

Business Rules Starter Kit

Alignment of IT with the Business

Business Rules Approach

Business Rules provide a promising approach for aligning the IT of an enterprise better with its business needs. Using a Business Rules Engine as application-independent middleware has the following advantages:

- Business processes can be **fully automated** and brought to the Web
- Business rules form the base for fully automated **business-to-business** interaction
- Because it is automated, **business knowledge** is applied **more consistently**
- The implemented Business Rules are **understandable by business people**
- Business Rules can **quickly be adapted**, if the business changes.

However, the Business Rules Approach is relatively new and is not yet widely known. For that reason we offer a **unique, fixed-price service to demonstrate the success** of the Business Rules Approach. As a member of the international Business Rules Group (www.businessrulesgroup.org) and as co-organizers of the European Business Rules Conference (www.eurobizrules.org), we have the expertise to **turn the vision of Business Rules into reality**.

Application Areas



The Business Rules Approach is especially well suited to business areas that are knowledge intensive and where this knowledge is subject to frequent change. Typical business areas are:

- **Customer Interaction**
 - Customer contacts
 - Follow-ups
 - Enquiry handling
- **Sales**
 - Customer segmentation
 - Marketing and promotion
 - Product bundling and configuration
 - Pricing
- **Purchasing**
 - Supplier selection
 - Product selection and order management
 - Pricing
- **Contracting and Risk Management**
 - Risk identification
 - Risk evaluation
 - Inclusion or exclusion of special terms and conditions
- **Tax Processing**
 - Verification of data entry
 - Tax calculation
 - Recommendation of options
- **Workflow Management**
 - Default and exception handling of business events
 - Delegation of responsibilities
- **Diagnostics**
 - Fault identification
 - Fault resolution

Customer Benefits

What **benefits** does the **Business Rules Starter Kit** provide to a customer?

- The Business Rules technology may be tested on an own project.
- The service is provided at minimal costs and without risk.
- After completion of the Business Rules Starter Kit, the customer owns an executable and demonstratable prototype.

Service Description

The Business Rules Starter Kit includes the following services:

- A half day introduction to the Business Rules Approach
- Identification of a suitable application area from the customer's business
- Systematic selection of a set of business rules (~30 to 50 rules) in that area
- Installation of a Business Rules Engine at the customer's site
- Development of a user interface to the Business Rules Engine
- Implementation of the identified business rules on the Business Rules Engine
- Testing of the resulting application
- Demonstration of the results and discussion of further steps.

Terms and Conditions

General:

- The selected application must fit into one of the application areas listed above.
- The customer will provide a contact person acting as a knowledge resource for the selected business area.
- The overall duration of the project is limited to 3 calendar months.
- Any customer-specific business knowledge acquired by KnowGravity consultants will be treated as confidential.

Technology:

- The customer shall provide a PC running Windows NT or higher as the runtime platform.
- In case of continuation of the project, there is no obligation to stay with the technology/products used for the Starter Kit.

Costs

The Business Rules Starter Kit is available as a fixed-price offer for the following unbeatable price:

Either CHF 9'000.--

or Euro 6'400.--

This special price includes:

- up to 8 days labor for consulting and implementation
- a demonstration license of a Business Rules Engine
- all expenses, if work is carried out in Switzerland. For work in other countries, expenses will be charged at cost.

If the work is carried out in Switzerland, the price is subject to VAT at 7.6%.

Guarantee

After applying the Business Rules Starter Kit, the customer will:

- have a running Business Rules application supporting its business at its site
- be able to evaluate the Business Rules Approach for his business.

Contact

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