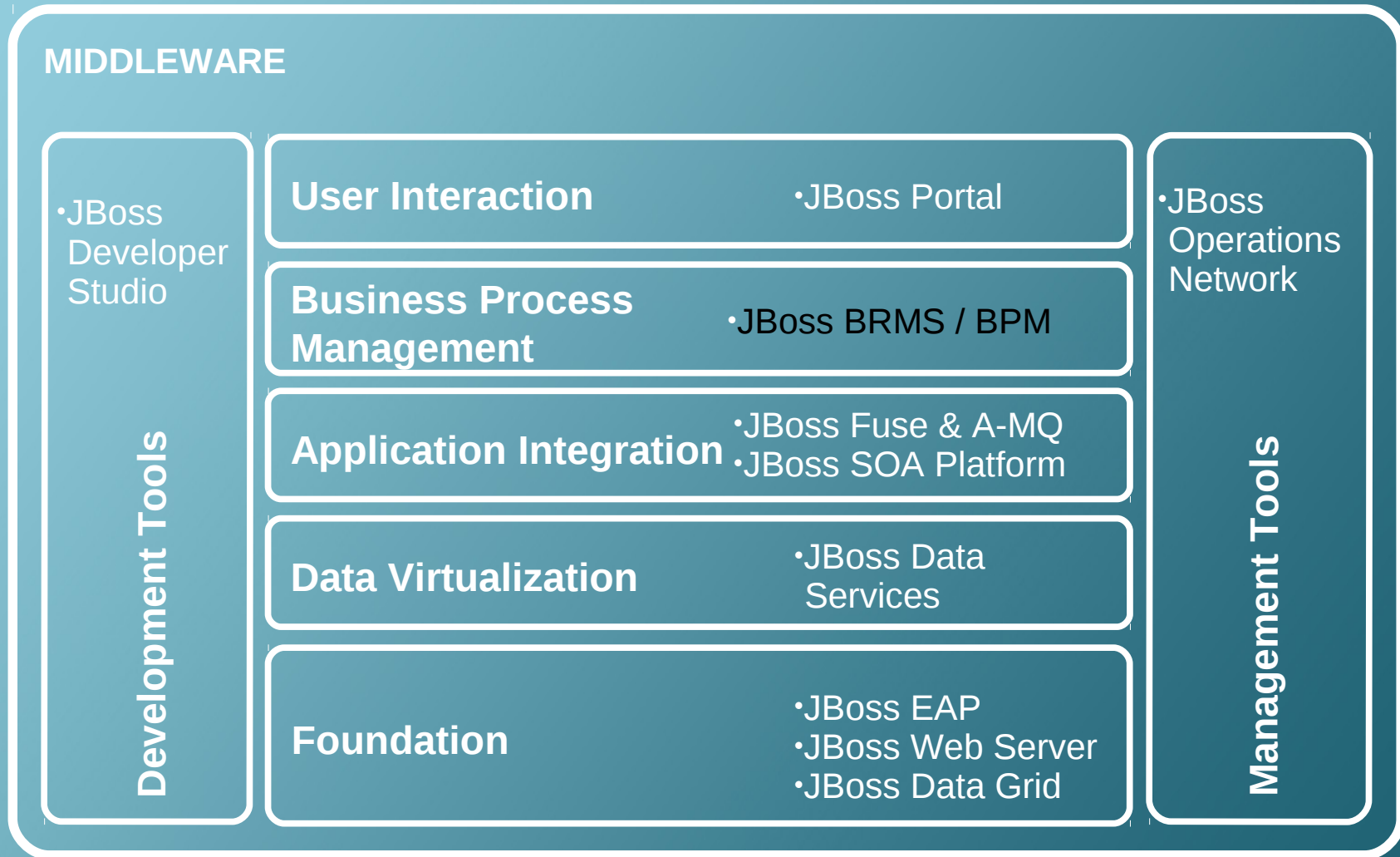# Red Hat Business Decision and Process Optimization

BRMS and BPM

Neil Hudson
Solution Architect
Red Hat

Email: nhudson@redhat.com

redhat.

Red Hat JBoss Middleware

MIDDLEWARE

Development Tools

•JBoss Developer Studio

User Interaction •JBoss Portal

Business Process Management •JBoss BRMS / BPM

Application Integration •JBoss Fuse & A-MQ •JBoss SOA Platform

Data Virtualization •JBoss Data Services

Foundation •JBoss EAP •JBoss Web Server •JBoss Data Grid

Management Tools

•JBoss Operations Network

ACCELERATE   INTEGRATE   AUTOMATE

2

Background and Agenda

- Expert decision making with BRMS and BPM.

- Business wins with BRMS / BPM

- Top Take Aways

redhat

Introduction to BPM

A Business Process

An activity or set of activities that will accomplish a specific organizational goal...

Shipping

Catalog

Financials

Inventory

Packaged Apps
(e.g. SAP)

Orders

redhat

A Business Process

An activity or set of activities that will accomplish a specific organizational goal...

