Modeling for Massive Product Re-Engineering

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Suppose your company seeks extreme customizability of its product/service – to become the Dell Computer of its industry. What kind of modeling would you need to do? Just data modeling?

First you would need to know where to start, and what phases of modeling are appropriate. This requires understanding the enterprise-level value chain to develop an appropriate model-build sequence. Then you must develop a model of the nuts and bolts of the product, including verbalization of options and selections. After that you must model all the decisions the company and its clients make in configuring customized products – nothing can be implicit – and all the kinds of events that can transpire in the product's delivery and execution.

Using a case study from insurance, this talk shows you how to kick-start and undertake your own project. It gives pragmatic guidance and actual samples of value chain, concept development, fact model, rules, and configuration templates.

Adding semantics to data models enables full, ground-up customization, as well as capturing and retaining core product knowledge as an organizational asset. The deliverables serve many purposes – data modeling for one of course – but also various forms of business communication. Find out about the techniques, challenges and innovations involved in this next frontier of practice for data professionals.

- How to model products without bias toward IT or the limitations of the legacies
- Extreme product agility
- Hints, tips and tricks for running your own project
- Pragmatic semantics for data models
- Moving your company along toward the knowledge economy