

Getting Down to Business!

The 4th
Business Rules Forum

November 5-8, 2001 – Hyatt Regency New Orleans, LA

Business Rules At Work
It's All About Doing Business Better

Seize the Opportunity
 Find Out How Business Rules are Revolutionizing Business through Real-World Case Studies and Experiences

- Business Rules in Re-Engineering
- Smart Business Processes
- Defining Business Concepts and Modeling Business Facts
- Business Rule Mining
- Facilitated Business Rule Capture
- Industry Trends and Standards
- Business Rule Management and Repositories
- The Role of Business Rules in CRM
- Using Rule Engines
- Business Rules in XML
- Business Rule Methodologies and Techniques
- Business Rules in Object Oriented Development

BUSINESS RULES FORUM

January 8, 2002

2001 Business Rules Forum Glimpses



Wanted!



Wanted!

Glimpses

(brief, incomplete views)

presented to

DRMA Seattle

January 8, 2002

by

Gary Schuldt

Syncretics Inc.

Olympia WA

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Stats:

Days: **3+**

Attendees: **~200**

Gurus: **1-2 dozen**

Presentations: **~35**

Tracks: **3**

Vendors: **~15**

Panel Sessions: **2**

Birds Sessions: **6**

Cruises: **1**

Rubber Chickens:

Presentations:

Tracks:

***Architecture / Technology,
Techniques,
Experiences***

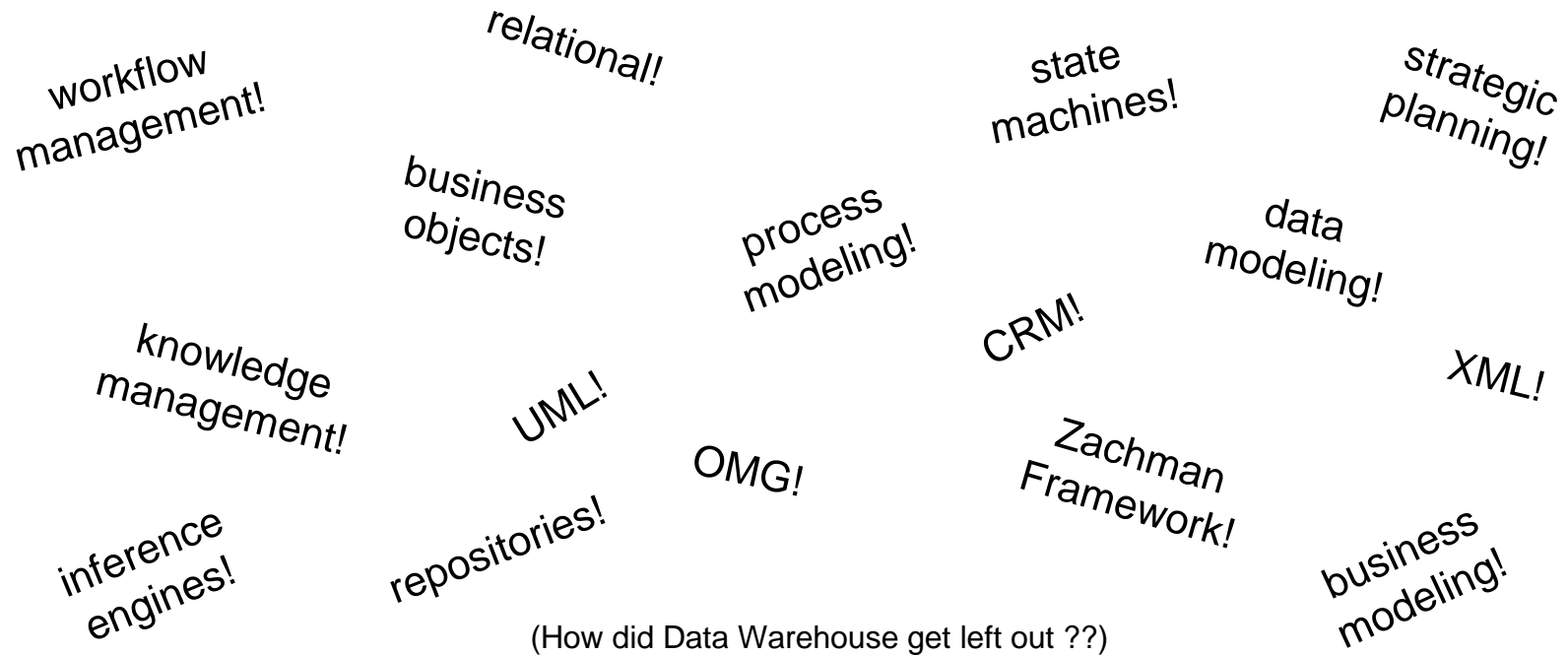
Presenters:

Consultants, Vendors, Clients

Topic Areas:

- + ***BR methodologies / techniques***
- + ***BR mining***
- + ***BR facilitated sessions***
- + ***BR quality***
- + ***BR automated technology***
- + ***BR management / repositories***
- + ***BR in CRM***
- + ***Rule Engines***
- + ***Reengineering***
- + ***... and lots of ...***

“Where Business Rules Fit Into My Own Stuff!!”