Catalog

Shipping

Financials

Inventory

Orders

Packaged Apps
(e.g. SAP)
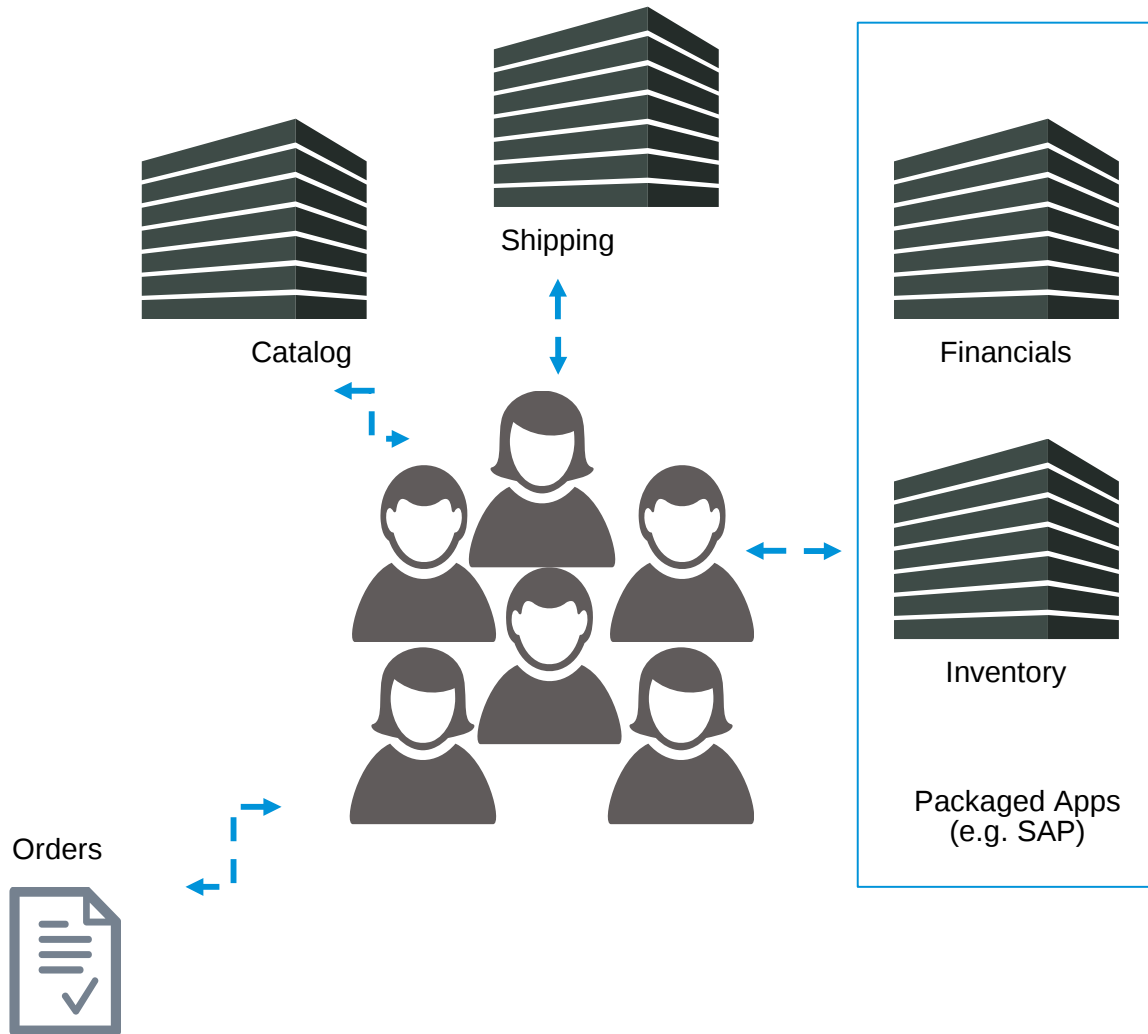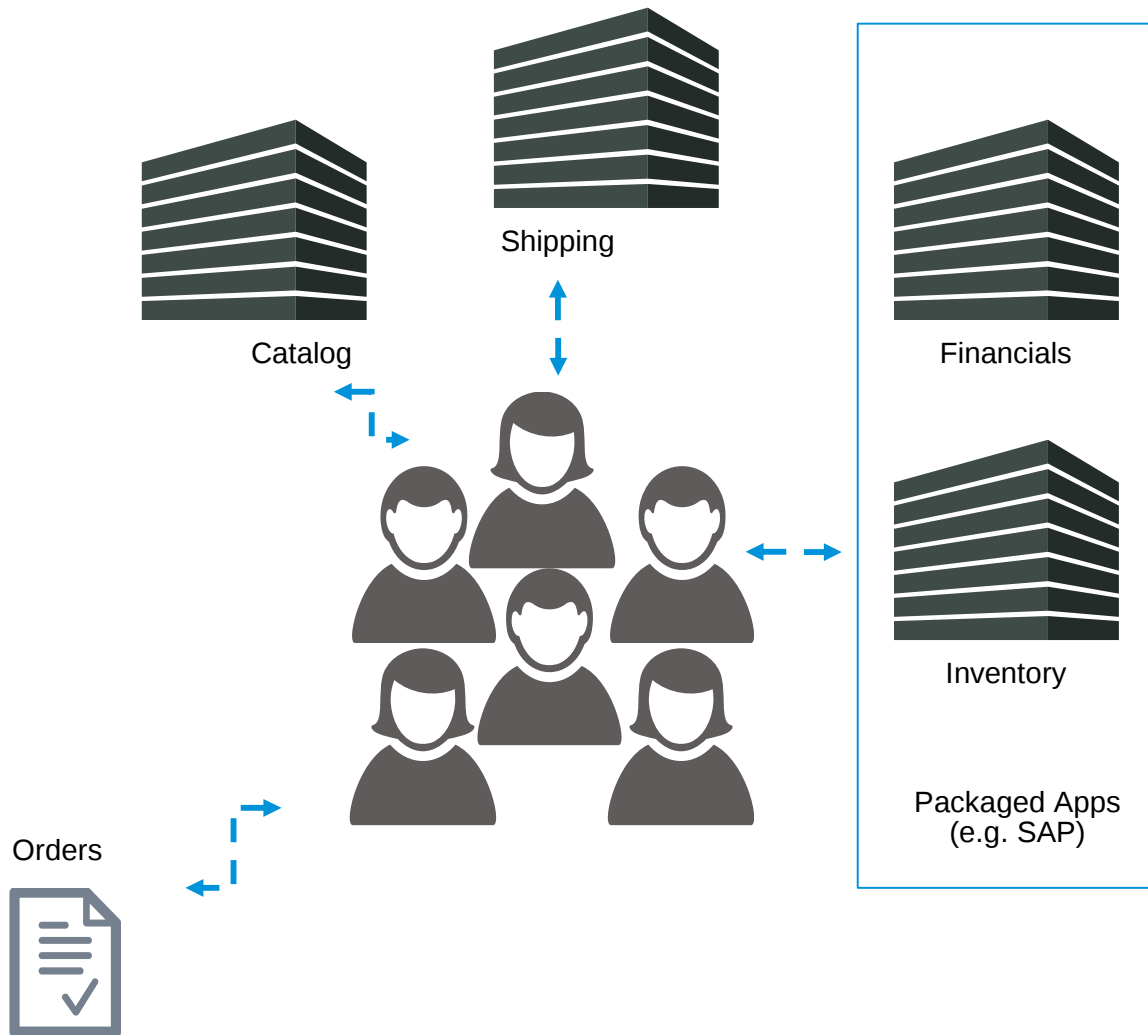