

DATASHEET

JBoss ENTERPRISE BRMS VALUE PROPOSITION AND DIFFERENTIATION

INTRODUCTION

Faced with economic, business, and regulatory challenges, commercial and government organizations around the world must respond to rapid change, act on new opportunities, and prevent looming threats more quickly than ever before. Organizations that can respond to new regulations, customer trends, opportunities, and threats by updating their IT systems with enhanced business rules will have a competitive advantage.

All too often, organizations find that their IT systems are a hindrance rather than an asset in this effort. Why? In the rush to automate key operational functions within line-of-business (LoB) systems, organizations have embedded key policies and practices deeply within the applications, thus making them difficult to change.

Over the last 15 years, an alternative approach has emerged—business rules management systems (BRMS). The BRMS approach argues for separation of key policies into a distinct, separately accessible, separately manageable system that can be defined and managed according to the needs of the organization. In theory, technology then becomes the accelerator of, rather than a barrier to, change.

But there remains a problem. First-generation BRMS have, with few exceptions, been complex, closed, and expensive systems, a natural by-product of their origins in artificial intelligence (AI) and expert systems. Sophistication has been encumbered by cost and complexity and this has constrained the use of many business rules products to a narrow spectrum of application areas, where the problem is large enough and the business value great enough that organizations are willing to absorb the cost and complexity of their deployments.

But Red Hat believes there is a better way to improve business execution and responsiveness, thereby broadening the opportunity to implement business rules, while carving out costs. And with an open source foundation, Red Hat assures its customers of vibrant, active adoption of new capabilities that can keep pace with change much more easily and quickly than closed source, proprietary offerings.

By making it easier for the JBoss® Community to rapidly innovate without the worry of production cycles, Red Hat enables Java, service-oriented architecture (SOA), and business process automation innovation to develop and mature more quickly. With JBoss Enterprise Middleware, innovation is packaged into enterprise-ready platforms and tools are designed to meet enterprise requirements for developers, ISVs, and business process automation challenges. These products lay the foundation for even greater Red Hat support excellence, customer deployment experiences, and satisfaction.

USE CASES

JBoss Enterprise BRMS can improve business agility, reduce costs, and improve customer satisfaction in a wide range of enterprise and government settings. Examples where JBoss Enterprise BRMS may add significant value to an enterprise or government agency include:

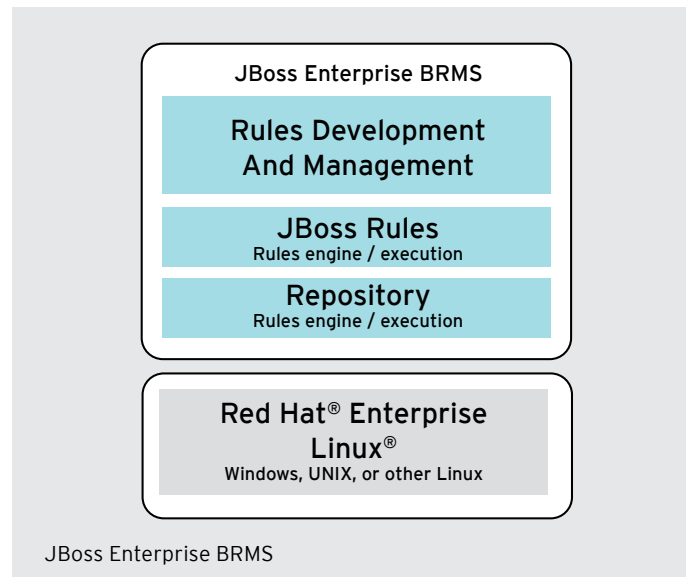
- Resource scheduling, prioritization, and allocation
- Product configuration - Handling complex product feature interdependencies
- Pricing and electronic trading - Applying algorithms to live pricing information
- Insurance - Assessing the premium level for new and changed customers
- Network security and monitoring - Intelligent assessment of traffic for malicious intent; smart alerts and control actions
- Authorization - Determining user permissions
- Control systems (e.g., air conditioning, heating)
- Healthcare - Assessing drug interactions; prescription assistance
- Government - Evaluating and making benefit determination

JBOSS ENTERPRISE BRMS

JBoss Enterprise BRMS is a next-generation business rules management system that offers easy-to-use business rules authoring and management tools. This solution, part of the JBoss Enterprise Middleware portfolio, brings tremendous value to existing SOA and application deployments by combining the benefits of an open source subscription with sophisticated business rules management and execution deployments.

JBoss Enterprise BRMS provides an open source business rules management system that enables easy business policy and rules development, access, and change management. It also includes a fast and highly efficient rules engine and easy-to-use rules development, management, and repository, making it easy for business analysts and/or auditors to view and manage your business rules as applied to your IT application infrastructure. Business analysts as well as SOA and rules developers can verify that the encoded rules indeed implement the documented business policies.

