



The IDIOM approach and its benefits



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Idiom Decision Manager

"Business rules for business people"

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Business rules are developed by business people

Rules development is done by the people

... who **own** the rules

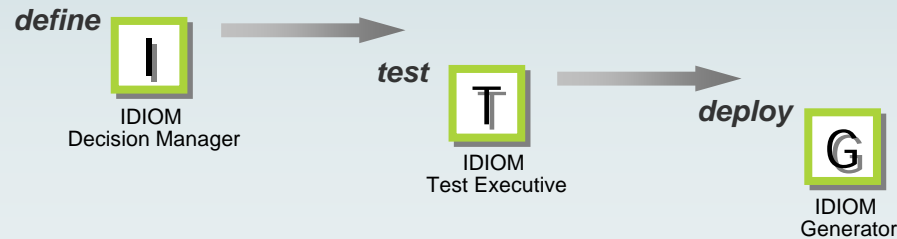
... and **understand** them best

The **IDIOM Decision Suite** provides simple but powerful tools

... to **define** and **verify** the rules

... to **test** the rules

... to **deploy** the rules



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Business rules are no longer coded as part of the application

- ... where they are difficult to **verify**
- ... and difficult to **change**
- ... and not readily **shared** with other applications

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Instead, business rules are exported to the application

... in the form of **generated code** added to the Decision Engine

The generated code is easily and inexpensively **replaced**
without changing the application

whenever the business needs to change a rule

The **IDIOM Decision Engine**

is an independent runtime module
which the application **calls** whenever it needs
a decision



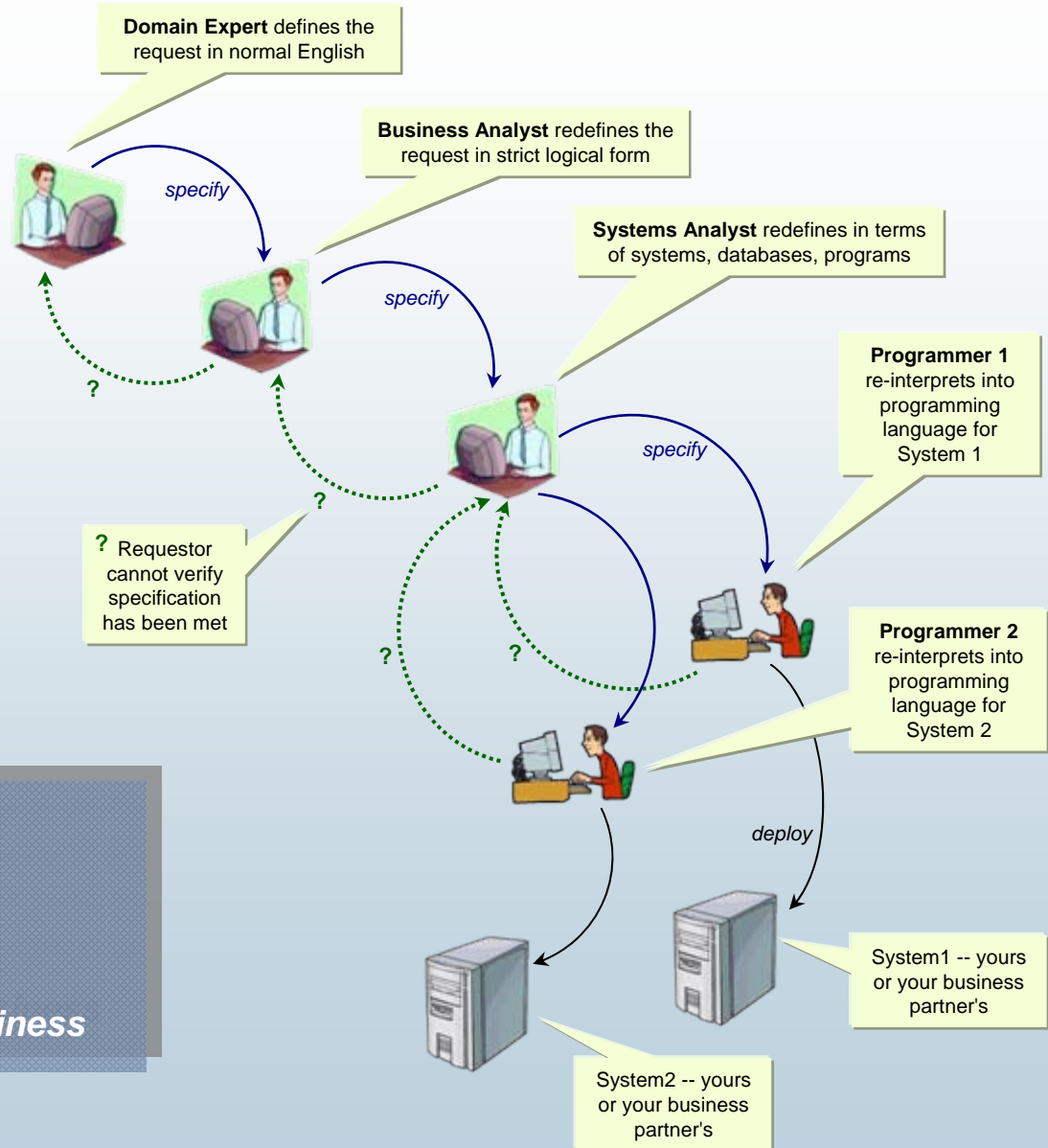
The old way . . .