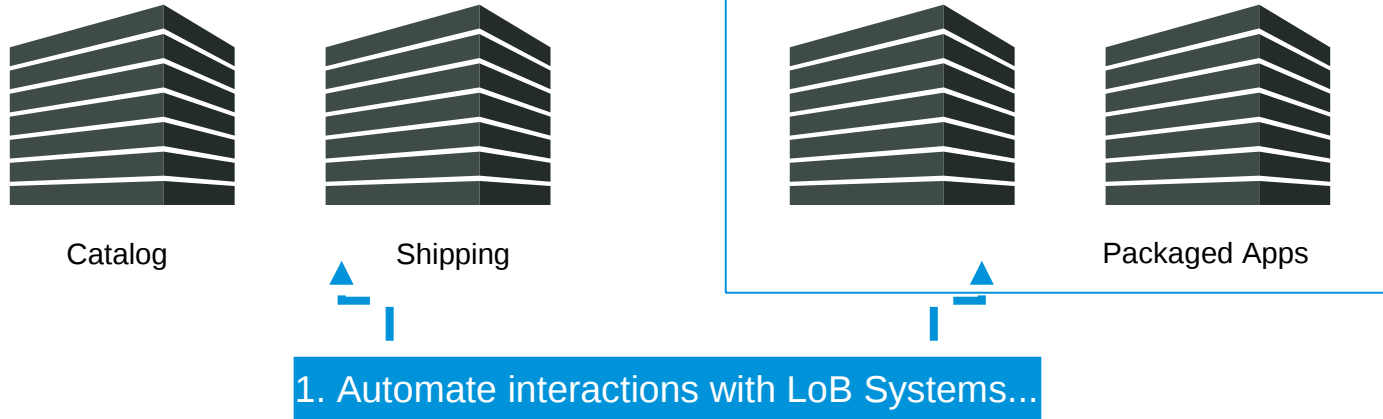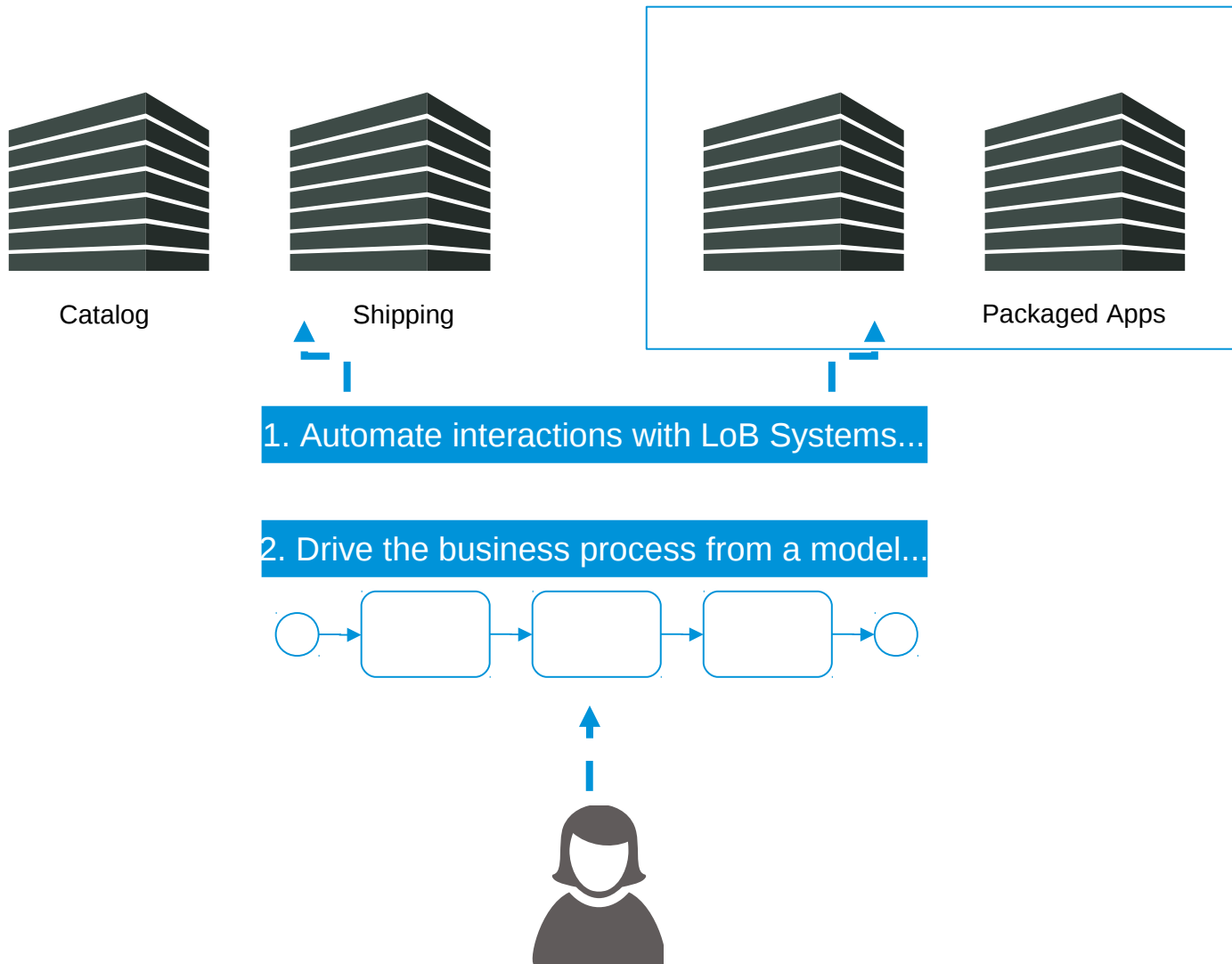
Problems:
- Inefficient manual processes
- Error prone
- Non-repeatable
