

# Business Rules from A to Z

Revitalising the Operational Decisions That Make Your Company Tick

Ronald Ross

18-19 September 2008,  
19-20 February 2009, London

Fee £995 & VAT (£174.13) =  
£1169.13

Group Booking & Series  
Discounts Available

## Overview

This seminar explains what rules, decisioning and related technologies are about, and identifies the business and technical opportunities they offer your company. It provides clear, authoritative insight into the essential concepts, techniques, and tools. Find out what you need to know to be successful in your organization on a point-by-point basis, amplified by far-ranging professional experience.

Critical areas of practical importance are explained, including where and how business rules fit with process modeling, IT requirements, enterprise architectures, legacy modernization, business vocabulary, fact models, compliance, and much more. Different types of rules technology are identified and reviewed, cutting through the hype, and insights are presented about where and how – and when – they can be best applied. You also get a first-hand update on standards work, and what it means to you.

Rule management also is covered in depth, along with related tools and techniques. That sets the stage for rethinking governance in the organization, and the process by which policy and regulation are deployed and managed. Hear about important opportunities now emerging for compliance, decision management and knowledge retention.

If you are looking for a way to get up to speed fast on business rules, or get the latest and best scoop on what's happening in this dynamic space, this seminar is for you. *Come prepared with the questions you want answered!*

## Learning Objectives

- Achieving true agility
- Business rule methodologies and tools
- Modernizing operational decisioning
- Fitting business rules into your project environment ... and into your organization
- How to organize and manage your rules
- Roles and responsibilities
- Pitfalls, lessons learned and best practices
- The latest trends
- Establishing business rule and decision management
- Rethinking governance and compliance

## Seminar Outline

### Fundamentals of Business Rules

- What business rules are ... and are not
- What business trends make them inevitable
- Expressing business rules
- Enterprise decision management (EDM)
- Business rule standards
- Crucial implications for IT

### The Spectrum of Business Guidance

- SBVR on business rules
- What makes a rule 'practicable'
- Behavioural rules vs. definitional rules

### Business Rule Analysis

- Reduction of decision logic
- The role of business vocabulary
- What's different about the rule mindset

### Business Rules, Business Processes, and Business Strategy

- Business rules vs. business processes
- How business rules can make process models better
- Best practices
- How to make processes smarter
- Using business strategy as a project front-end

### Cost-Benefit

- What's lacking in your data and business intelligence (BI) initiatives
- Closed-loop decisioning – fixing the deployment gap
- The true ROI of business rules
- Case studies

### Business Rules and Requirements

- Business rules in enterprise architecture
- Business rule methodology
- Business rules vs. requirements
- What every project manager should know

### Developing Business Vocabularies

- Business miscommunication
- What you need for high-quality business rules
- Fact modeling

### From Rule Management to Business Governance

- The business drivers
- Where the governance process is broken
- How business rules and rule management fit in

### What Business Problems Business Rules Address

- The spectrum of opportunities
- Improving and personalizing service
- Recapturing and retaining operational knowledge
- Rethinking agreements and contracts

### Retooling for Business Rules

- Why you need a rule engine – and why it isn't enough
- Business rule architecture
- Business rules management

### Rule Technology and Its Use

- The anatomy of rules and rule architectures
- What tools are available and what works best
- Rules of record
- Legacy modernization
- Cross-channel consistency
- Rule engines vs. workflow engines?
- Point-of-knowledge architecture – POKA

### Getting Down to Action

- Moving to the next level
- Identifying problem decisions
- Traceability, accountability and transparency
- What you need to manage

## Audience

- IT Managers
- IT Consultants
- Business Analysts
- Systems Analysts
- Business Improvement Managers
- Business Rule Analysts
- Business Requirements Specialists
- Technology Planners
- Project Leaders
- Compliance Managers
- Legacy Transformation Architects
- Development Managers

## Special Features

- Taught by one of the authors of the 3 most popular books in the business rule space:
  - *Business Rule Concepts (Second Edition)*
  - *Principles of the Business Rule Approach*
  - *The Business Rule Book*
- The most up-to-date ideas and information on business rules and decisioning.
- Bridging business vision and technical excellence.

## Business & Systems Analysis Series

**Enterprise Level Business Process Management**  
9-10 March 2009, London

**Business Process Modelling, Analysis and Design**  
3-5 December 2008,  
11-13 March 2009, London

**Mastering the Requirements Process**  
15-17 September 2008,  
24-26 February 2009, London

**Business Rules from A to Z**  
18-19 September 2008,  
19-20 February 2009, London

### Series Discounts

Attend more than one course in this series and you will be entitled to the following discounts:

2nd course	10%
3rd course	15%
4th course	20%

### Group Booking Discounts

If 5 delegates from the same organisation register at the same time for the same or various seminars, then the 5th delegate is free. We regret that this offer cannot be used in conjunction with the Series Discount.

*'Interactive. Listens. Provides real life examples.'*

Colin Woods, Technical Architect, Virgin Mobile

## Presenter



Ronald G. Ross serves as Executive Editor of

www.BRCommunity.com and its flagship publication, Business Rules Journal. He is a sought-after speaker at conferences world-wide. Mr. Ross is recognized internationally as the "father of business rules." He is Co-Founder of Business Rule Solution and is the author of eight professional books. His newest are: Business Rule Concepts (2005), a 2nd edition of his popular, easy-to-read 1998 handbook, and Principles of the Business Rule Approach, Addison-Wesley (2003).