Implementing a business rule involves multiple steps

Each step reinterprets the specification

No step provides feedback in a form the requestor understands

- ◆ *Takes longer*
- ◆ *Costs more*
- ◆ *More opportunities for error*
- ◆ *Rules less accessible to the business*



The IDIOM way . . .

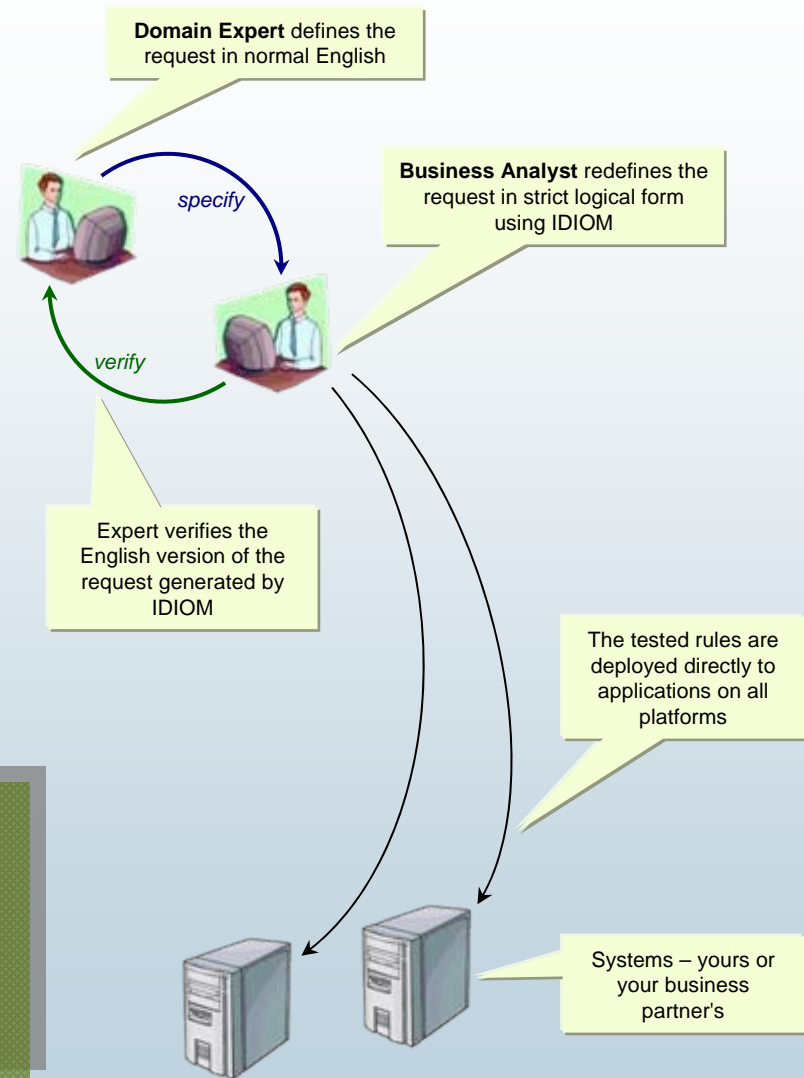
Closed loop around the Expert reduces errors

