

From Here to Agility

by Ronald G. Ross

Co-Founder & Principal, Business Rule Solutions, LLC

Executive Editor, Business Rules Journal, www.BRCommunity.com

Your company needs far-reaching agility. Can you get that through business process modeling (BPM), business intelligence (BI), or information/data quality (IDQ) and other 'data' initiatives, on their own? *No*. In this presentation, Mr. Ross explains what true business agility is about using examples from the field, and explains why business rules, enterprise decisioning, and related technologies are a must to achieve it.

What your company needs is operational improvement on an order of magnitude or more. Is that feasible? *Yes*. It's been clearly and amply demonstrated. Will you get there by simply distilling and faithfully applying the best practices from the past 35-40 years of software development? *No*. Simply doing more of the same, just doing it better and faster, will never get you there. In this presentation Mr. Ross explains why.

- Change deployment – its costs, its challenges, and its solutions
- Reducing decision cycle time
- Finding the optimal edge of business performance – *continuously*
- Choice, customization and speed-to-market
- What business agility has to do with compliance and governance
- A fail-safe, incremental approach to legacy modernization – and why it should already be underway in your organization