

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.

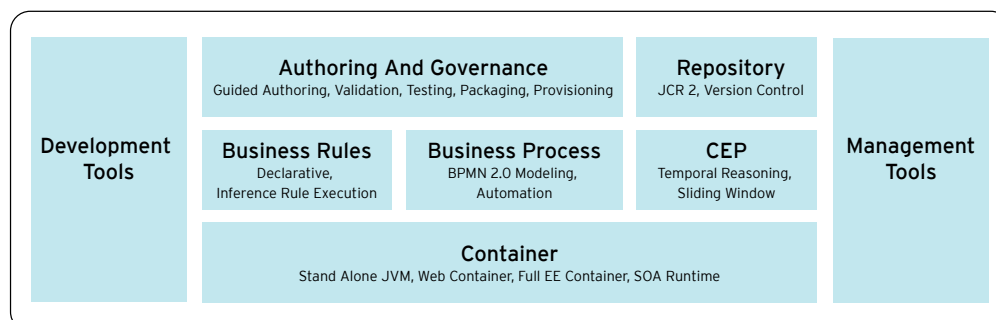
All too often, organizations find that their IT systems are a hindrance rather than an asset in this effort. Why? In the rush to automate key operational functions within line-of-business (LoB) systems, organizations have embedded key policies and practices deeply within the applications, thus making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

JBoss® ENTERPRISE BRMS

JBoss® Enterprise BRMS is a comprehensive business process automation platform that combines business rules management, business process management (BPM), and complex event processing (CEP) into a single open source distribution. These core functions enable business experts and application developers in organizations of any size to model, automate, measure, and improve their critical business processes and policies.

JBoss® ENTERPRISE BRMS



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; pre-scription assistance
- Government - Evaluating and making benefit determination

With JBoss Enterprise BRMS, organizations can incorporate sophisticated process and decision logic into line of business applications, confident that they can keep abreast of the rapid pace of change in market conditions and regulations. JBoss Enterprise BRMS enables business process and decision logic to be separated from program code, and defined in simple, declarative, business-friendly terms, making it far easier and more efficient to implement, manage, audit, and change.

With a choice of modeling tools, including a web-based authoring environment for business experts and an Eclipse plugin for developers, project stakeholders can collaborate effectively to build sophisticated business automation solutions. JBoss Enterprise BRMS was designed from the ground up to be an integrated platform for process and decision management; therefore, processes and policies can be modeled and automated together, without the need to learn multiple tools or develop custom integrations between disparate runtime environments.

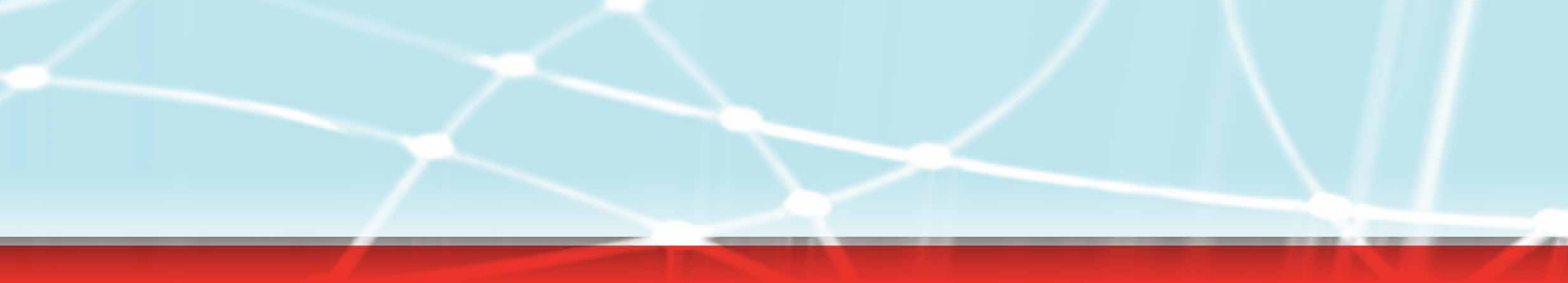
VALUE PROPOSITION: SIMPLE, OPEN, AND AFFORDABLE BUSINESS AND DECISION-MAKING AUTOMATION

- Provides greater business agility (can respond to change in hours or days rather than weeks or months)
- Reduces business process execution error
- Empowers business experts to manage change directly
- Accelerates business execution and improves business performance
- Offers simple, open, affordable business rules management, business process management, and complex event processing

KEY DIFFERENTIATORS	BENEFITS
Single, integrated distribution; enterprise-ready open source solutions 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
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 runtime engines	Lightweight rules and process engines 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 integrated rule and process execution along with event-driven rules that allows up-to-the-moment conditions to drive decision-making.

BUSINESS RULES MANAGEMENT SYSTEM COMPETITION

COMPETITIVE COMPARISON	JBOSS ENTERPRISE BRMS	IBM WODM	PROGRESS CORTICON	PEGASYSTEMS PEGARULES
Complete BRMS (Rules engine, repository, authoring and management tools)	•	•	•	•
Integrated Complex Event Processing	•	•		•
Integrated Business Process Management	•			•
Web and Eclipse-based authoring tools for business experts and application developers	•	•		
Standards-based repository	•	•		
Modular architecture (customizable footprint, minimal overhead)	•			
Fully open source	•			
Enterprise quality support	•	•	•	•
Approximate list price	\$36,000 16-core, managed annual subscription	\$100,000+ license plus 20% annual maintenance	\$100,000 avg. license	\$50,000-\$200,000 license fee + 21% annual maintenance



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