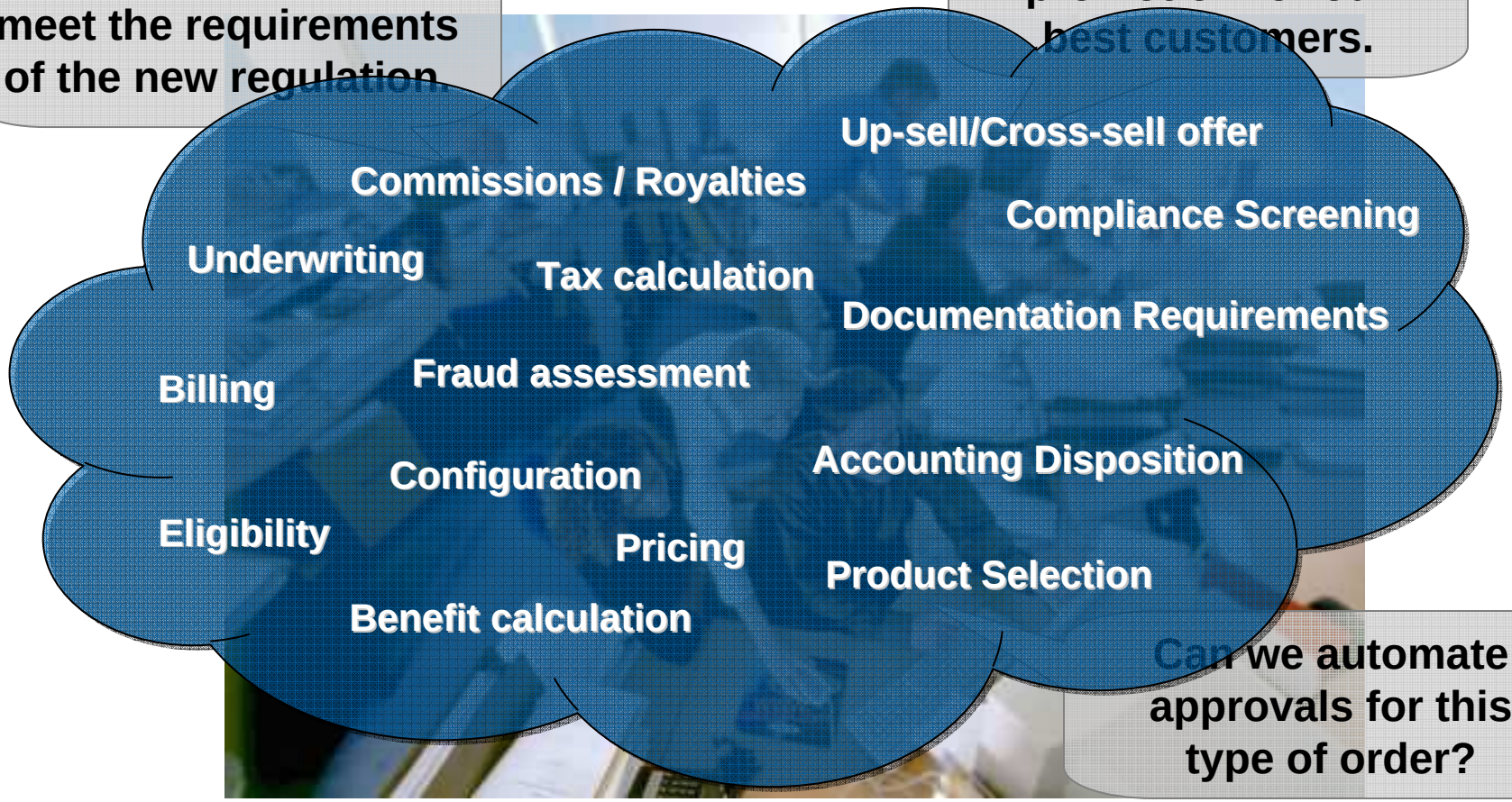
Understanding BRMS

Business Decisions are Everywhere…

We need to add an eligibility check to meet the requirements of the new regulation

Let's create a special promotion for our best customers.



Can we automate approvals for this type of order?

And Changing Frequently

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Easy, Fast, Reliable Change with BRMS

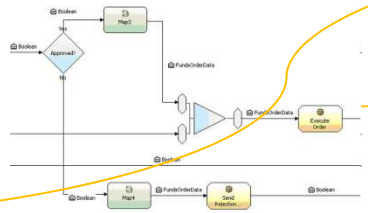
- Eliminate decision silos
- Make decision logic accessible to Business and IT
- Reduce maintenance time/cost
- Increase decision automation
- Implement fine-grained, context-specific logic

Where Business Rules Typically Exist

Applications

Documents

People



Processes

Business Rule Management System

User Tools

Rules are Defined, Analyzed and Maintained

Rules + Metadata

Rule Repository

Rules are Stored and Shared

Rule Server

Rules are Deployed, Executed and Monitored

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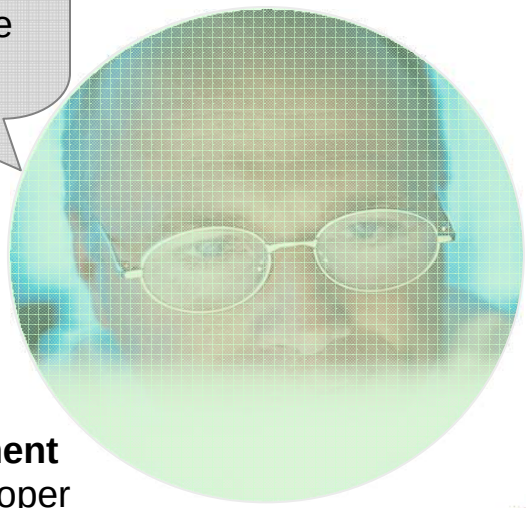
Varying Needs Across the Organization

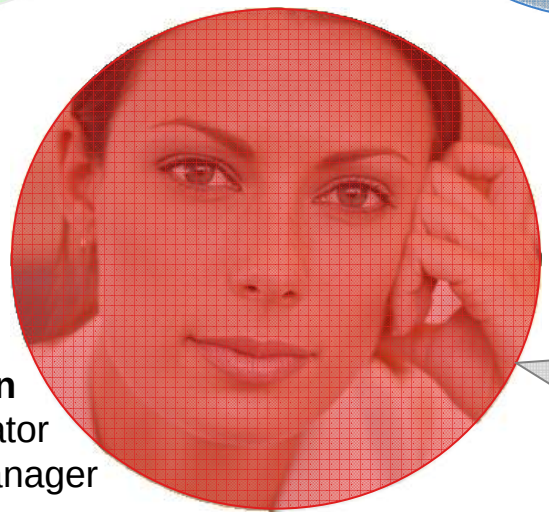
I need a comprehensive rules development and maintenance environment



Development
Rule Developer
Rule Modeler
Business Analyst

I need easy, efficient and reliable policy change delivery

Line of Business
Business Partner
Policy Manager
Line of Business Manager



Production
IT Administrator
System/Ops Manager

I need performance, scalability, monitoring and reliability of operations

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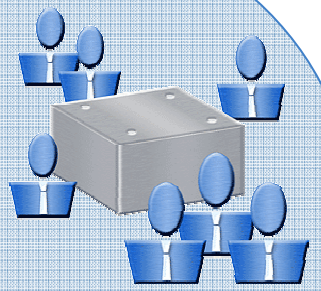
Comprehensive Environments for Every User