- Lack of visibility
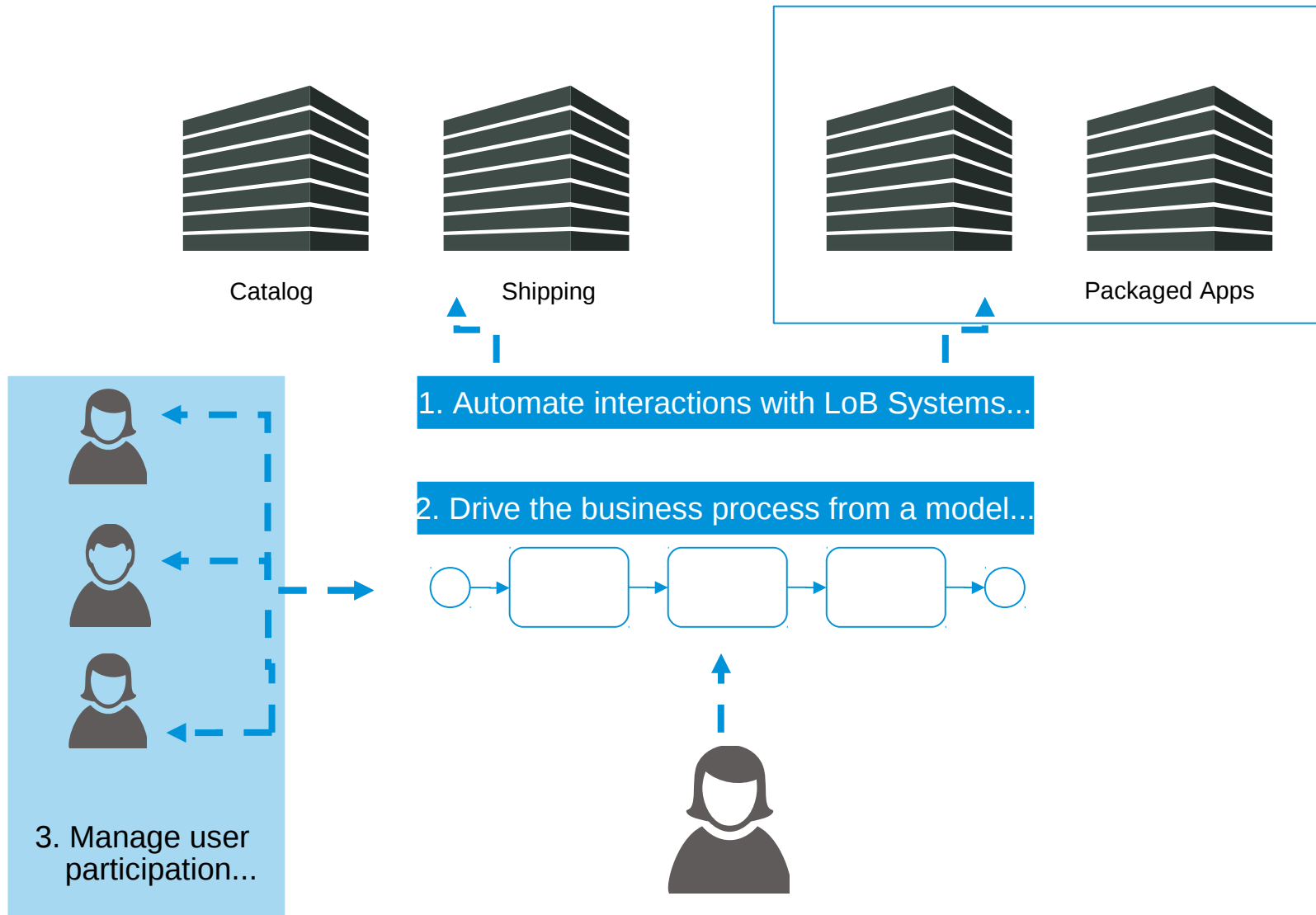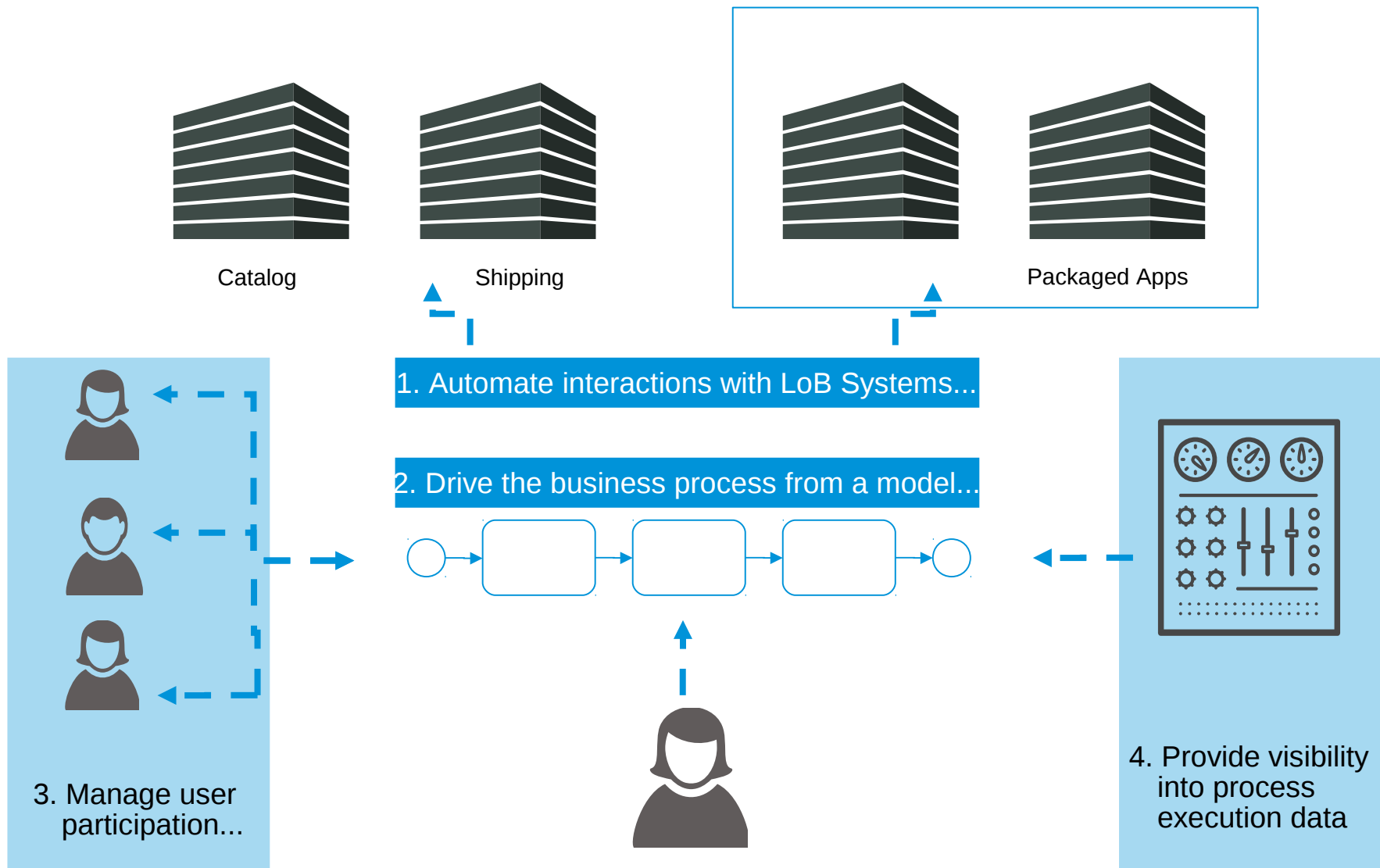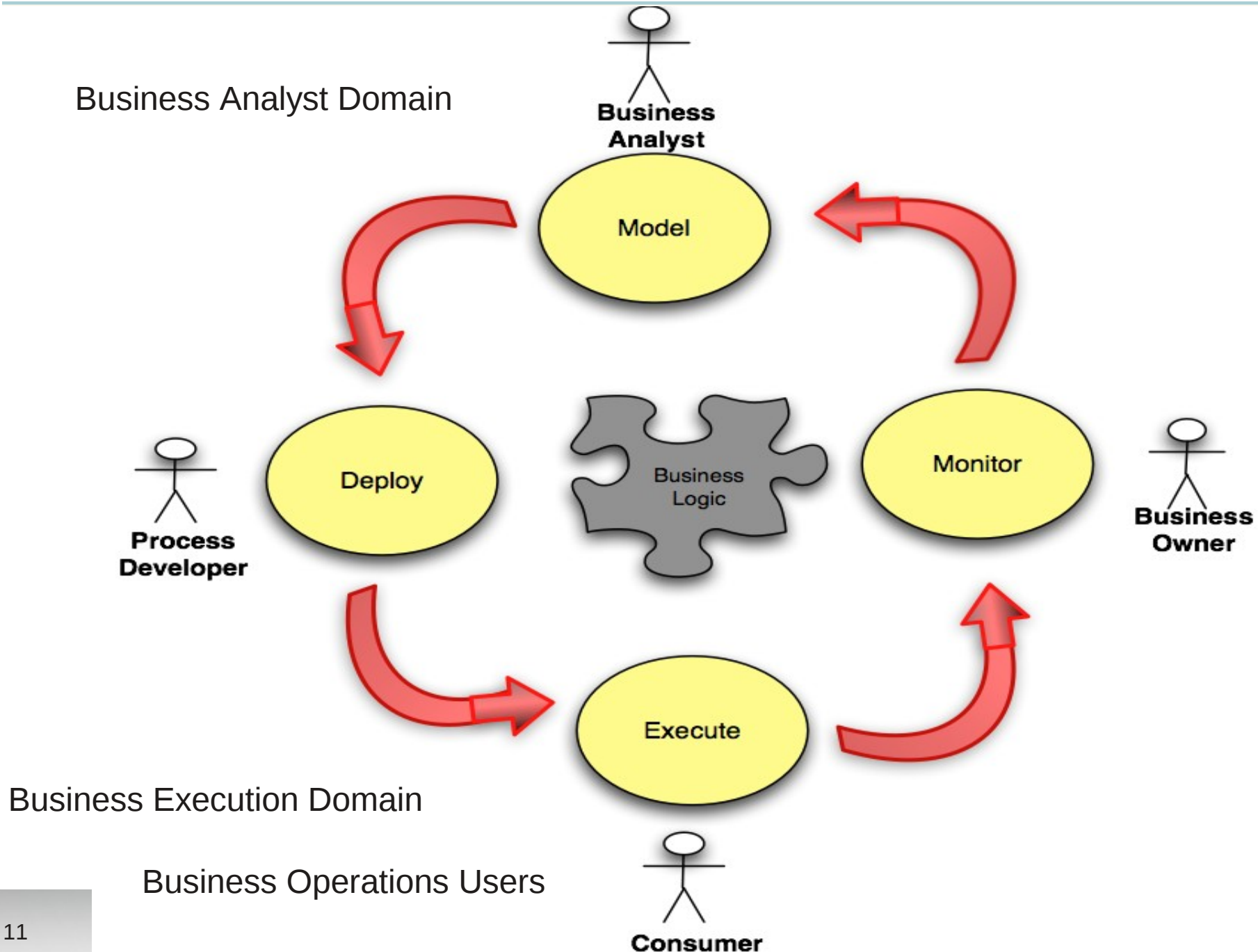- Hard to change

