

Breakthrough Business Innovations: *Business Rules for Executives*

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Current business trends are putting relentless pressure on customer service. The business needs changes in policy put into effect almost instantly. It needs massive scalability, yet with personalized touch for each customer. On top of this, it urgently needs to reduce the overhead, errors and costs associated with compliance to rules and regulations – the number and complexity of which seem to grow almost by the day. Clearly, breakthrough innovations are required.

The business rule approach offers pragmatic, proven solutions. It offers new ways to think about core business knowledge, and new tools and techniques to address pressing business challenges. This presentation explains what the executive needs to know about the business rule approach to apply it successfully. The bottom-line is a guarantee for better business communication and for creative and highly agile IT solutions.

- Business rules in internal and external supply chains
- How to escape day-to-day IT involvement in routine changes
- Rethinking governance and compliance
- Re-architecting the touch points of customer service
- The business-side do's and don'ts
- Case studies