IBM ILOG JRules

Rule Studio

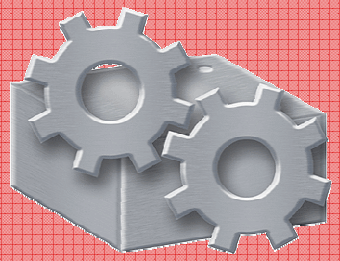
Rule Scenario Manager



Rule Team Server

Developers

Business Users



Rule Execution Server

Administrator

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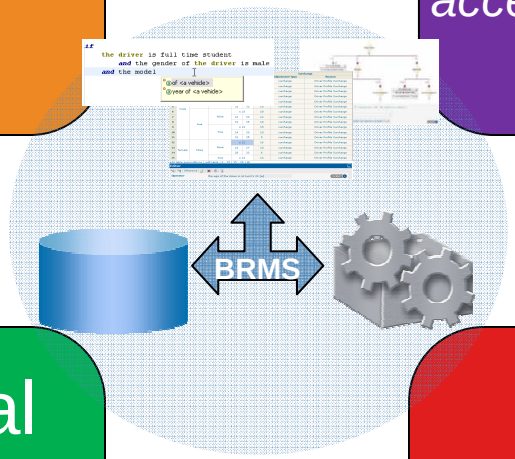
Benefits of ILOG BRMS

Reduced lead times for changes

Reduced time to create or update product promotions from weeks to hours (retail)

More personalized client interactions

10x improvements in acceptance of cross-sell offers (retail banking)



Internal/external compliance

Support of regulations that vary by customer location and product line (insurance)

Business – IT alignment

Reduced new policy implementation by 50% (financial services)

Watch ILOG customer testimonials at: http://www.ilog.com/dialog/

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How BRMS Compliments BPM

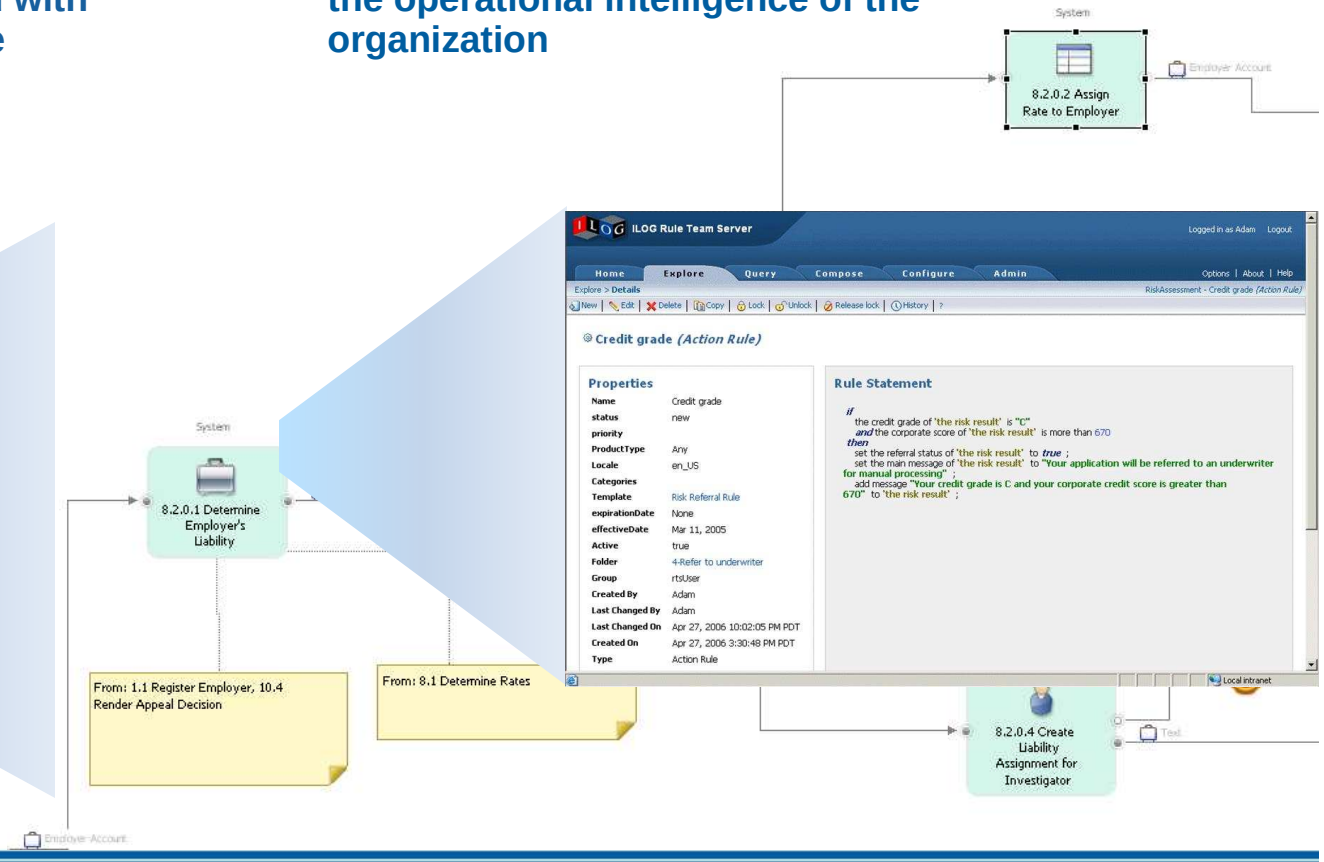
DNA of the Agile Enterprise

Process Mgmt

- **Describes the “how” of the core activities of the enterprise**
- **Combines automatable and human elements**
- **Is fundamentally concerned with operational efficiency of the organization**

Rules Mgmt

- **Determines the “what” of enterprise activity**
- **Is focused on automating decisions**
- **Is fundamentally concerned with the operational intelligence of the organization**



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Why Separate Process & Rules Management?

- ✓ Increase business agility by allowing business users to manage decision logic
- ✓ Streamline and stabilize processes by externalizing decision logic
- ✓ Enable re-use of decisions across different processes, applications and systems
- ✓ Enable automation of complex, variable decisions
- ✓ Effectively manage large and evolving sets of rules

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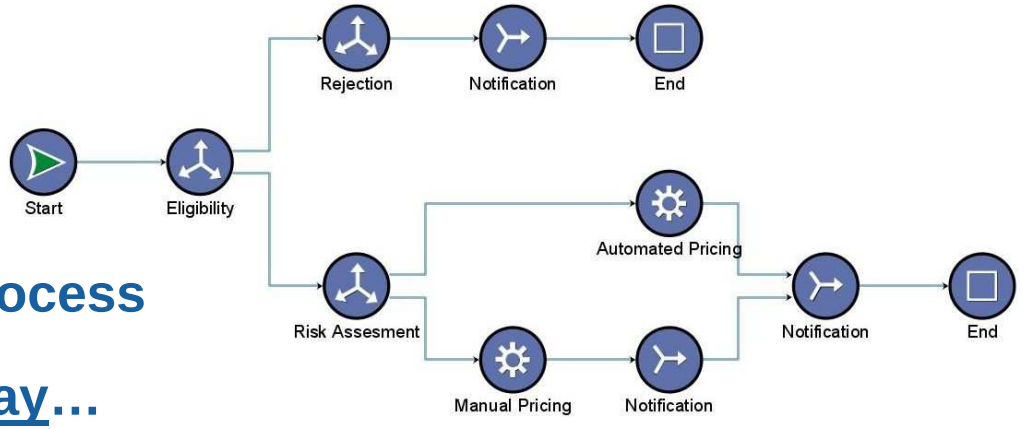
Managing the Decision Intensive Process



