Retooling Business Governance:
Why You Need Business Rules

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What opportunities do business rules offer for improved business governance? The key questions regarding policy and operational decision-making are: Is is *practicable*? Is it *retainable*? Is it *traceable*?

In this presentation, Mr. Ross explains what is needed to ensure that deployment of policy and rules into day-to-day business operations is timely, effective, selective, traceable, repeatable, and retractable. As he explains, *business*-level rule management is fundamental in that regard.

Business governance and business rules are inextricably linked. The better your company gets at the business of decision management, the better (smarter) it can become at the nuts and bolts of governance. Unfortunately, in many companies today the governance process is effectively broken – and not at all up to the challenges of doing business in a fast-paced, knowledge-centric, and globally connected world. How can your company retool for smarter governance? As Mr. Ross explains, business rules and enterprise decision management (EDM) provide a highly pragmatic solution.

- Retaining the corporate memory
- Rethinking the guidance sphere
- Agile deployment of policy
- Scalable, traceable decisioning practices
- Retooling for retainable know-how
- What the Chief Governance Officer needs to know