redhat

The BPMS Solution

Catalog   Shipping   Packaged Apps

1. Automate interactions with LoB Systems...

The BPMS Solution

Catalog   Shipping   Packaged Apps

1. Automate interactions with LoB Systems...

2. Drive the business process from a model...

redhat

The BPMS Solution

Catalog   Shipping   Packaged Apps

1. Automate interactions with LoB Systems...

2. Drive the business process from a model...

3. Manage user participation...

The BPMS Solution

Catalog

Shipping

Packaged Apps

1. Automate interactions with LoB Systems...

2. Drive the business process from a model...

3. Manage user participation...

4. Provide visibility into process execution data

redhat

BPM Lifecycle

Business Analyst Domain

Business Execution Domain

Business Operations Users

redhat

Introduction to Business Rules

Example
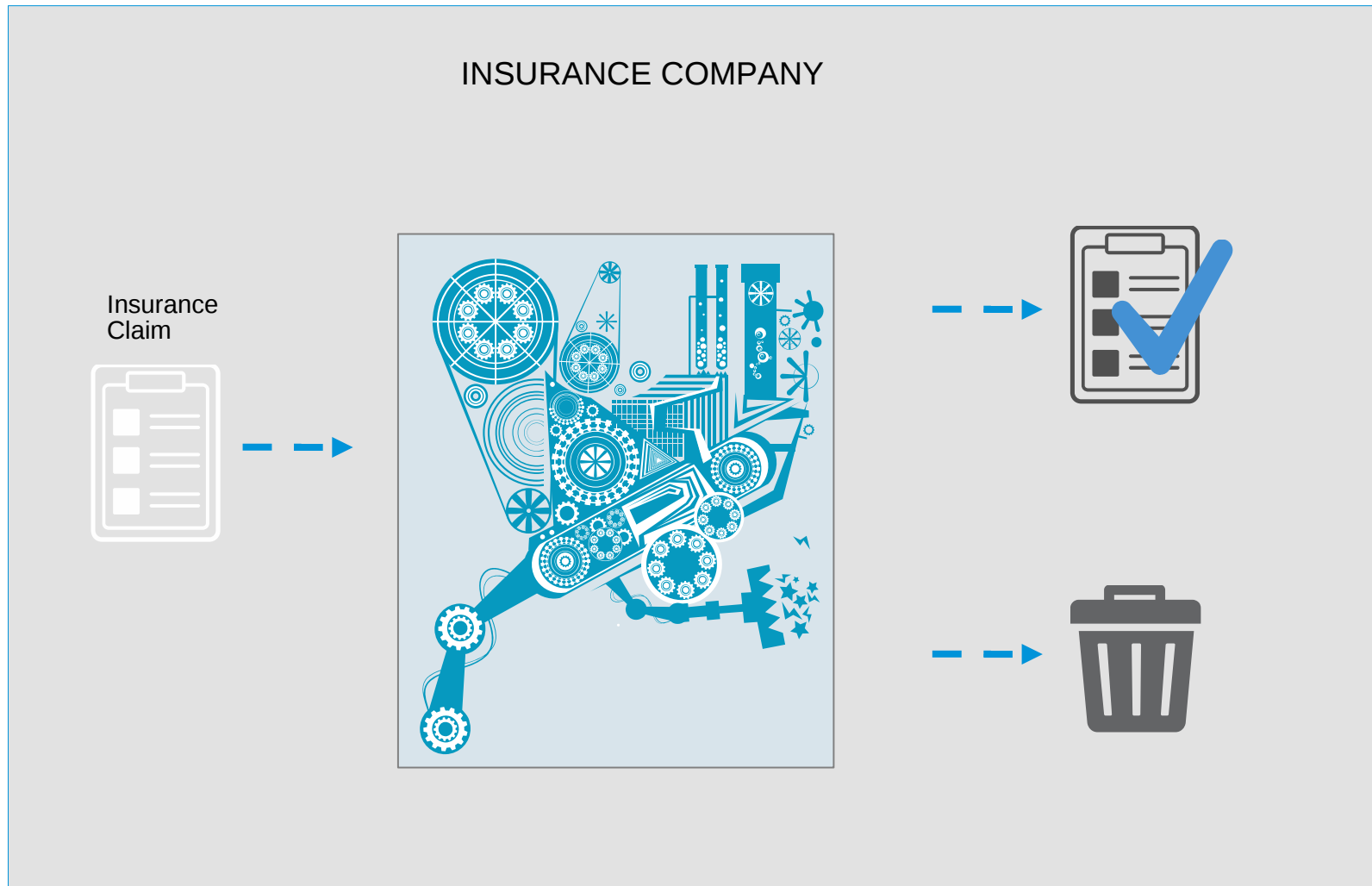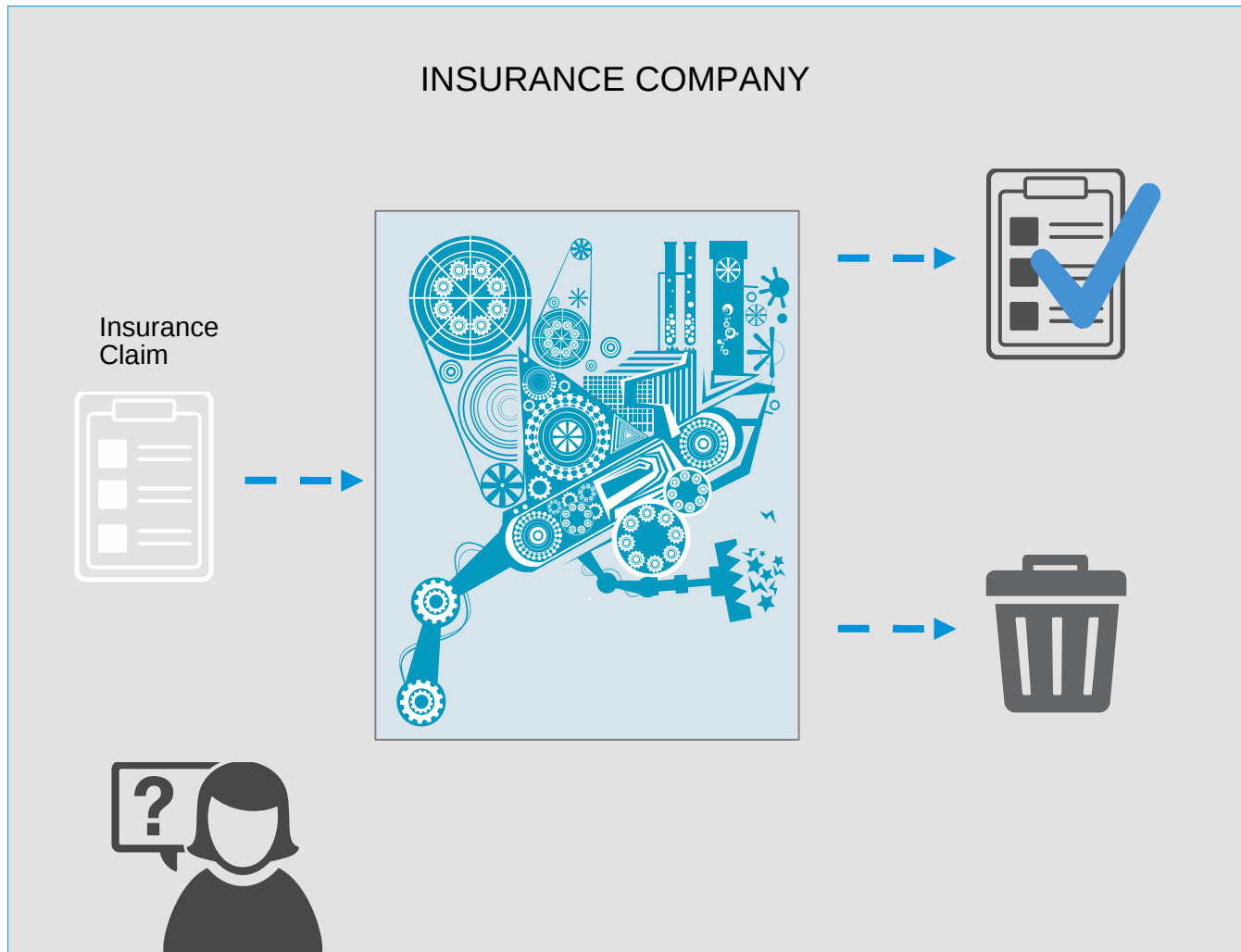
INSURANCE COMPANY

