

# Business Rules:

## *Getting to the Point of Knowledge*

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Point-of-Sale (POS) is a familiar notion in the world of commerce. A well-engineered experience at the point-of-sale has obvious benefits both for the customer – a positive buying experience – and for the business of the supplier – real-time intelligence about sales volume, cash flow, buying trends, inventory depletion, customer profiles, etc. Is there a similar customer/supplier event for knowledge workers? If so, how are business rules involved?

Point-of-Knowledge (POK) is an equivalent customer-supplier event that exists within a business concerning knowledge, particularly corporate guidance and know-how (a.k.a. business rules). POKs represent the events where business rules are developed, applied, assessed, and ultimately retired; they represent governance in action at the very edges of the organization.

Much has been written and said about the emergence of *knowledge workers*. Far less, however, is understood about the engineering of effective POKs. In this presentation, Mr. Ross explains the powerful new engineering techniques emerging from business rules.

- Re-architecting the touch points of customer service
- Business rules as an decision service
- How to escape day-to-day IT involvement in routine changes
- Engineering a superior knowledge experience
- Supporting ‘just-in-time’ delivery of operational guidance
- Enabling never-ending, on-the-job training