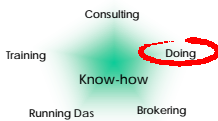


Project "IT21"

Keywords Business Rules Approach (BRA), Requirements Engineering, Project Management

The Customer APG is the leading Swiss outdoor advertising company. It offers more than 100'000 billboards all over Switzerland and has a revenue of more than 250 million Swiss francs.

The Project The project "IT21" is replacing an existing system with a new integrated system covering procurement, marketing, reservation, sales, delivery and customer/partner management. The new system has interfaces to accounting, MIS and CRM applications, among others. The project involved up to 30 IT people for more than 3 years and the new system became productive in 2003.



The Challenges Among others, the major challenges of the "IT21" project are:

- to build a large integrated system that covers at least all the functionality of a old system that matured for 10 years
- significant changes of business processes and organization structure during the project
- many business rules, some of them changing often (already during development), most of them constraints
- integrated development environment with little or no support for business rules
- business rules are manually implemented in packages and called from database triggers
- most people involved in the project unfamiliar with the concept of business rules

The Approach The approach is based on a traditional specification centered around an entity relationship model and business functions which are stored in a Oracle CASE repository. Out of that repository the database is generated and the programs are build/generated according to the specification in the business functions.

Both the entity relationship model and business functions have informal textual descriptions that contain many hidden business rules. During the project an effort was started to recognize and formalize those business rules in the specification, albeit without the support of business rules tools. Business rules are then manually implemented as database triggers.

Our Contribution A number of employees of KnowGravity Inc. where involved in the "IT21" project. Their major contributions include

- Consulting and collaboration in writing the requirements specification
- Project management of sub projects
- Extraction and formalization of business rules from the specification
- Establishment of a minimal infrastructure for business rules
- Software development

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