Insurance
Claim

Example

INSURANCE COMPANY

Insurance
Claim

Problems:
1. Business rules are hidden in applications

redhat

Example

INSURANCE COMPANY

Insurance Claim

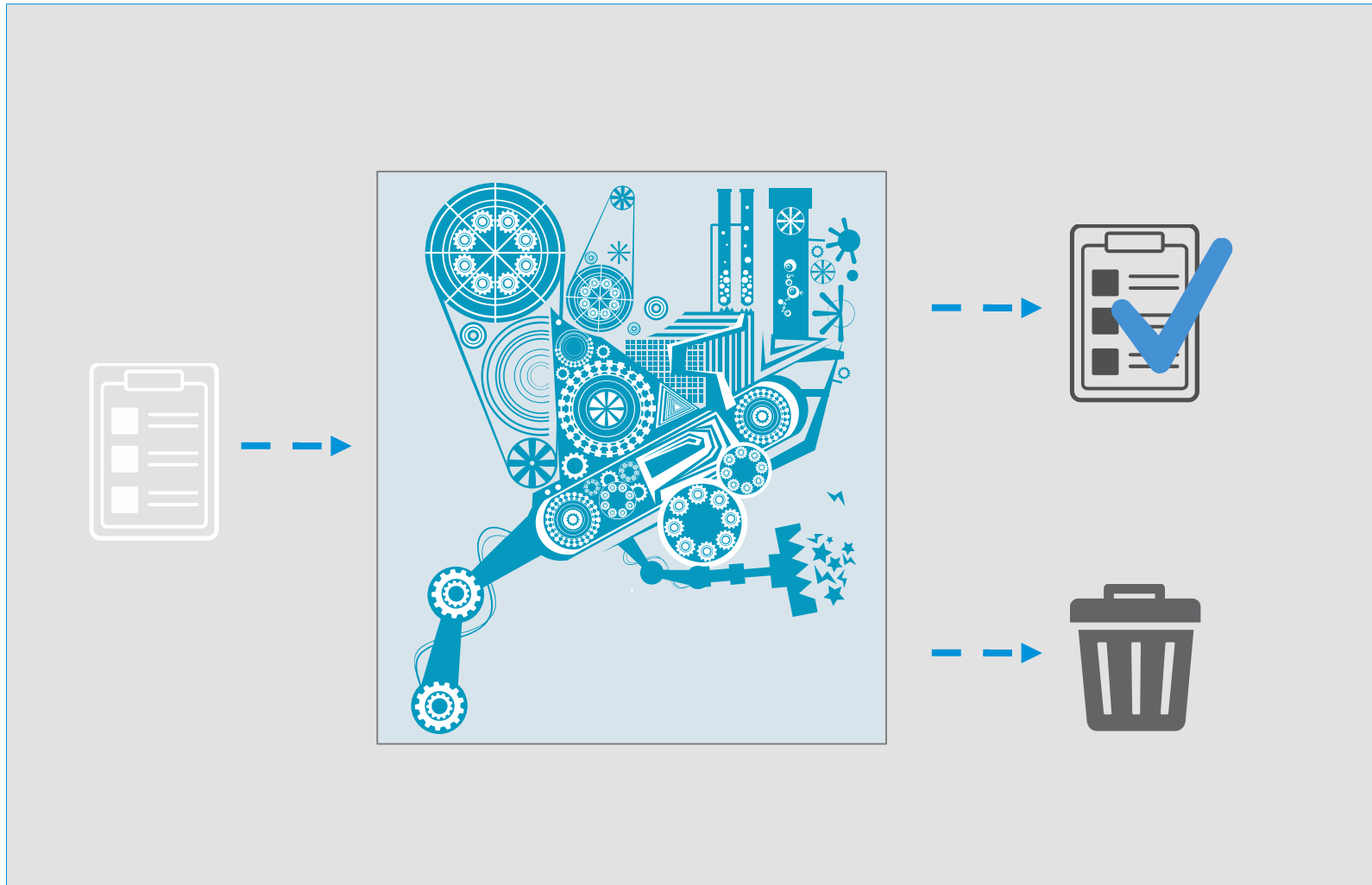# Example

INSURANCE COMPANY

Insurance
Claim
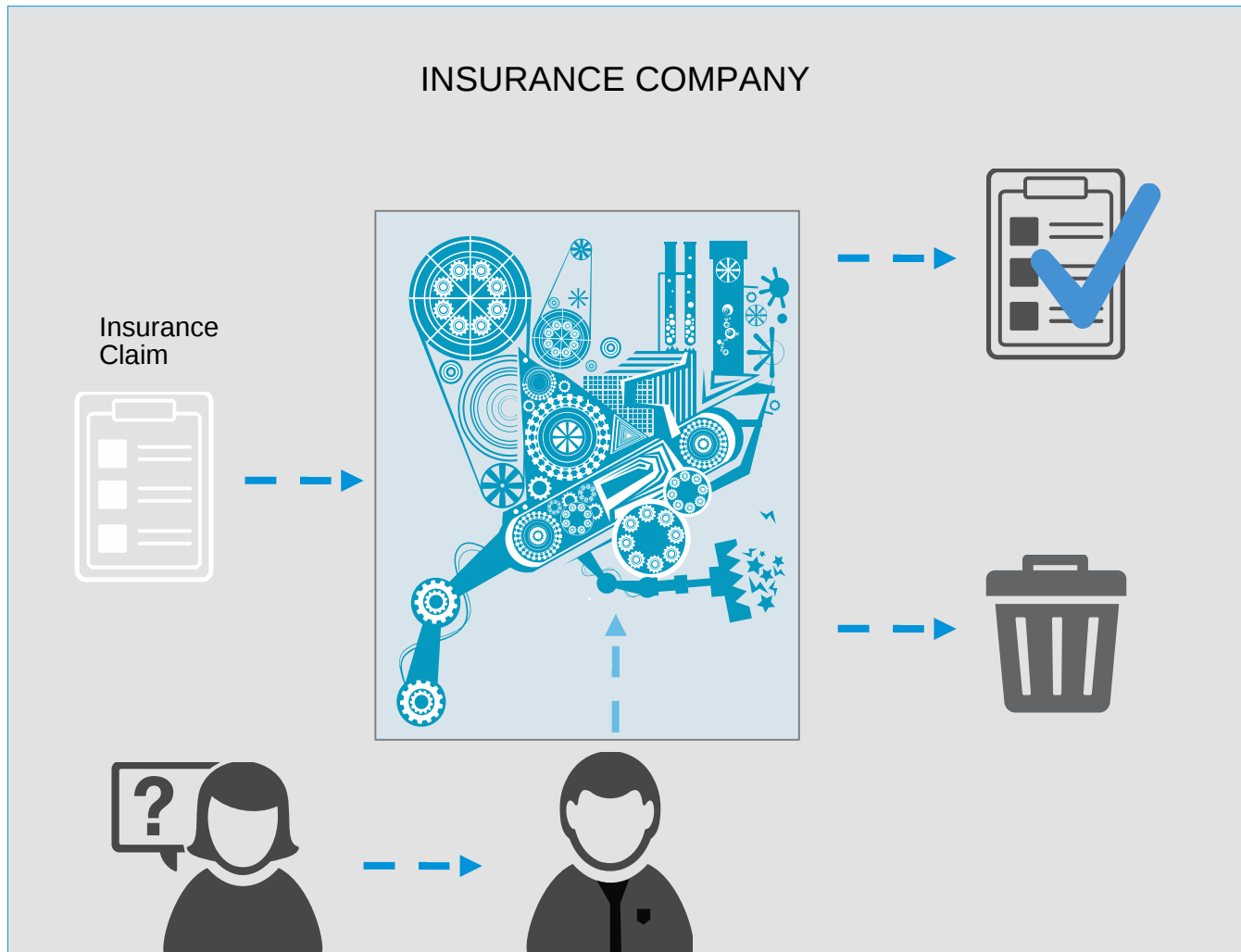
Problems:
1. Business rules are hidden in applications
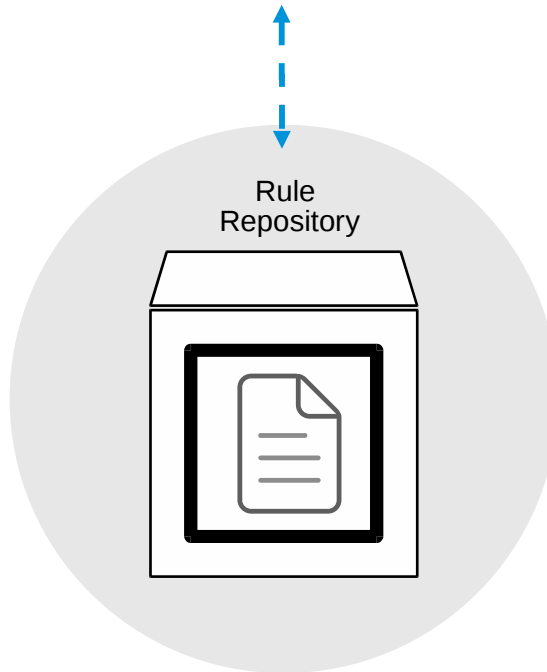
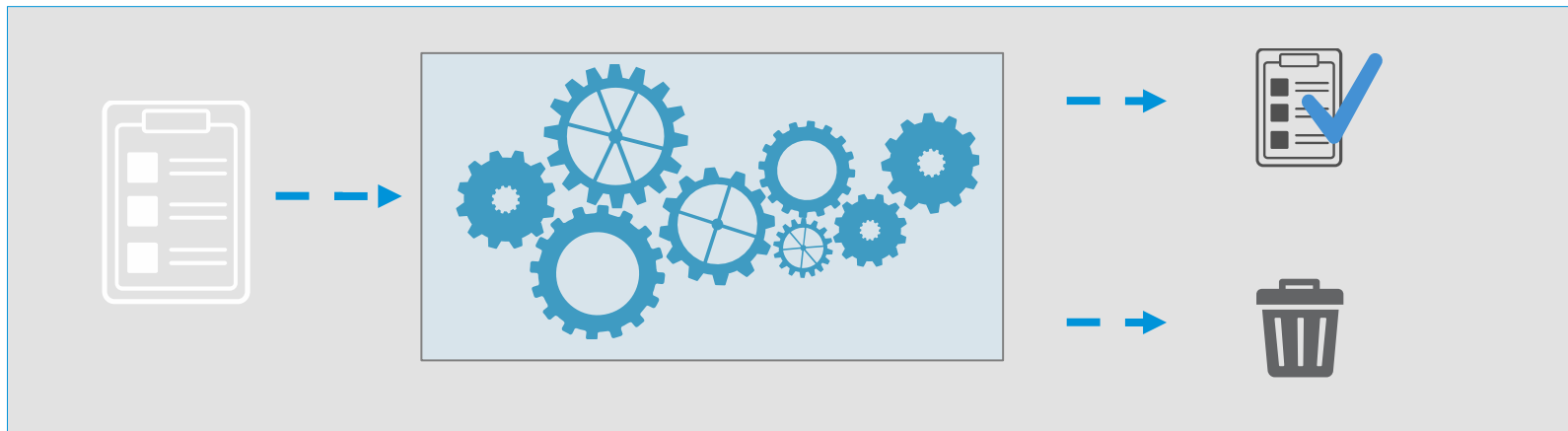2. It takes too long to change business rules

