

Business Rules Approach

Typical Applications

Task	Business Domain	Example	Company
Access control	Engineering	Only authorized individuals will be granted access to physical and intellectual properties depending on their profile.	Hitachi Software Engineering
Benefits analysis	Government	Allow parents to determine online whether or not their children are eligible for state-sponsored healthcare benefits. Non-technical business people easily maintain rules.	State of North Dakota
Commissions on cell phone sales	Telco	Commission rates are calculated depending on the dealer type, the type of sale and other additional variables.	BLU Telecom Italy
Creating return labels for non-working shipping products.	Parcel handling / Workflow	The ultimate destination is printed on a label depending on the products that are being shipped.	UPS
CRM	Computer Manufactory	Determines "best customer service rep" for incoming customer requests through Web self-service sites, telephone, instantaneous load, and other factors.	Sun Microsystems
CRM	Financial	The BR system handles the Customer segmentation und Product recommendation	Toyota Financial
Data Validation	Car Builder	A custom-built front-end system allows engineers to select component parts and enter parameters values. The BR System checks configuration for design integrity and formats data stream for CAD systems.	Ford Motor Company
Diagnostics	Healthcare	Checks individuals prescriptions to make sure no dangerous drug interaction are prescribed.	Catholic Heathcare West - USA

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Fraud detection	Credit Card	The Online Dispute System control an online questioning process that verifies that the dispute is valid. Therefore it selects dynamically questions depending on the customer's previous responses.	American Express
Information router	Computer Manufactory	Determines what new information is required by each salesperson depending on their user profile (territory, market segmentation, customer base, and production specialties).	Sun Microsystems
Order Configuration	Magazine Advertisement	Sales reps access system using an HTML fronted, enter in the advertiser's requirements, and are returned with a price for the ad.	AOL/TimeWarner
Personal loan decisions	Lending	Online loan application and decisioning solution that is fully automated, easily customizable.	Hana Bank – Korea
Recommendation	Wealth Management System	The BR System controls dynamic monitoring services that automatically generate alerts, advice action depending on the financial advisor's unique business process.	Advice America
Regulatory Compliance	Government	Check the entries in the tax form against the law and find contradictions	Dutch Tax Authority / Tax Authority of Basel Land

This is only a short list of some examples. It is and could not be complete.

As the years before, there are lot applications in the area of credit cards, banking and insurances. But as showed above, in many other fields, the Business Rules Approach leads to successful applications. Even though in technical systems the Business Rules Approach become more used. Although, they don't necessarily use the same business rules engines as commercial projects.

Since the Business Rules Approach does not only involve IT, making the Business Rules explicit is also a huge advantage, as the business rules are an extremely valuable asset of an enterprise.