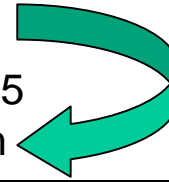
(How did Data Warehouse get left out ??)

**Traditional
Business
Modeling
Techniques**

moving toward

**Business
Rule
Dominant
Techniques**

A CDROM of presentations in PDF format is for sale for \$395
Last-minute additions at <http://www.businessrulesforum.com>



4th International Business Rules Forum Proceedings
November 5 - 8, 2001, "New Orleans"

- Instructions on viewing this CD

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Product Demo

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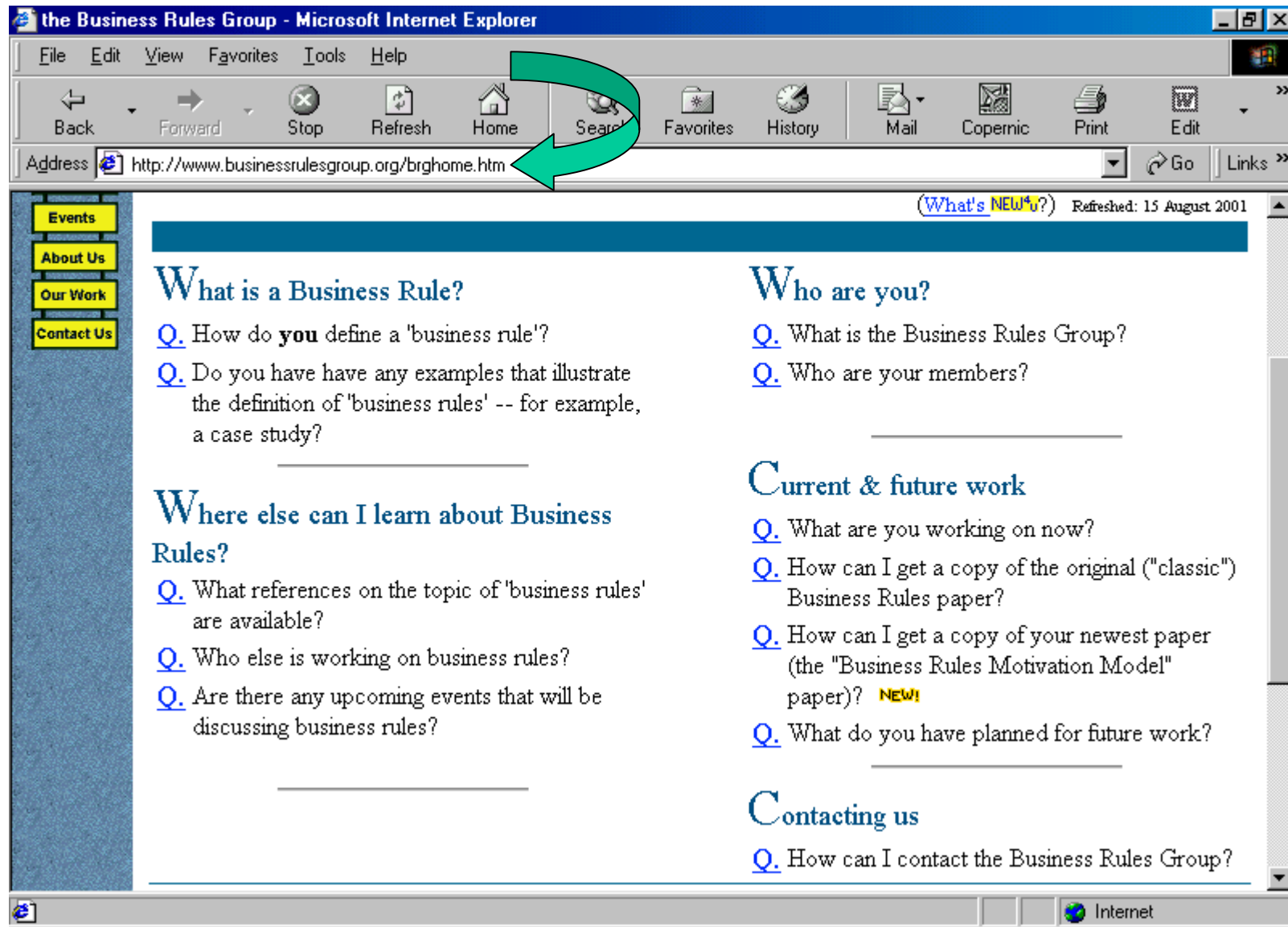
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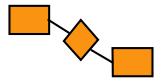
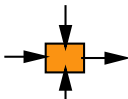
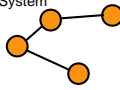
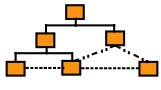