Streamlined process

works fine today…

- **Until**
  - **New Product**
  - **New Policy**
  - **New Regulation**
  - **New Pricing Rules / Model**
  - **New Scoring Rules / Tables**

…

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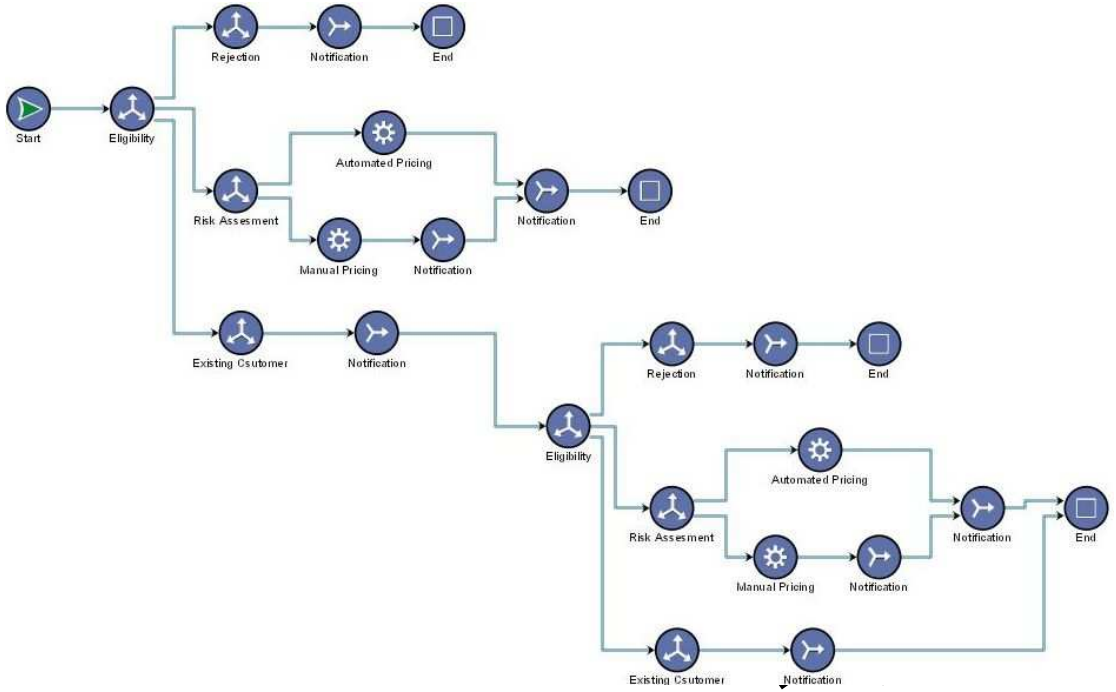
Managing the Decision Intensive Process



Your ‘streamlined’ process in x months

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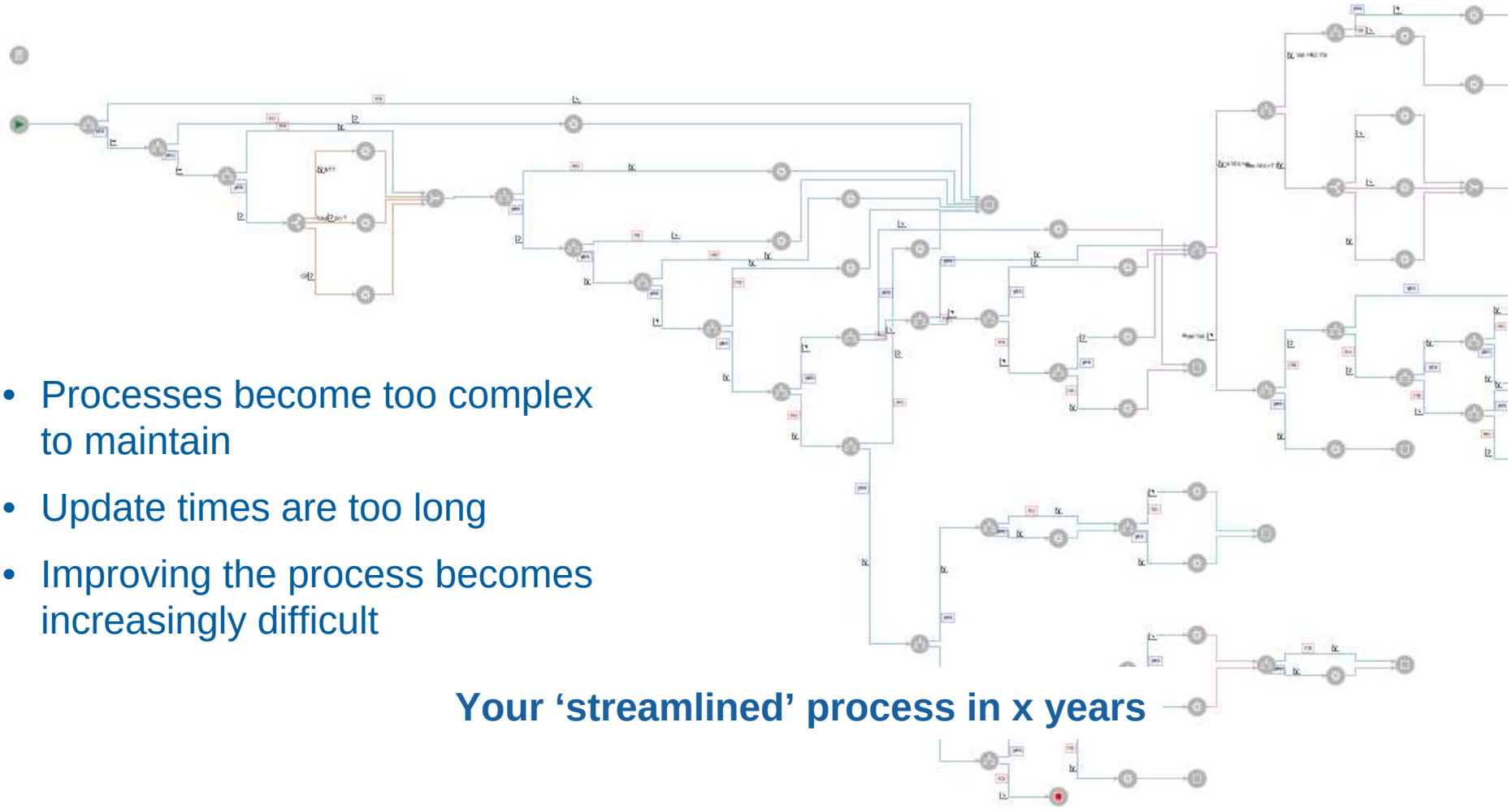
Managing the Decision Intensive Process



- Processes become too complex to maintain
- Update times are too long
- Improving the process becomes increasingly difficult

