

# Impact2010

The Premier Conference for Business and IT Leaders



## BRMS Preview for IMPACT 2010

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**Discover. Interact. Optimize.**

**MAY 2-7** Las Vegas, NV



# WebSphere ILOG BRMS Presence at IMPACT

## Business Program:

- 9 customers participating in the Business Agility, Customer Experience and Industry-specific tracks
- 1:1 BRMS clinics for customers and prospects

## Technology Program:

- 5 customers participating in BPM, SOA and Industry-specific tracks
- 12 BRMS-focused sessions
- BRMS synergy sessions
  - BRMS and Business Process Management
  - BRMS and Business Events Processing
  - BRMS and COBOL/CICS
- Hands-on labs
- Customer feedback and Birds of a Feather sessions

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# Themes for Business Rule Management Sessions

Reduced lead times for changes

*Ex: How VISA Europe's New Clearing and Settlement System Does It Faster, Smarter, Better*

More personalized client interactions

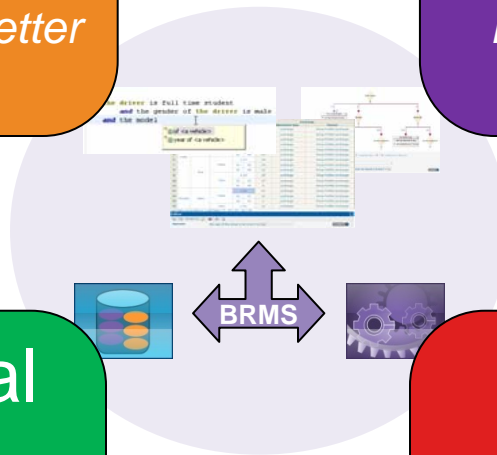
*Ex. Hospitals Contribution Fund: Personalized, Preventative Medicine is Just What the Doctor Ordered*

Internal/external compliance

*Ex. Business Agility Panel: Accelerating the Pace without Losing Control*

Business – IT alignment

*Ex. Vallourec: Enhancing Collaboration between Business and IT with a Business Rule Management System*



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# BRMS Sessions in the Business Program

## Business Agility Track

- Agile Decision Management: How British Airways Increased Revenue Opportunities in 18 Months
- Olympic Speed: Using Real-Time, Smart Feedback to Improve Performance of Elite and Everyday Athletes (Athletes Performance)
- How VISA Europe's New Clearing and Settlement System Does It Faster, Smarter, Better
- Business Agility Panel: Accelerating the Pace without Losing Control (Forrester Research, Equifax, Bank of America, SMABTP)

## Customer Experience Track

- Personalized, Preventative Medicine is Just What the Doctor Ordered (Hospitals Contribution Fund)

## Industry Track

- Bringing agility to healthcare information processing at Emdeon
- Payments processing panel (First Data participating)

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# BRMS Sessions in the Technology Program

## BPM Track

- The Benefits of Moving Core Processes to BRMS and BPM (IF Insurance)
- Achieving Agility in IT Architectures and Systems (Credit Suisse)
- Enhancing collaboration between Business and IT users through Business Rules Management System (Vallourec)
- 5 BRMS-related sessions led by IBM

## Dynamic Infrastructure Track

- WebSphere ILOG BRMS Solutions and Options for System z

## SOA Track

- How SMABTP Used Business Rules to Successfully Achieve their SOA Vision
- How to Implement Comprehensive Rule Governance from Authoring to Deployment

## Industry Track

- Texas Education Agency Undergoes Rules-driven Process Transformation



# WebSphere ILOG BRMS Interactive Activities

## Labs

- Self-service tutorial in the Product Technology Center (~ 60 minutes)
- 1 guided tutorial session (2.5 hours)
- Potential additional guided tutorial session on integration between WebSphere ILOG BRMS and WebSphere BPM

## Customer Feedback sessions

- Speak directly with Product Management to help them shape the future of the WebSphere ILOG BRMS offering in these two areas:
  - Rule Team Server
  - Real-time monitoring





# 1:1 BRMS Clinics

- Clinic sessions allow you to meet directly with IBM consulting experts for one hour to discuss a specific issue or question you have related to implementing BRMS at your organization.
  - Registration for 1:1 clinics will start for registered attendees in late March
  - Limited availability



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