

**3rd of May 2007**

## **Rules as a path to a more flexible organization. A contradiction?**

European Business Rules Conference 2007 (EBRC) ready to start.

On June 18 – 20, the EBRC will take place in Düsseldorf, Germany

Within the Business Rules field, the opposite of what most people would think is true; rules *do* help businesses in building a more flexible organisation. The pragmatic proof of this statement is mirrored in the fast emerging area of Business Rules users.

Forrester, Gartner and IDC all report an explosion of the Business Rules Market. Due to the **tighter demands of compliancy** and **the call from the business for quicker responses** to the market, users strongly seek automated processes to make the (IT-) organization more reliable and flexible. Business Rules finds its foundations in artificial intelligence and expert systems. Current producers are creating multiple business rules solutions and platforms for developers today, with a high diversity in products features.

According to a recent study from Forrester Research, Business Rules are effective for defining business logic, for automating decisions within processes, at supporting application change and for business involvement in applications.

### **Business Case: The example of an effective implementation of Business Rules**

#### **The German Bank: DekaBank Deutsche Girozentrale**

DekaBank implemented a Business Rules system to meet the legal financial reporting requirements of IFRS for the institutional investors of mutual funds as well as the individual requirements of investors for different report formats. The new system now enables business users to make changes to reporting without any interaction from IT, thereby drastically reducing the time-to-market for IFRS rule changes; reports generated satisfy investors, as well as regulatory and full business requirements; IT users enjoy greater productivity.

A deep insight of this business case will be presented by Christoph Mertens, Technical Project Leader of the German bank at the European Business Rules Conference 2007.

#### **European Business Rules Conference 2007 (EBRC)**

From 18th – 20th June, the EBRC 2007 will take place in Düsseldorf, Germany. The 2-day conference (19th and 20th June) will be preceded by a tutorial day (June 18), in which beginners in the field of Business Rules will get a quick introduction of the main topics.

The EBRC is the leading European event on Business Rules and receives Business and ICT-professionals from European countries, as well as from other continents.

For more information or registration, visit [www.eurobizrules.org](http://www.eurobizrules.org)

## **Note to the editor:**

The 6th European Business Rules Conference will take place from 18th – 20th June in Düsseldorf, Germany.

**All press will be welcome at June 19. Please contact Ageeth Luisman, [a.luisman@sdu.nl](mailto:a.luisman@sdu.nl) or by phone via 0031 – 70 – 378 04 12 if you wish to visit the conference as press.**

For more details and casestudies: [www.eurobizrules.org](http://www.eurobizrules.org)

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The programme committee of the EBRC is lead by Silvie Spreeuwenberg (Librt), Rik Gerrits (Librt) and John Hall (Model Systems). The committee works together with an international network of Business Rules specialists. The first and second EBRC (2002 and 2003) were held in Zürich, the two following (2004 and 2005) took place in Amsterdam and the EBRC 2006 was held in London. The EBRC 2006 attracted over 200 participants. Sponsors range from business rules technology providers (products for rule harvesting, execution and management) to consultancy firms providing business rules services.

## **Symantic Web Days**

EBRC 2007 will be combined with the Symantic Web Days, organized in cooperation with the REVERSE Program. The Network of Excellence (REVERSE) will organise the thematic part "Rules in the Semantic Web".

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