Your ‘streamlined’ process in x years

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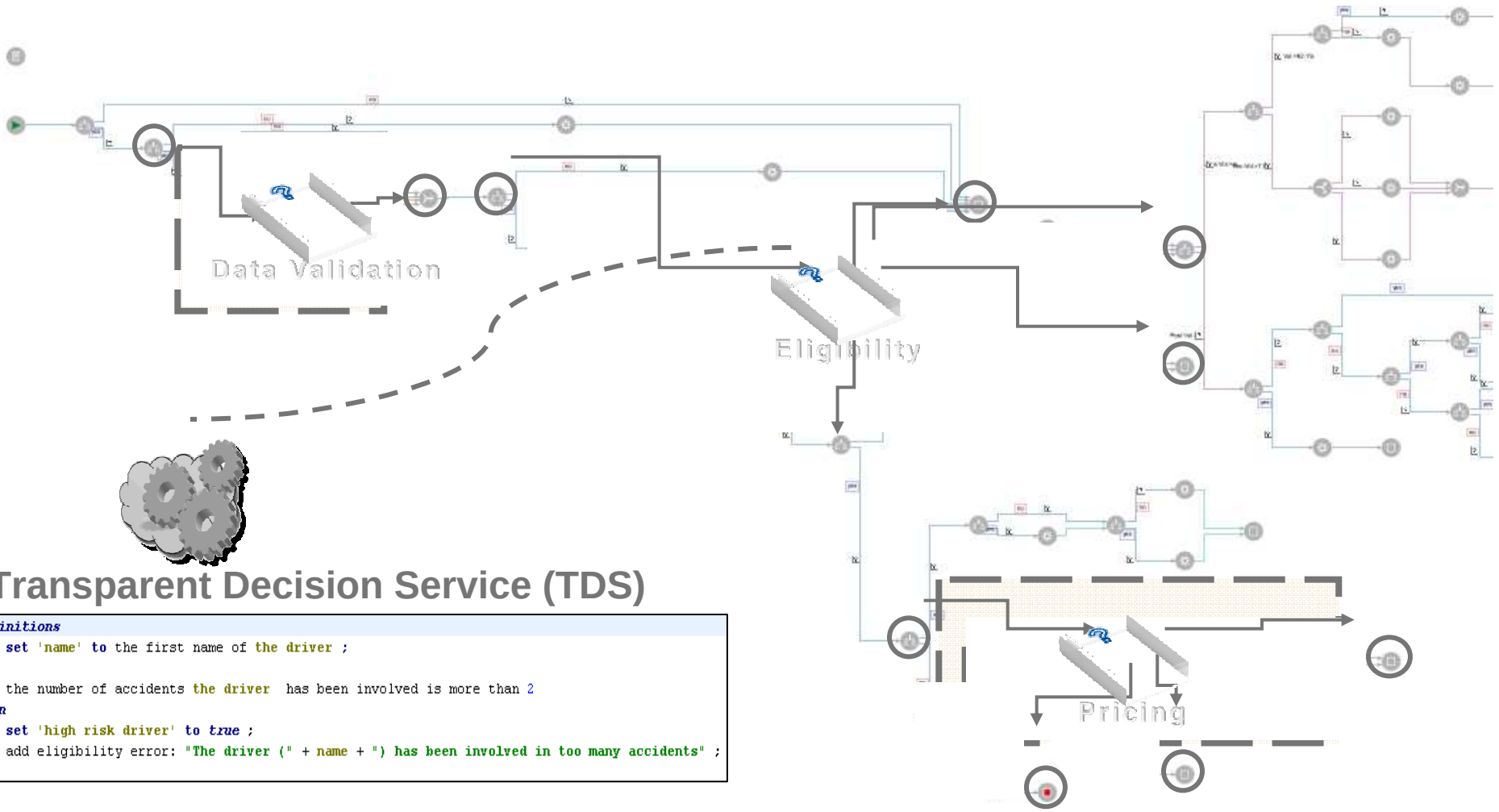
Externalize Your Business Decisions



Transparent Decision Service (TDS)

```
definitions
    set 'name' to the first name of the driver ;
if
    the number of accidents the driver  has been involved is more than 2
then
    set 'high risk driver' to true ;
    add eligibility error: "The driver (" + name + ") has been involved in too many accidents" ;
```

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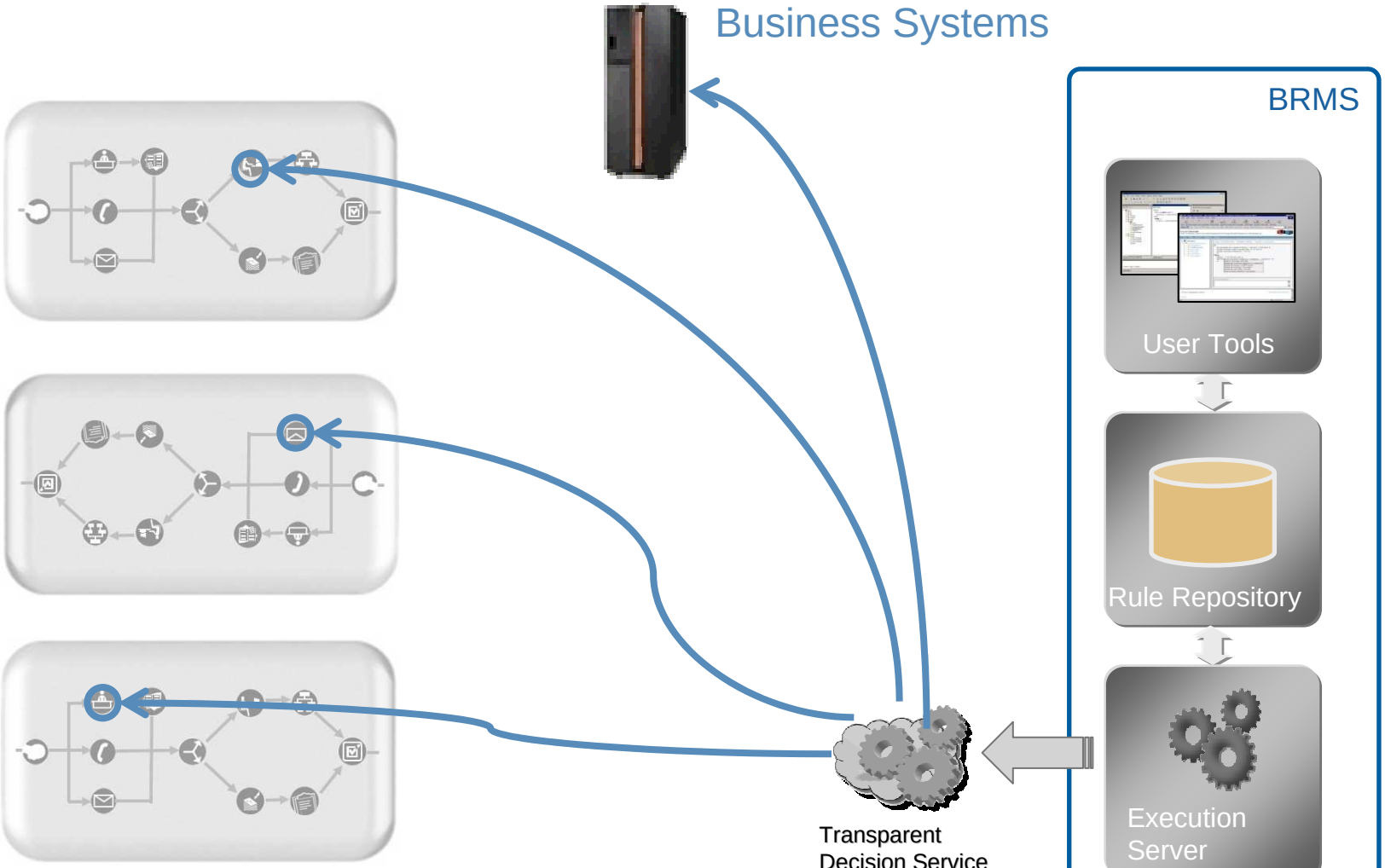
Change Once, Impact Anywhere



ILOG BRMS-BPM Examples

Customer	Process	Results
Vision Service Plan (VSP)	Healthcare Claims Processing	• Speed to market gain over 50% • Changes to business rules now implemented in days • Achieved significant productivity gain on 1M+ claims processed on a monthly basis
Join a March 25 webcast featuring VSP at: http://www.summitwebseminars.com/ILOGSOA/		
Bank of the West	Commercial Loan Origination	• 93% improvement for application approval (15 days to 1) • Greater control & easier audits driving significant cost savings
Junta de Castilla y León	Government Social Benefits Eligibility	• Better service delivered to the citizens: clear & consistent application processing • Transparency & auditability of all scoring, eligibility & computation rules • Rapid response to changes in central or regional government policies

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ILOG BRMS and IBM

Why ILOG BRMS?