## In-House Training

For an in-house presentation of this or any other IRM UK seminar, please contact us on: T: +44 (0)20 8866 8366 E: customerservice@irmuk.co.uk

Visit [www.irmuk.co.uk](http://www.irmuk.co.uk) for full course outline

## Registration Information

### Registration Fees:

Full payment or a purchase order is due prior to the event. Payment may be made in Sterling (£) or Euros. If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (17.5%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

**GROUP DISCOUNTS:** For every 4 people from one company who register for the same event, at the same time, a 5th delegate may attend FREE! Please Note: We cannot offer any other published discounts / offers to those taking advantage of this group discount.

The registration fee includes the lectures, documentation, refreshment breaks and lunch on each day of the event. The cost of hotel accommodation is not included in the event fee.

**UK Delegates:** Expenses of travel, accommodation and subsistence incurred whilst attending any IRM UK event will be fully tax deductible by the employer company if attendance is undertaken to maintain professional skills of the employee attending.

**Non-UK Delegates:** Please check with your local tax authorities.

**Cancellation Liability:** In the event of cancellation of an event for any reason, IRM UK's liability is limited to the return of the registration fee only. IRM UK will not reimburse delegates for any travel or hotel cancellation fees or penalties.

**Cancellation Policy:** Cancellations must be received in writing at least two weeks before the commencement of the event and will be subject to a 10% administration fee. It is regretted that cancellations received within two weeks of the event date will be liable for the full fee. Substitutions can be made at any time.

### Hotel Accommodation and Seminar Venue Details

IRM UK in association with JP Events, have arranged special discounted hotel rates at our various seminar venues and at other hotels nearby. Seminar venues will be confirmed upon registration. Alternatively, please visit our website.

Email: [enquiries@jpeventsltd.com](mailto:enquiries@jpeventsltd.com) [www.jpeventsltd.com](http://www.jpeventsltd.com)

Tel: +44 (0)20 7428 9911 Fax: +44 (0)20 7428 9966

Alternatively, you may book directly at the relevant hotels

### Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event

12.30 – 13.30 Lunch 13.30 – 17.00 Event

### Mailing Information

As we are using multiple mailing lists, there is the possibility that you may receive more than one brochure. If this is the case or if there is an error in your address details, please forward the incorrect mailing labels to us so we can update our database immediately.

Please tick here if you are unable to attend a seminar but would like your name added to our mailing list.

### IRM UK Strategic IT Training Ltd

IRM UK are specialist in strategic IT training for IT & business professionals and managers. Our carefully selected presenters have superior technical knowledge, teaching skills and a wide range of practical business experience. They are some of the most influential technologists, methodologists and original thinkers in IT today. Noted for the participation of top level decision makers from both the corporate, user and vendor communities, and the lucid analysis of critical strategic and management issues, our events are condensed and rigorous combining technical explanations with management advice and discussions of future directions. Please visit our website for comprehensive information on our events and speakers [www.irmuk.co.uk](http://www.irmuk.co.uk).

#### How to Register



e-mail: [customerservice@irmuk.co.uk](mailto:customerservice@irmuk.co.uk)



website: [www.irmuk.co.uk](http://www.irmuk.co.uk)



Fax: +44 (0)20 8866 7966



Post: IRM UK Strategic IT Training Ltd,  
Bishops Walk House, 19-23 High Street,  
Pinner, Middlesex HA5 5PJ, UK



Phone: +44 (0)20 8866 8366

## Registration Form

Organisation.....

Address.....

City..... Postcode.....

Country.....

Telephone..... Fax.....

e-mail.....

Booking made by.....

Approving Manager..... Position.....

Please tick here if this completed form confirms your telephone registration.

### Delegate Details

1. Surname..... Mr/Ms/Mrs/Dr.....

First Name..... Direct tel:.....

Job Title..... e-mail.....

Event Name & Date.....

2. Surname..... Mr/Ms/Mrs/Dr.....

First Name..... Direct tel:.....

Job Title..... e-mail.....

Event Name & Date.....

3. Surname..... Mr/Ms/Mrs/Dr.....

First Name..... Direct tel:.....

Job Title..... e-mail.....

Event Name & Date.....

Billing address if different from above.....

BOOKING CODE MUST BE QUOTED WHEN REGISTERING

BOOKING CODE = WBD

**Payment Details:** Please note that full payment or a purchase order is due prior to commencement of the event

Please tick appropriate method of payment:

**Cheque**, drawn on a UK bank, enclosed for £..... made payable to IRM UK Strategic IT Training Ltd

**Purchase Order Number**.....

**Bank Transfer** (Please attach a copy of your bank transfer order to this booking) Contact IRM UK for our bank details on +44 (0)20 8866 8366. When paying by bank transfer, please ensure that the order includes the following details: the Event Title, the Delegate Name, and your Company Name. Please ensure the full amount is paid, including VAT.

**Credit Card**

American Express  Visa  Mastercard  Eurocard  Delta

Please charge £..... to my account

Name on credit card (please print).....

Cardholder's Signature..... Date.....

Account Number

Expiry Date     Security Code

Credit card Billing Address if Different from above.....

**Data Protection:** The personal information that you provide will be held on a database by IRM UK. We may occasionally release your details to other reputable companies. If you prefer not to be included in this service please tick the box