

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	<p>What benefits does the Business Rules Starter Kit provide to a customer?</p> <ul style="list-style-type: none"> • 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	<p>The Business Rules Starter Kit includes the following services:</p> <ul style="list-style-type: none"> • 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	<p>General:</p> <ul style="list-style-type: none"> • 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. <p>Technology:</p> <ul style="list-style-type: none"> • 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	<p>The Business Rules Starter Kit is available as a fixed-price offer for the following unbeatable price:</p> <p style="text-align: center;">Either CHF 9'000.-- or €uro 6'400.--</p> <p>This special price includes:</p> <ul style="list-style-type: none"> • 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. <p>If the work is carried out in Switzerland, the price is subject to VAT at 7.6%.</p>												
Guarantee	<p>After applying the Business Rules Starter Kit, the customer will:</p> <ul style="list-style-type: none"> • have a running Business Rules application supporting its business at its site • be able to evaluate the Business Rules Approach for his business. 												
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