- Longtime WebSphere Partner
  - ILOG BRMS integration with WebSphere BPM
  - ILOG BRMS complements WBS Fabric, WebSphere Business Events + Industry Frameworks and Solutions
- "SOA Specialty" certification
  - ILOG supports Eclipse, SCA, CEI

- IBM FileNet Partnership
  - ILOG awarded FileNet "***ISV Partner of the Year 2006***"
- Support for Mainframe Systems and Legacy Applications
- ILOG's BRMS Leadership
- Now IBM Family!

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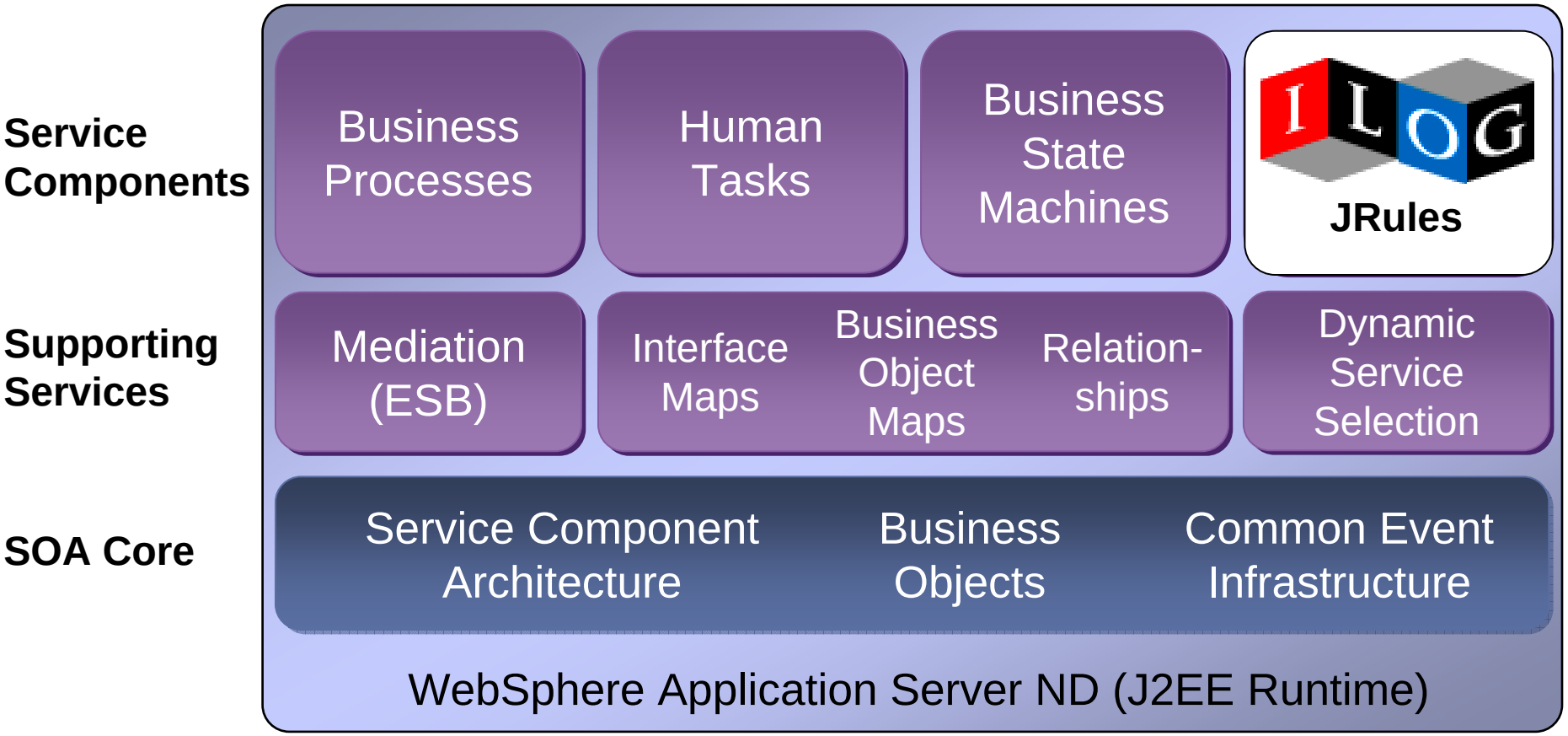
How does JRules fit with WPS?