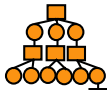
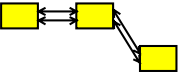
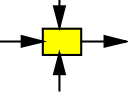
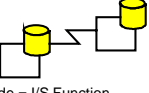
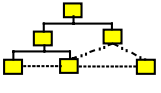
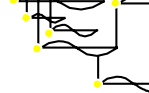
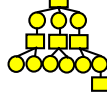
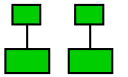

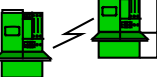
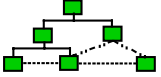

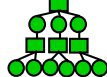






SOME PERVASIVE CONFERENCE ISSUES:

- ◆ How do we **classify Business Rules**?
- ◆ How to assure Business **Rule Quality**?
- ◆ What does a **Business Rule Methodology** look like?
- ◆ How to **enforce** Business Rules?
- ◆ How to **generate systems** from a Rule Base?
- ◆ How to keep the Rule Base **up-to-date**?
- ◆ How to **promote** the Business Rules Approach?
- ◆ Where do Business Rules fit in to the **Zachman Framework**?

One of the Highlights: the "Business Rules Motivation Model" from the BRG



Subject of the "Business Rules Motivation Model": ENTERPRISE ARCHITECTURE - A FRAMEWORK™

	DATA <i>What</i>	FUNCTION <i>How</i>	NETWORK <i>Where</i>	PEOPLE <i>Who</i>	TIME <i>When</i>	MOTIVATION <i>Why</i>	
SCOPE (CONTEXTUAL) <i>Planner</i>	List of Things Important to the Business  ENTITY = Class of Business Thing	List of Processes the Business Performs  Function = Class of Business Process	List of Locations in which the Business Operates  Node = Major Business Location	List of Organizations Important to the Business  People = Major Organizations	List of Events Significant to the Business  Time = Major Business Event	List of Business Goals/Strat  Ends/Means=Major Business Critical Success Factor	SCOPE (CONTEXTUAL) <i>Planner</i>
ENTERPRISE MODEL (CONCEPTUAL) <i>Owner</i>	e.g. Semantic Model  Ent = Business Entity ReIn = Business Relationship	e.g. Business Process Model  Proc. = Business Process I/O = Business Resources	e.g. Business Logistics System  Node = Business Location Link = Business Linkage	e.g. Work Flow Model  People = Organization Unit Work = Work Product	e.g. Master Schedule  Time = Business Event Cycle = Business Cycle	e.g. Business Plan  End = Business Objective Means = Business Strategy	ENTERPRISE MODEL (CONCEPTUAL) <i>Owner</i>
SYSTEM MODEL (LOGICAL) <i>Designer</i>	e.g. Logical Data Model  Ent = Data Entity ReIn = Data Relationship	e.g. Application Architecture  Proc. = Application Function I/O = User Views	e.g. Distributed System Architecture  Node = I/S Function (Processor, Storage, etc.) Link = Line Characteristics	e.g. Human Interface Architecture  People = Role Work = Deliverable	e.g. Processing Structure  Time = System Event Cycle = Processing Cycle	e.g., Business Rule Model  End = Structural Assertion Means = Action Assertion	SYSTEM MODEL (LOGICAL) <i>Designer</i>
TECHNOLOGY MODEL (PHYSICAL) <i>Builder</i>	e.g. Physical Data Model  Ent = Segment/Table/etc. ReIn = Pointer/Key/etc.	e.g. System Design  Proc. = Computer Function I/O = Data Elements/Sets	e.g. Technology Architecture  Node = Hardware/System Software Link = Line Specifications	e.g. Presentation Architecture  People = User Work = Screen Format	e.g. Control Structure  Time = Execute Cycle = Component Cycle	e.g. Rule Design  End = Condition Means = Action	TECHNOLOGY MODEL (PHYSICAL) <i>Builder</i>
DETAILED REPRESENTATIONS (OUT-OF-CONTEXT) <i>Sub-Contractor</i>	e.g. Data Definition  Ent = Field ReIn = Address	e.g. Program  Proc. = Language Stmt I/O = Control Block	e.g. Network Architecture  Node = Addresses Link = Protocols	e.g. Security Architecture  People = Identity Work = Job	e.g. Timing Definition  Time = Interrupt Cycle = Machine Cycle	e.g. Rule Specification  End = Sub-condition Means = Step	DETAILED REPRESENTATIONS (OUT-OF-CONTEXT) <i>Sub-Contractor</i>
FUNCTIONING ENTERPRISE	e.g. DATA	e.g. FUNCTION	e.g. NETWORK	e.g. ORGANIZATION	e.g. SCHEDULE	e.g. STRATEGY	FUNCTIONING ENTERPRISE

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<http://www.zifa.com/frmwork2.htm>

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