Business Rules & SBVR:
Semantics for Pragmatic Enterprise Design

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Short, succinct, powerful. That describes the *Business Rules Manifesto* in a nutshell. Yet there is far more to the *Manifesto* than first meets the eye – a far-ranging blueprint for a new IT approach in business. (Or is it a new business approach to IT?!) This presentation takes you on a quick tour of the *Manifesto*, and offers interpretations of its potent message for requirements, methodologies, architectures and most importantly, the business itself. The *Manifesto* was produced by the Business Rules Group (BRG), originally born at IBM GUIDE in the late 1980s.

On December 11, 2007, formal support for the business rules approach emerged in the form of the new standard, *Semantics for Business Vocabulary and Business Rules* (SBVR Release 1.0), by the Object Management Group (OMG). Included in this landmark work is an altogether new categorization scheme for rules based on modal logic. SBVR offers new and innovative ways to think about core business knowledge, and opens the door to an entirely new ecosystem of tools and techniques.

This presentation surveys business rules, semantics and SBVR from the perspective of a leading industry innovator and thought leader, with active practice in the field. It explains what the business rule approach is about, and how it differs dramatically from traditional approaches. The presentation also shows why business rules are inevitable in solving today's business and IT challenges.