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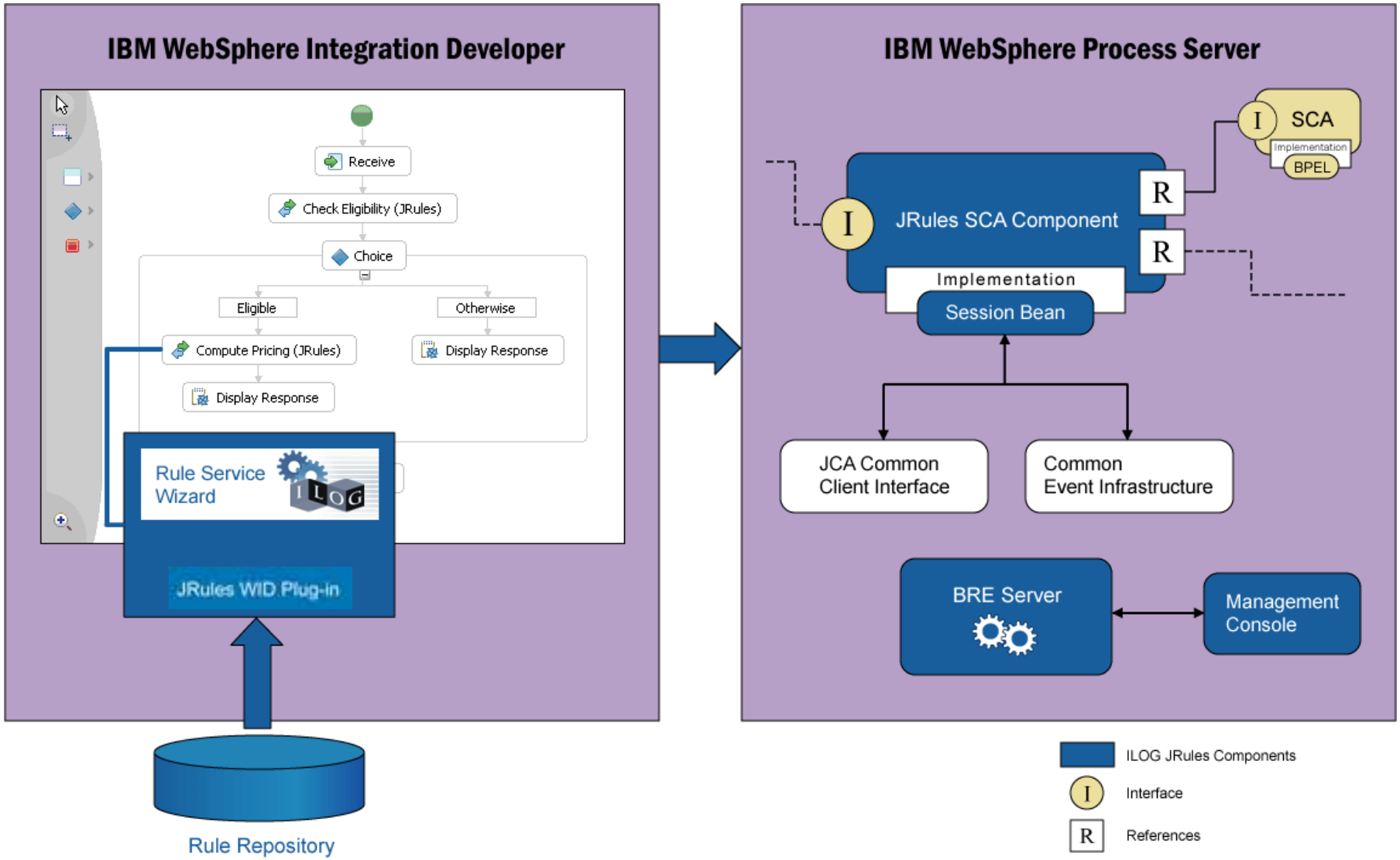
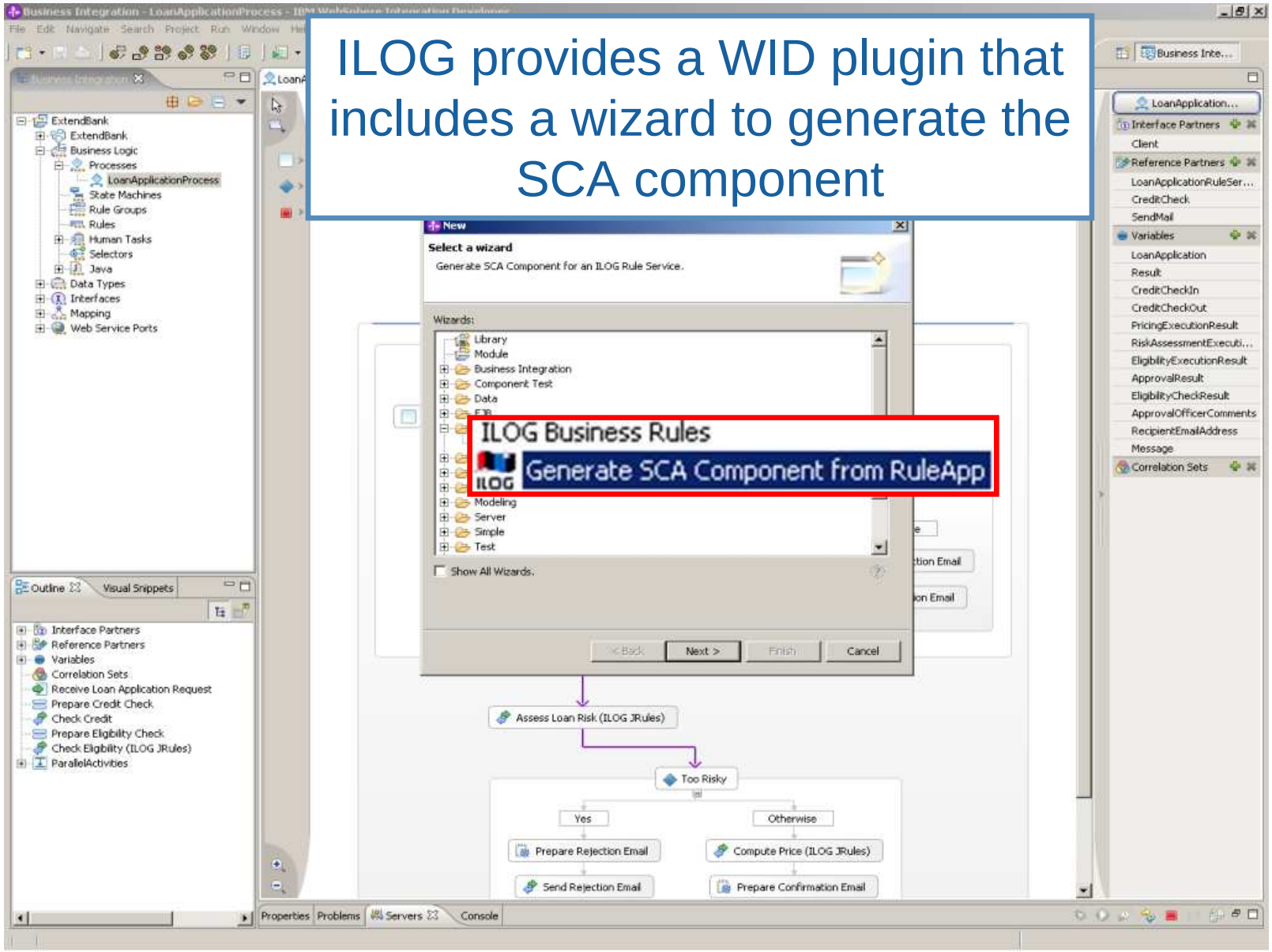
Integration with IBM WPS



Integrating with WPS through SCA

ILOG provides a WID plugin that includes a wizard to generate the SCA component



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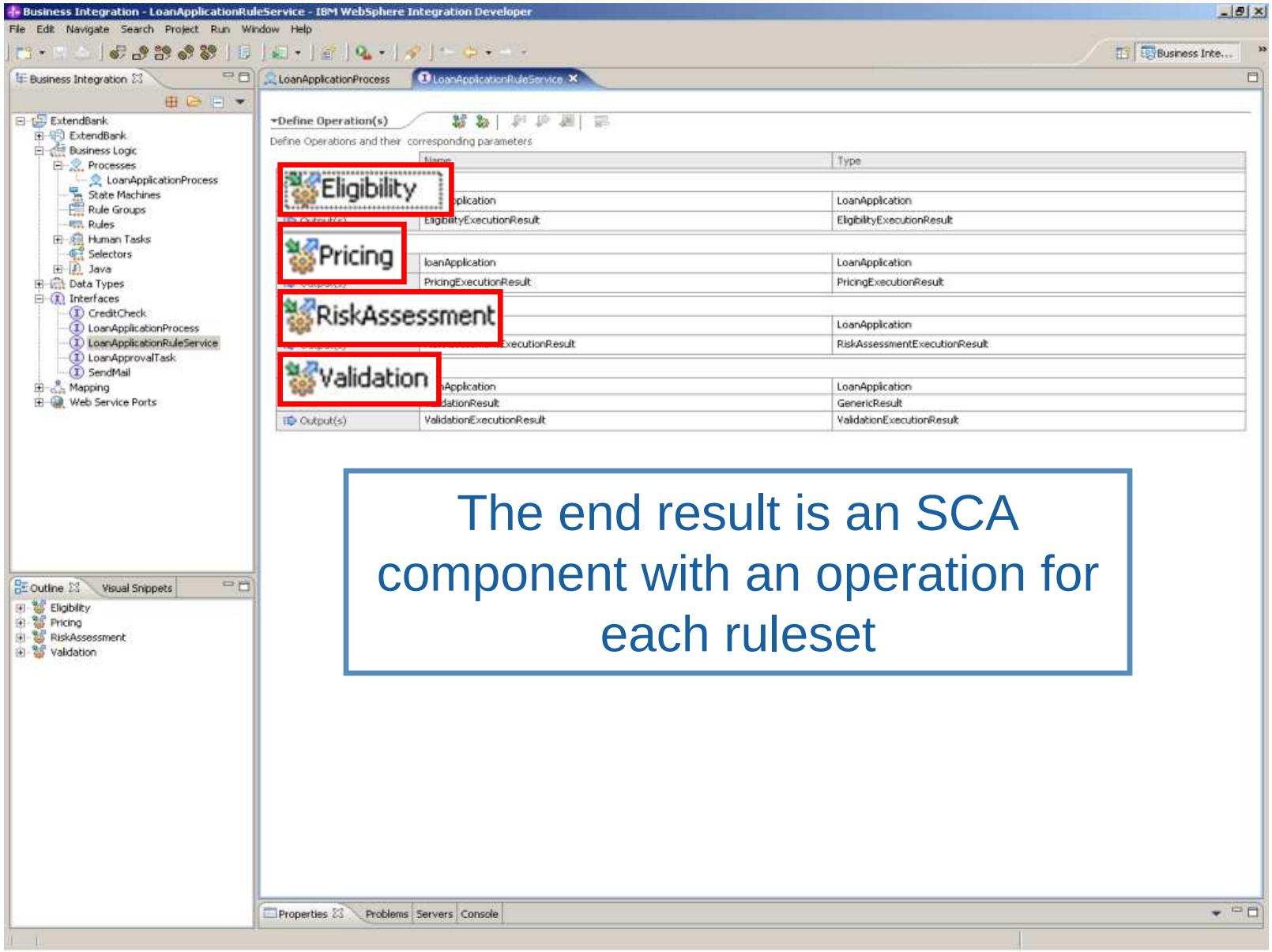
Integrating with WPS through SCA