JBoss Enterprise BRMS allows businesses to reduce development time to update applications, SOA deployments, and business processes with the latest business rules and policies. This



delivers the business agility required to respond to opportunities and competitive threats.

With the inclusion of complex event processing (CEP) via Drools Fusion, a JBoss Community project, JBoss Enterprise BRMS 5.2 now offers the unique ability to marry traditional rules with an ECA (event condition action) approach that allows organizations to incorporate what is happening now into rule execution, via the incorporation of events.

VALUE PROPOSITION: SIMPLE, OPEN, AND AFFORDABLE BUSINESS AND DECISION-MAKING AUTOMATION

- Provides greater business agility (can respond to change in hours or days rather than weeks or months)
- Reduces business process execution error
- Creates better customer experiences leading to higher customer satisfaction
- Accelerates business execution and improves business performance
- Increases return on existing IT investments
- Offers simple, open, affordable business rules management in application, SOA, and business process management (BPM) deployments

FOR EXAMPLE

Suppose an up-sell opportunity arose, with demand so high that a price increase is in order. Also, let's assume that \$100,000 of increased business per day is likely when the new product offering is available.

With product configuration and pricing rules in JBoss Enterprise BRMS, this business may be able to reconfigure IT to offer the new up-sell product and product pricing in five days, making the change available to all channels simultaneously. Without JBoss Enterprise BRMS, this new offering could require changing and redeploying multiple web applications and a product configuration application written in Java, which might take 25 days.

With JBoss Enterprise BRMS, the web applications remain part of the deployment, but now can call upon the BRMS to execute business rules. The enterprise with JBoss Enterprise BRMS has gained \$2,000,000 in increased revenue. Even if the company using the old style of application deployment made the change manually by faxing new price sheets to various channels, it still could take several days--and then present problems with consistency of implementation, errors, customer satisfaction, delivery, and other issues.

Easy-to-use guided authoring tools for business analysts and process owners. Simple version control and management tools for analysts, process owners, and administrators. Improves productivity and increases agility and responsiveness to business changes.

Lightweight rules engine can be deployed in a wide variety of scenarios, ranging from embedding in single applications to serving enterprise-wide business processes and SOA deployments. Improves IT resource utilization and returns results faster and at a lower cost.

KEY DIFFERENTIATORS

| KEY DIFFERENTIATORS | BENEFITS |
|--|--|
| Single, integrated distribution of key business rules; enterprise-ready open source solutions that deliver a complete business rules management system in an affordable, subscription offering | JBoss Enterprise BRMS is: <ul style="list-style-type: none"> • Simpler to consume - single offering, open source software subscription model • More open - open source, open to supporting domain (industry) specific languages, embeddable within an application to full-scale enterprise SOA deployment support • More affordable - a single offering price point, in contrast to more expensive multiple products from most competitors • Includes the popular JBoss Rules (Drools) engine, web 2.0 authoring and management tools, and repository. Also offers numerous additional authoring tools including the DRL language, Excel spreadsheet input, and Eclipse IDE support • Supports event-driven rules execution that allows up-to-the moment conditions to drive rule decision-making |
| Web 2.0 authoring and management tools | Easy-to-use guided authoring tools for business analysts and process owners. Simple version control and management tools for analysts, process owners, and administrators. Improves productivity and increases agility and responsiveness to business changes. |
| High performance, embeddable rules engine | Lightweight rules engine can be deployed in a wide variety of scenarios, ranging from embedding in single applications to serving enterprise-wide business processes and SOA deployments. Improves IT resource utilization and returns results faster, cost less. |
| Integrated | Supports event-driven rules execution that allows up-to-the moment conditions to drive rules decision-making. |

BUSINESS RULES MANAGEMENT SYSTEM COMPETITION

| COMPETITIVE COMPARISON | JBoss ENTERPRISE BRMS | IBM ILOG JRULES | FICO BLAZE ADVISOR BRMS | PEGASYSTEMS PEGARULES |
|--|---|--|--|---|
| Complete BRMS (Rules engine, repository, authoring and management tools) | • | • | • | • |
| Open source (license, not just parts) | • | | | |
| Easily consumable subscription | • | | | |
| Enterprise quality support | • | • | • | • |
| Modular architecture (customizable footprint, minimal overhead) | • | | | |
| Simple and robust (install and configure in minutes, not hours, days, or weeks) | • | 1/2 (Robust, but not simple) | 1/2 (Robust, but not simple) | 1/2 (Robust, but not simple) |
| Standards-based repository | • | • | | |
| Web 2.0 and RIA user interface for business analysis | • | • | | |
| Analyst-developer collaboration between Eclipse, the repository, and the analyst web 2.0 tools | • | • | | • |
| Flexible deployment architecture for rules engine | • | • | | • |
| Approximate list price | \$24,000 16-core, managed annual subscription | \$100,000 - \$200,000 license fee + 18% annual maintenance | \$200,000 - \$300,000 license fee + 18% annual maintenance | \$50,000-\$200,000 license fee + 21% annual maintenance |

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