3. People interpret rules inconsistently
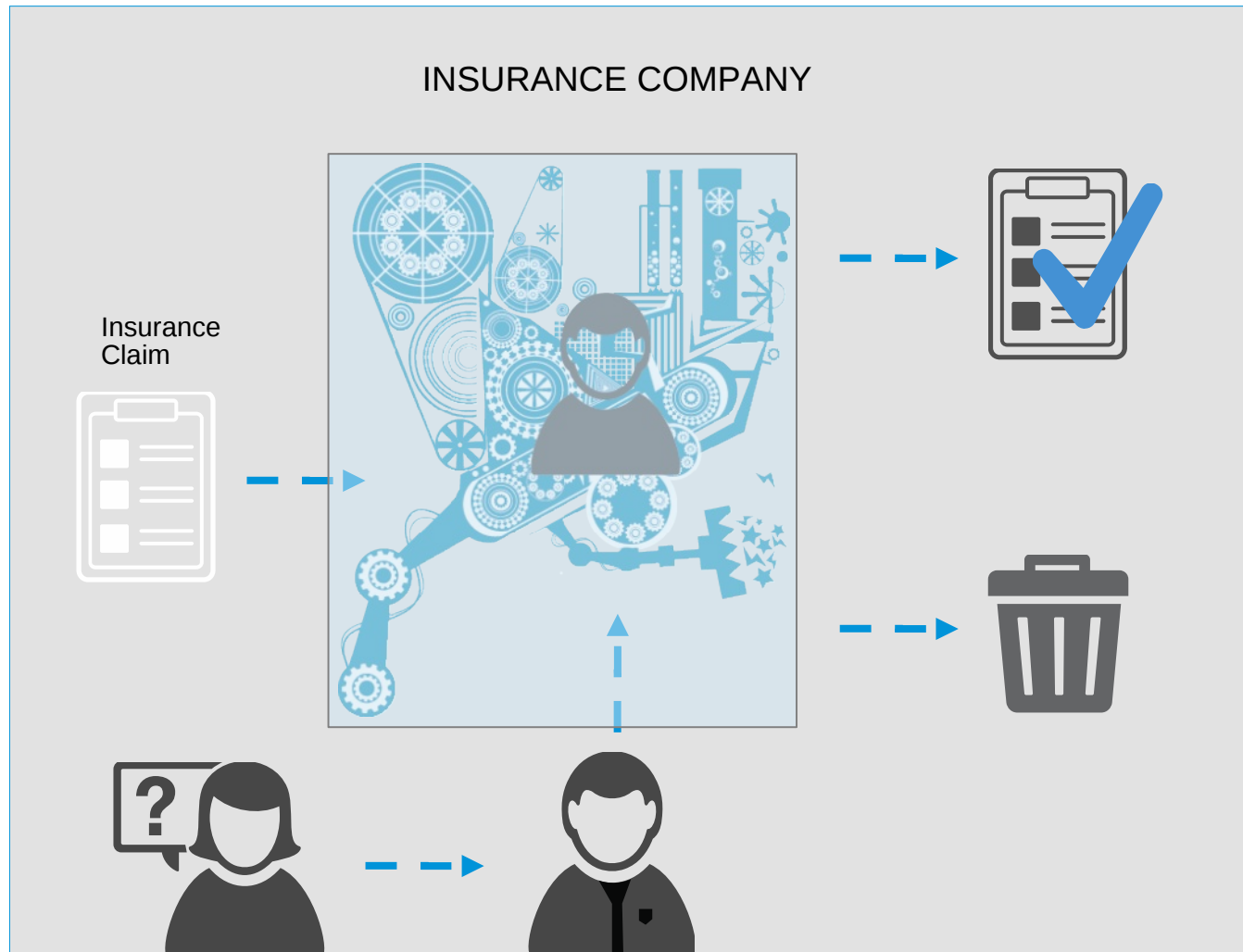
The BRMS Solution

The BRMS Solution

Rule
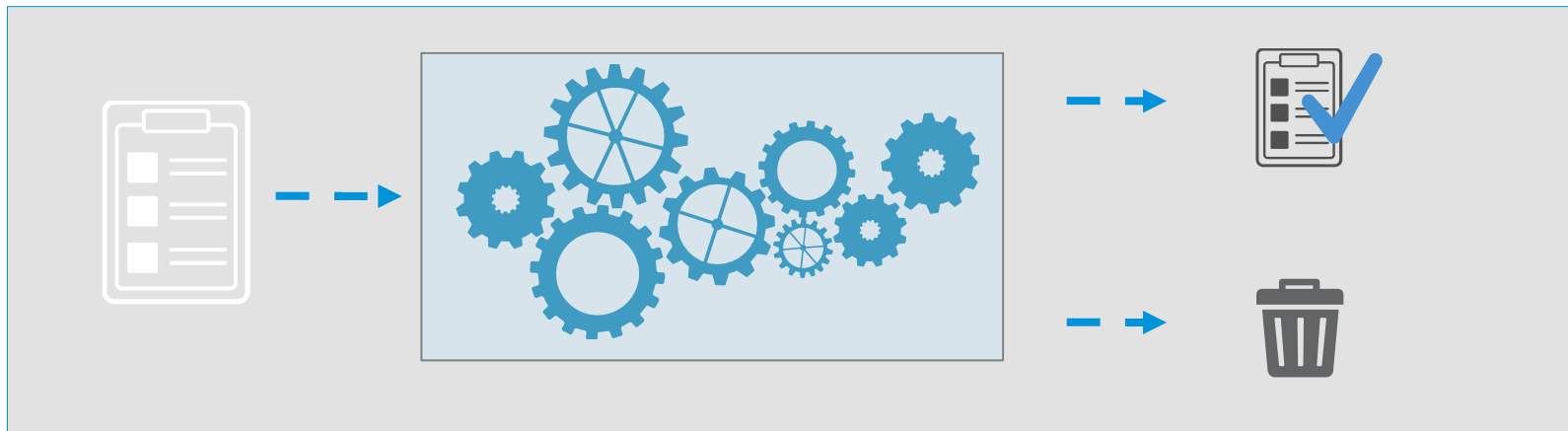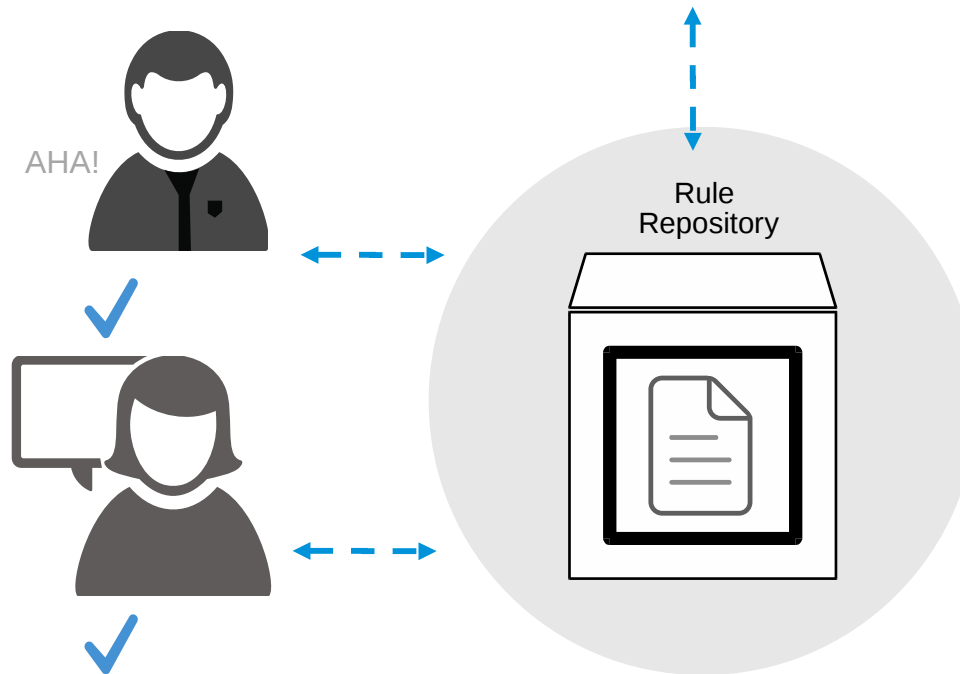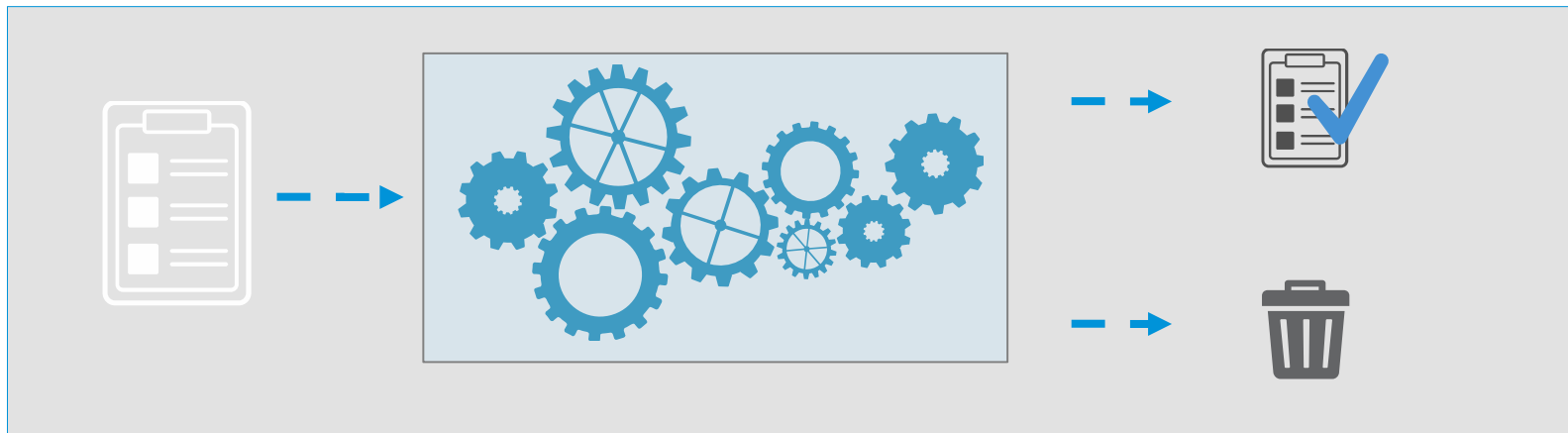Repository

