

TECHNOLOGY TRANSFER PRESENTS

RONALD **ROSS**

BUSINESS RULES AND DECISIONING MASTERCLASS

MAY 27-28, 2010
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

If your processes don't always produce the correct or consistent results, then you probably have a decisioning problem. You need the right techniques to fix these decisioning problems - process models, Use Cases, data models and other Business Analysis tools just don't do the job.

Decisions are day-to-day, minute-to-minute decisions in running the Business. Generally, the decisions are made within some Business process, which might or might not be formally organized by a model. The important thing about these operational decisions is that they are highly repetitive - they might be taking place hundreds or thousands of times per day, per hour, or even per minute. They are predictable and fairly well structured in terms of the kinds of outcomes they produce. You want such decisions to be consistent and traceable across platforms, channels and organizational units.

Business Rules are the criteria for making these decisions. Business Rules should be treated as a first-class requirement so they can be validated, managed and changed as easily and as quickly as possible. For that, you need to know how to express Business Rules, and organize them into decision tables wherever possible.

This seminar gives you the essential insights you need to achieve order-of-magnitude improvements in your company's capacity to manage decisions. The result is simpler, smarter process models and a huge boost in business agility. Learn applied techniques from the recognized world leader in the field.

LEARNING OBJECTIVES

- Conduct smarter, more effective Business Analysis
- Identify and analyze decisions in Business Processes
- Capture Business Rules
- Write clear, Business-friendly rule statements
- Create robust decision tables
- Identify anomalies in decision logic and correct them early
- Perform concept analysis and develop a structured Business vocabulary
- Develop a pragmatic rule Management approach

WHO SHOULD ATTEND

- Business Analysts
- Systems Analysts
- Decision Support
- Enterprise Architects
- Business Architects
- Information Architects
- Change Management
- Business Improvement Managers
- IT Managers
- IT Consultants
- Project Managers

... and all IT Professionals responsible for achieving order-of-magnitude improvements in their company's capacity to manage decisions.

SPECIAL FEATURES

- Taught by the author of 3 of the most popular books in the space:
 - *Business Rule Concepts* (3rd Ed.)
 - *Principles of the Business Rule Approach*
 - *The Business Rule Book*
- All delegates will receive a free copy of Ron Ross's book "**Business Rule Concepts**" (3rd Ed.), 2009
- The most up-to-date ideas and hands-on best practices in Business Rules and decisioning
- Bridging Business vision, technical innovation and practical experience

OUTLINE

<p>1. What Business Rules and Decisioning Are About</p> <ul style="list-style-type: none">• Why Business Rules• What Business Rules are, and are not• Business Processes vs. Business know-how• What every Business analyst needs to know about decisions and decision logic <p>2. The Basics of Analysis</p> <ul style="list-style-type: none">• Skill sets• Rules vs. facts• Business policies vs. practicable rules vs. automated rules• Addressing exceptions <p>3. Business Rules and Business Processes</p> <ul style="list-style-type: none">• How Business Rules can make process models better• Best Practices• Incremental development• How Business Rules can make process models smarter <p>4. Business Rules and Business Strategy</p> <ul style="list-style-type: none">• Using Business strategy as a project front-end• The Business Motivation Model <p>5. Business Rules and Business Intelligence</p> <ul style="list-style-type: none">• Where Data Warehouses and data initiatives fall short• Round-trip decisioning – fixing the deployment gap	<p>6. Cost-Benefit</p> <ul style="list-style-type: none">• The true ROI of Business Rules• Evaluating the quality of operational decisions• Case Studies <p>7. Business Rules and Requirements</p> <ul style="list-style-type: none">• Business Rules in Enterprise Architecture• Business Rule methodology• Business Rules vs. requirements• What every Project Manager should know <p>8. From Rule Management to Business Governance</p> <ul style="list-style-type: none">• The Business drivers• Where the Governance process is broken• How to achieve traceability, accountability and transparency• How Business Rules and Rule Management fit in• What kind of metrics <p>9. Fact Models: Developing a Structured Business Vocabulary</p> <ul style="list-style-type: none">• Visualization• Developing facts - Case Studies• Using rules for current Business practices• What to avoid <p>10. Decision Analysis</p> <ul style="list-style-type: none">• Identifying patterns• Developing scope• Gatekeeper rules	<ul style="list-style-type: none">• Standard cases vs. simple special cases vs. complex special cases• When limited-supply resources are being allocated <p>11. Decision Tables: Keys to Success</p> <ul style="list-style-type: none">• What's the decision• What outcomes are possible• What questions do you ask• What possible answers are there• How do you organize the table• What outcomes for each case• How do you wrap it up <p>12. Challenging Your Business Rules</p> <ul style="list-style-type: none">• Validation and verification• Forms of redundancy• Equivalences, subsumations, conflicts and other anomalies• Rule quality• Facts from rules <p>13. Retooling for Business Rules</p> <ul style="list-style-type: none">• Why you need a rule engine – and why it isn't enough• Business rule architecture• Business rules management• Quality assessment of your decision logic <p>14. Rulebook Management</p> <ul style="list-style-type: none">• What• Why• How• Governance
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INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within May 12, 2010</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>EARLY REGISTRATION</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Registration fee:
€ 1200

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

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city

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Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKER

Ronald Ross is recognized internationally as the “*father of Business Rules*.” He is active in seminars, consulting services, publications, and methodology. He serves as Executive Editor of www.BRCommunity.com and its flagship publication, *Business Rules Journal*, and as Chair of the Business Rule Forum conference. He is a sought-after speaker at events world-wide. Mr. Ross is the author of eight professional books, including “**Business Rule Concepts**” (2009) and “**Principles of the Business Rule Approach**” Addison-Wesley (2003). He has a Masters in information science and over 35 years experience in the industry.