The end result is an SCA component with an operation for each ruleset

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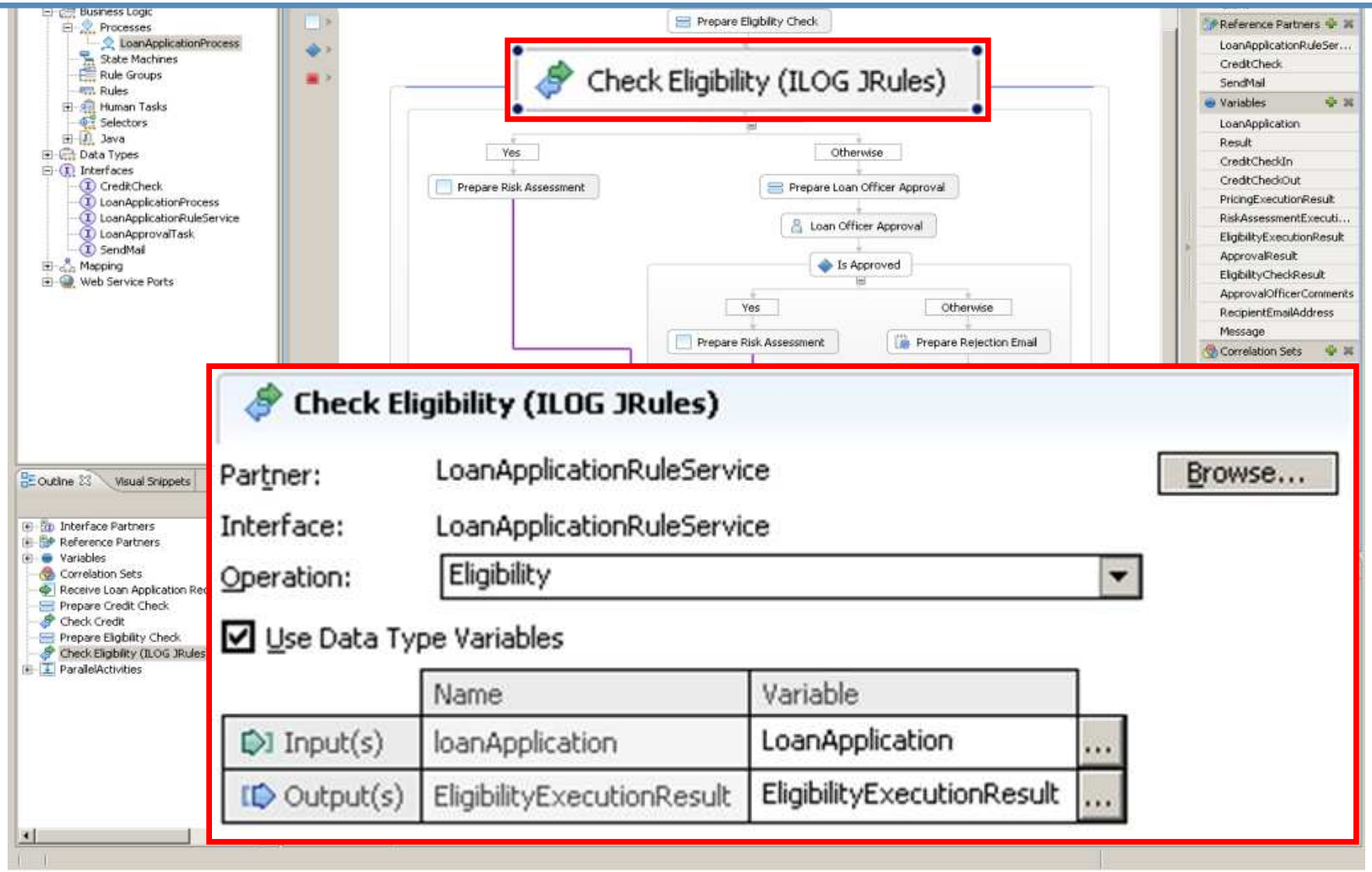
Integrating with WPS through SCA

An Integration Developer can use the JRules SCA component without any knowledge of the business rules



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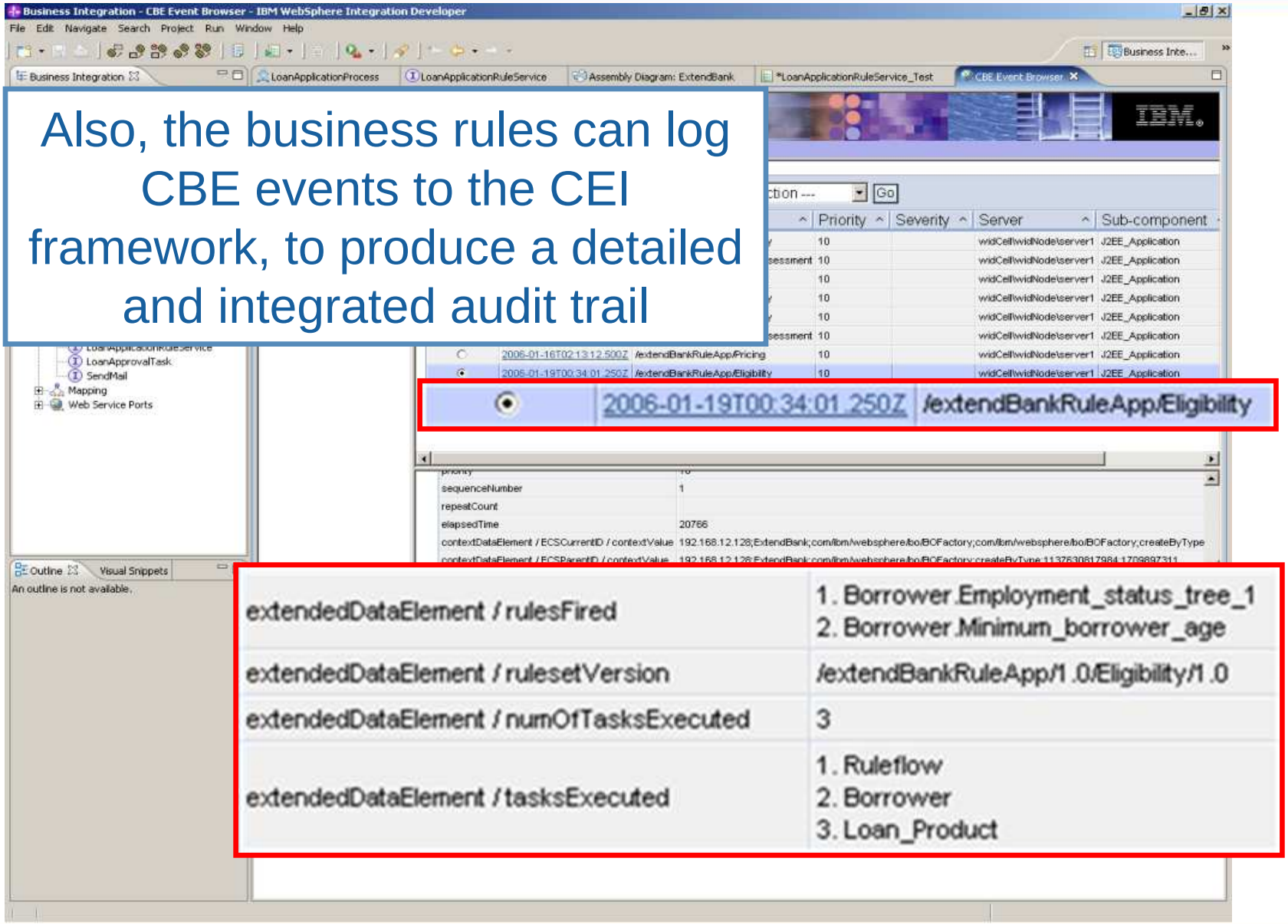
Integrating with WPS through SCA



