

JBoss Enterprise BRMS Value Proposition and Differentiation

Faced with economic, business, and regulatory turbulence, enterprises and governments around the world need to respond to change, opportunities and threats more rapidly than ever before. Businesses that can respond to new regulations, customer trends, opportunities, and threats by updating the IT deployments with new/modified business rules will have a competitive advantage. To date, business rules management systems (BRMS) have been complex, closed, and expensive. Red Hat believes there is a better way to improve business execution and responsiveness while carving out costs.

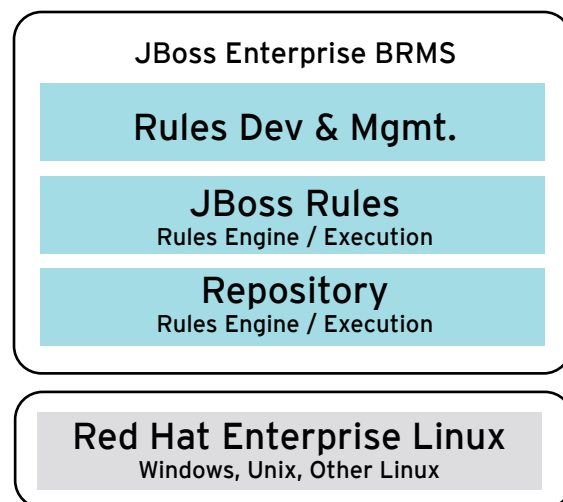
By making it easier for the JBoss.org community to rapidly innovate without the worry of productization cycles, Red Hat enables Java, SOA, and business process automation innovation to develop and mature more quickly. JBoss Enterprise Middleware packages that innovation in platforms and tools designed to meet enterprise requirements for developers, ISVs, and business process automation challenges. These products lay the foundation for even greater Red Hat support excellence, customer deployment experiences, and satisfaction.

In May 2009, Red Hat launched the JBoss Enterprise BRMS, a next-generation business rules management system with easy-to-use business rules authoring and management tools. This latest addition to JBoss Enterprise Middleware is bringing even more value to existing SOA and application deployments by combining the benefits of an open source subscription with sophisticated business rules management and execution deployments.

JBoss Enterprise BRMS

JBoss Enterprise BRMS provides an open source business rules management system that enables easy business policy and rules development, access, and change management. JBoss Enterprise BRMS includes a fast and highly efficient rules engine and easy-to-use rules development, management, and repository. JBoss Enterprise BRMS makes it easy for business analysts or auditors to view and manage your business rules as encoded in your IT application infrastructure. Business analysts as well as SOA and rules developers can verify that the encoded rules indeed implemented the documented business policies. JBoss Enterprise BRMS allows businesses to reduce development time to update applications, SOA deployment and business processes with the latest business rules and policies delivering the business agility required to respond to opportunities and competitive threats.

JBoss Enterprise BRMS



USE CASES

JBoss Enterprise BRMS can improve business agility, reduce costs, and improve customer satisfaction in a wide range of enterprise and government settings. Examples where JBoss Enterprise BRMS may add significant value to an enterprise or government agency include:

- Resource allocation and prioritization
- Product configuration - Handles complex product feature interdependencies
- Pricing and electronic trading - Applying algorithms to live pricing information
- Insurance - Assessing the premium level for new and changed customers
- Network security and monitoring - Intelligent assessment of traffic for malicious intent; smart alerts and control actions
- Authorization - e.g., Determining user permissions
- Control systems - e.g., Air conditioning, heating
- Healthcare - Assessing drug interactions; prescription assistance
- Government - Evaluating and approving benefits, such as social security, unemployment, and welfare; fraud detection

VALUE PROPOSITION: SIMPLE, OPEN, AND AFFORDABLE BUSINESS AND DECISION MAKING AUTOMATION

- Greater business agility; respond to change in hours or days rather than weeks or months
- Reduces business process execution error
- Create better customer experiences leading to higher customer satisfaction
- Accelerate business execution and improve business performance
- Increase return on existing IT investments
- Simple, open, affordable business rules management in application, SOA and BPM deployments

For example, suppose an upsell opportunity arose, with demand so high that a price increase is also in order. Also, let's assume that \$100,000 of increased business per day is likely when the new product offering is available. With product configuration and pricing rules in JBoss Enterprise BRMS, this business may be able to reconfigure IT to offer the new upsell product and product pricing in 5 days, making the change available to all channels simultaneously. Without JBoss Enterprise BRMS, this new offering could require changing and redeploying three web applications and a product configuration application written in Java, which may take 25 days. With JBoss Enterprise BRMS, the web applications are still part of the deployment, but now call upon the BRMS to execute business rules. The enterprise with JBoss Enterprise BRMS has gained \$2,000,000 in increased revenue. Even if the company using the old style of application deployment made the change manually by faxing new price sheets to various channels, it still could take several days and then present problems with consistency of implementation, errors, customer satisfaction, delivery, and other issues.



KEY DIFFERENTIATORS

KEY DIFFERENTIATOR	BENEFIT
Single, integrated distribution of key business rules; open source projects that deliver a complete business rules management system in an affordable, subscription offering	<p>The JBoss Enterprise BRMS is:</p> <ul style="list-style-type: none"> • Simpler to consume - single offering, OSS subscription model; takes innovative open source projects and makes them enterprise-ready and consumable • More open - open source, open to supporting domain (industry) specific languages, embeddable within an application to full-scale enterprise SOA deployment support • More affordable - at a single offering price point contrasted with more expensive multiple products from most competitors • Includes mass adopted JBoss Rules (Drools OSS Project) engine. Web 2.0 authoring and management tools and repository. Also offers numerous additional authoring tools including the DRL language, Excel spreadsheet input, and Eclipse IDE support
Web 2.0 authoring and management tools	Easy-to-use guided authoring tools for business analysts and process owners. Simple version control and management tools for analysts, process owners, and administrators. Improves productivity and increases agility and responsiveness to business changes.
High performance, embeddable rules engine	Lightweight rules engine to be deployed in a wide variety of scenarios, ranging from embedding in single applications to serving enterprise-wide business processes and SOA deployments. Improves IT resource utilization and returns results faster, cost less.

BUSINESS RULES MANAGEMENT SYSTEM COMPETITION

COMPETITIVE COMPARISON	JBOSS ENTERPRISE BRMS	IBM ILOG JRULES	FICO BLAZE ADVISOR BRMS	PEGASYSTEMS PEGARULES
Complete BRMS (Rules engine, repository, authoring and management tools)	•	•	•	•
Open source (license, not just parts)	•			
Easily consumable subscription	•			
Enterprise quality support	•	•	•	•
Modular architecture (customizable footprint, minimal overhead)	•			
Simple and robust (install and configure in minutes, not hours, days or weeks)	•	1/2 (Robust, but not simple)	1/2 (Robust, but not simple)	1/2 (Robust, but not simple)
Standards-based repository	•	•		
Web 2.0 and RIA User Interface for Business Analysis	•	•		
Analyst-developer collaboration between Eclipse, the repository, and the analyst Web 2.0 tools	•	•		•
Flexible deployment architecture for rules engine	•	•		•
Approximate list price - 4 CPU deployment	\$20,000-\$30,000 annual subscription	\$100,000 - \$200,000 license fee + 18% annual maintenance	\$200,000 - \$300,000 license fee + 18% annual maintenance	\$50,000-\$200,000 license fee + 21% annual maintenance

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