

From Business Rules to Enterprise Decisioning

by Ronald G. Ross

Co-Founder & Principal, Business Rule Solutions, LLC

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

Overwhelmed by complexity? Stymied by regulatory burden? Unable to massively accelerate processes? Seemingly the most mundane thing in operational business – everyday operational decisions – are actually key to your success. This keynote presentation discusses enterprise decision management (EDM), and explains why your business needs to be decision-centric, rather than system-centric or even exclusively process-centric. Key questions: Is it *consistent*? Is it *compliant*? Is it *optimal*?

EDM is about how your business processes can become smarter. The ‘smarts’ of your organization comprise business strategy, business intelligence, and business rules. A key question for businesses today is how well these “smarts” can be effectively delivered into minute-to-minute operations, especially to deal with new scenarios and an ever-changing business landscape. Mr. Ross identifies major shortcomings of existing approaches, and suggests minimum-risk, high-return solutions for making your business processes faster, cheaper and smarter.

- Exploiting the real value of data
- The ROI of business rules
- Fixing the deployment gap
- Turning rapid-fire change into competitive advantage
- How to successfully rejuvenate systems and conduct legacy modernization
- Thriving in a multi-channel world