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Why is ILOG's Integration Unique?

- Integrated Tooling
  - Development Environment Built on Eclipse
  - Integrates with SCC systems (Rational Clearcase)
  - Generates SCA-compliant service
- Run-Time Integration
  - 100% J2EE
  - Common Event Infrastructure (CEI) support
    - Supported by WebSphere Monitor
  - JMX Support
    - Supported by Tivoli

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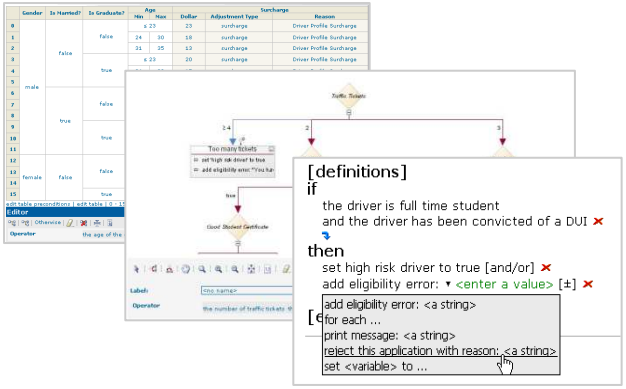
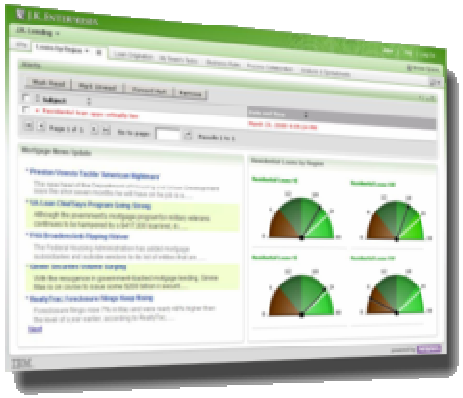
Creating an Agility Infrastructure

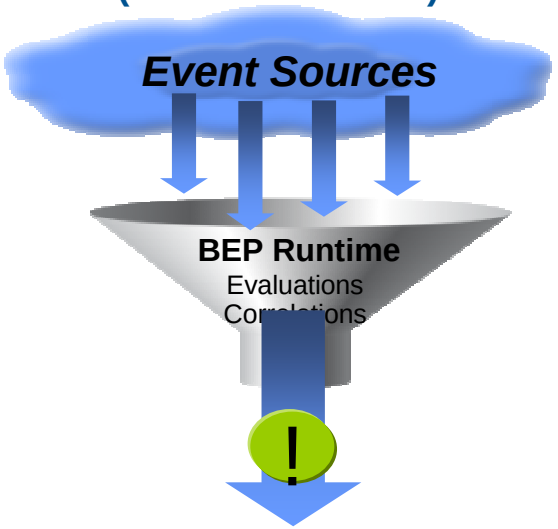
Decide
(Business Rules)



Monitor
(BAM)



Detect
(Business Events)



Orchestrate

Know What's Happening, When to Act, and What to Do

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ILOG BRMS Information Resources

- On-demand Webinar Series – all available at http://www.ilog.com/products/businessrules/
  - Early education
    - **Buyer's Guide** - what one needs to know when buying a BRMS
    - **BRMS in Action** - role-based usage scenarios demos
  - Advanced education
    - **Best Practices** - implementation best practices & methodology
    - **Hot Tips** – deep technical insights
  - IT Modernization & Transformation
- BRMS Resource Center – http://www.ilog.com/brms
  - Free 6 month trial download
  - White papers
  - Use cases
  - Forums and blogs on business rules

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SMART SOA CONFERENCE
MAY 3 - 8 LAS VEGAS

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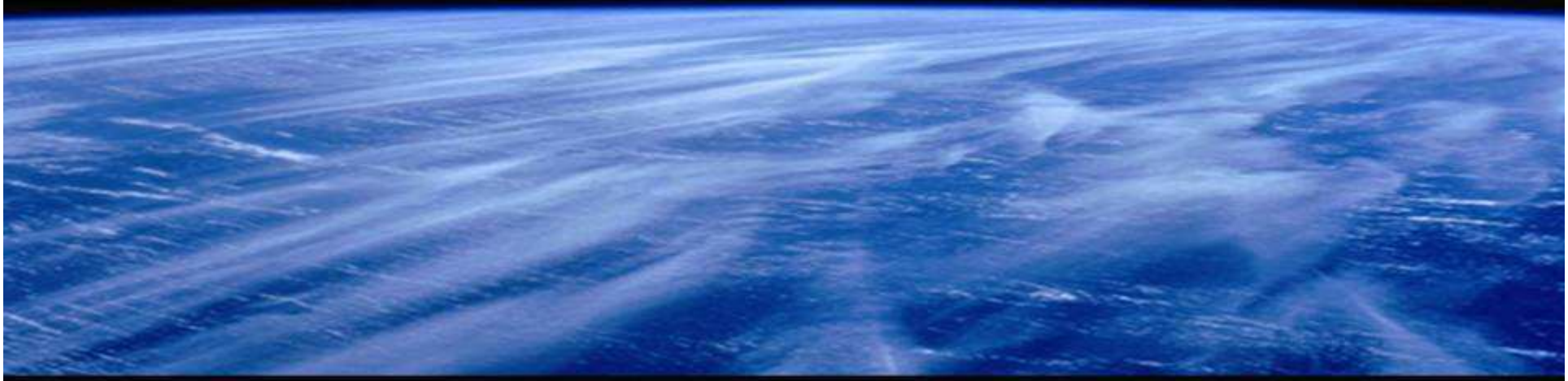

Conference Highlights:

- 500+ Sessions including 350 Technical Sessions
- Customer Feedback Program
- BPM Consultation
- Certification Test Center
- Hands-on Lab
- Meet the Experts
- 300+ Client Speakers

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Questions & Answers

Thank You