1. Separate the business rules from the applications

The BRMS Solution
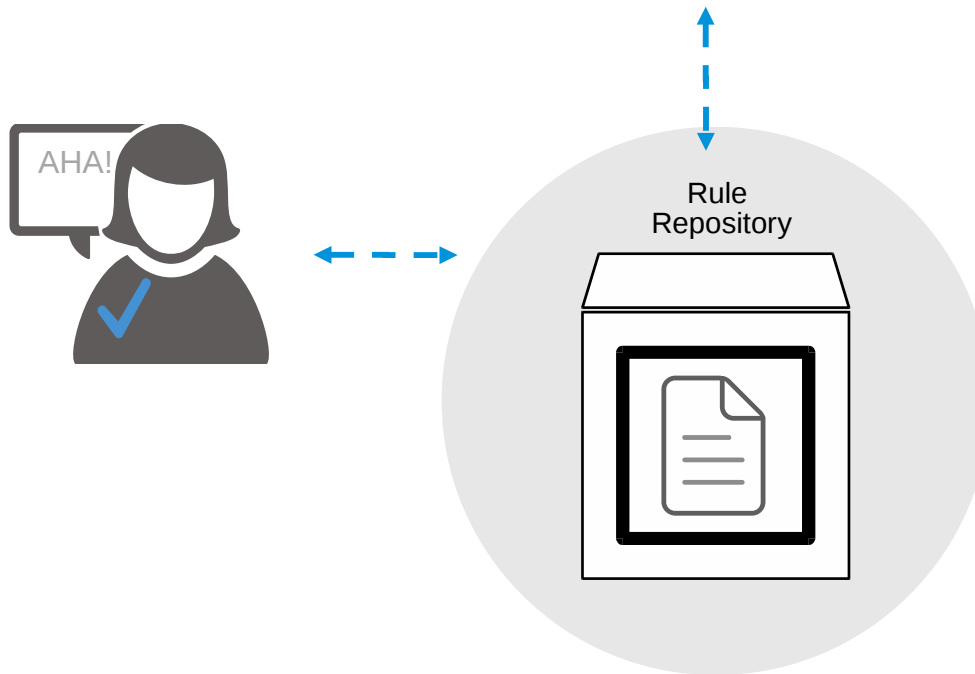
AHA!

Rule
Repository

1. Separate the business rules from the applications

2. Express rules in terms that the business can readily understand

redhat

The BRMS Solution

AHA!

Rule
Repository

1. Separate the business rules from the applications

2. Express rules in terms that the business can readily understand

3. Empower business and IT experts to collaborate
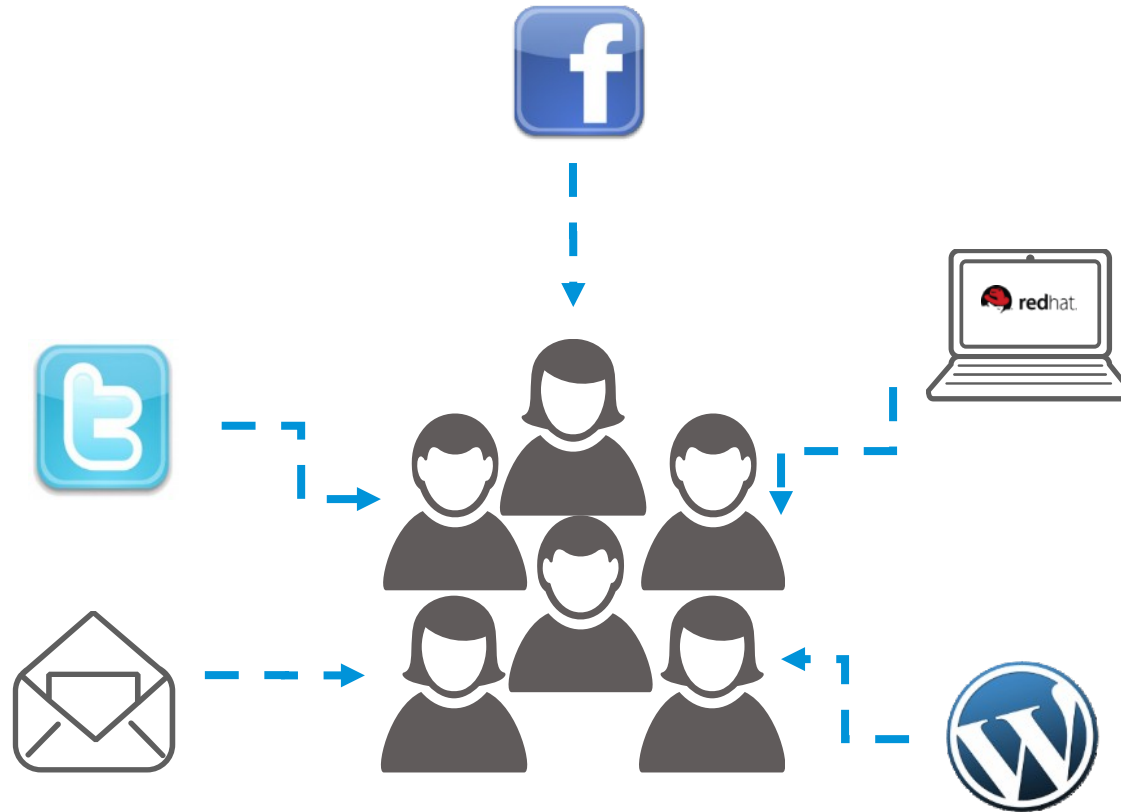
4. Support all the rules

redhat

Introduction to CEP

Example: Multiple Customer Touch Points

Problems:

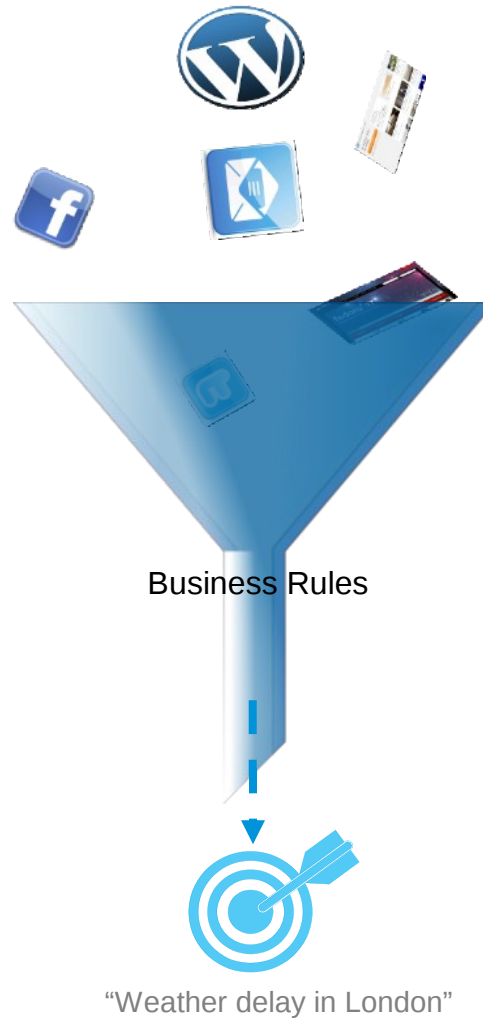Hard to derive business relevant data from available information

Important patterns go undetected

Business fails to respond to changes in its environment

redhat

Complex Event Processing

Detect events of significance to a business by recognizing time-based patterns in

one or more real-time data feeds...

Business Rules

Benefits:

'Active decision making':
Business makes timely
decisions & responds
quickly to external events

"Weather delay in London"

redhat

BRMS / BPM Value Proposition
Top 4 "Take Aways"

- JBoss BRMS combines **Rules**, **BPM** and **Complex Event Processing** enabling automation of a wide range of business activities

- JBoss BRMS facilitates close collaboration between business and IT users enabling more **agile business**

- JBoss BRMS delivers **capabilities on par** with prominent, proprietary offerings at a **fraction of the cost**

- JBoss BRMS / BPM is open source, with subscription pricing that scales from SMBs to large enterprises

BRMS / BPM – look for .....

- **Complicated** rules and regulations
- **Changing** policies and legislation
- **Duplicated** business logic
- Need to **reduce** process execution **errors** and....

Questions?
Decisions to make?

BRMS and BPM

Neil Hudson
Solution Architect
Red Hat

Email: nhudson@redhat.com

redhat.