

## 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](http://www.businessrulesgroup.org)) and as co-organizers of the European Business Rules Conference ([www.eurobizrules.org](http://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

<b>Customer Benefits</b>	<p>What <b>benefits</b> does the <b>Business Rules Starter Kit</b> provide to a customer?</p> <ul style="list-style-type: none"> <li>• The Business Rules technology may be tested on an own project.</li> <li>• The service is provided at minimal costs and without risk.</li> <li>• After completion of the Business Rules Starter Kit, the customer owns an executable and demonstratable prototype.</li> </ul>												
<b>Service Description</b>	<p>The Business Rules Starter Kit includes the following services:</p> <ul style="list-style-type: none"> <li>• A half day introduction to the Business Rules Approach</li> <li>• Identification of a suitable application area from the customer's business</li> <li>• Systematic selection of a set of business rules (~30 to 50 rules) in that area</li> <li>• Installation of a Business Rules Engine at the customer's site</li> <li>• Development of a user interface to the Business Rules Engine</li> <li>• Implementation of the identified business rules on the Business Rules Engine</li> <li>• Testing of the resulting application</li> <li>• Demonstration of the results and discussion of further steps.</li> </ul>												
<b>Terms and Conditions</b>	<p>General:</p> <ul style="list-style-type: none"> <li>• The selected application must fit into one of the application areas listed above.</li> <li>• The customer will provide a contact person acting as a knowledge resource for the selected business area.</li> <li>• The overall duration of the project is limited to 3 calendar months.</li> <li>• Any customer-specific business knowledge acquired by KnowGravity consultants will be treated as confidential.</li> </ul> <p>Technology:</p> <ul style="list-style-type: none"> <li>• The customer shall provide a PC running Windows NT or higher as the runtime platform.</li> <li>• In case of continuation of the project, there is no obligation to stay with the technology/products used for the Starter Kit.</li> </ul>												
<b>Costs</b>	<p>The Business Rules Starter Kit is available as a fixed-price offer for the following unbeatable price:</p> <p style="text-align: center;"><b>Either CHF 9'000.--                      or €uro 6'400.--</b></p> <p>This special price includes:</p> <ul style="list-style-type: none"> <li>• up to 8 days labor for consulting and implementation</li> <li>• a demonstration license of a Business Rules Engine</li> <li>• all expenses, if work is carried out in Switzerland. For work in other countries, expenses will be charged at cost.</li> </ul> <p>If the work is carried out in Switzerland, the price is subject to VAT at 7.6%.</p>												
<b>Guarantee</b>	<p>After applying the Business Rules Starter Kit, the customer will:</p> <ul style="list-style-type: none"> <li>• have a running Business Rules application supporting its business at its site</li> <li>• be able to evaluate the Business Rules Approach for his business.</li> </ul>												
<b>Contact</b>	<table border="0"> <tr> <td>KnowGravity Inc.</td> <td>Phone</td> <td>+41 44 43 42 000</td> </tr> <tr> <td>Hohlstrasse 534</td> <td>Fax</td> <td>+41 44 43 42 009</td> </tr> <tr> <td>8048 Zurich</td> <td>Internet</td> <td>www.knowgravity.com</td> </tr> <tr> <td>Switzerland</td> <td>E-mail</td> <td>info@knowgravity.com</td> </tr> </table>	KnowGravity Inc.	Phone	+41 44 43 42 000	Hohlstrasse 534	Fax	+41 44 43 42 009	8048 Zurich	Internet	www.knowgravity.com	Switzerland	E-mail	info@knowgravity.com
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