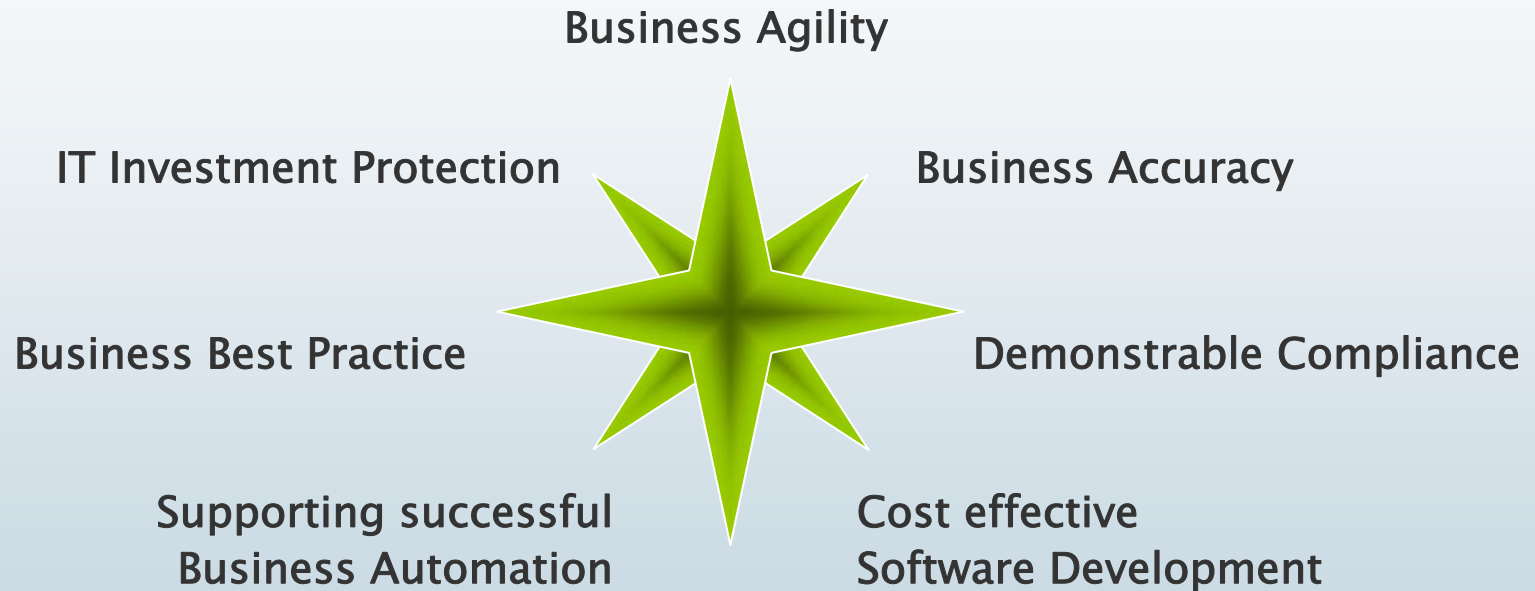
Expert and Analyst understand each other's specifications

Rules are not re-interpreted into code

Tested rules are deployed directly into systems

- ◆ *Fewer opportunities for error*
- ◆ *Reduced time and cost*
- ◆ *Cleaner, more maintainable system design*
- ◆ *Rules inherently accessible to the business*





Business Agility

Easily change business practice by changing the IDIOM business rules

Easily, quickly, with minimal expense or risk
because ...

- programming eliminated
- minimal testing required
- minimal impact on system
- accuracy of rules easily verifiable.

Freedom to ...

- reconfigure business practice over time
- define rules for particular periods of time
- reconfigure rules for needs of specific locations or channels.

IT Investment Protection

Rules survive system change

Replace the system, plug the rules of business practice into the new system

Extend life of legacy systems

Improve legacy system's adaptability:

Use **IDIOM** when

- adding new functionality to the core
- revising or replacing outdated components.

Evolve, don't disrupt. When a replacement system threatens, use **IDIOM** to ...

- make the existing system more agile
- bridge the transition.

Business Accuracy

*Rules in the system are what the business wants and expects
(WYSIWYG)*

Accuracy verifiable because

- generated code matches rules in **IDIOM**
- rules in **IDIOM** documented and readable by the business.

The 'chain of whispers' from business to programmer is eliminated.

Business Best Practice

Rules development elicits and preserves your business's best practice

During rules development

- business experts contribute expertise
- rules developers capture it in the **IDIOM** rules repository.

A knowledge base of best practice evolves.

Knowledge is not lost when key people leave.

Capturing and codifying business practice helps it to evolve in a managed way.

Demonstrable Compliance

Business practice documented and accessible

Standards, statutes, regulatory requirements increasingly dominate business practice.

Demonstrating compliance is becoming increasingly important (ENRON, Basel Accord)

IDIOM facilitates auditing because:

- **IDIOM** documents business practice
- Guarantees deployed system matches documentation

Supporting successful Business Automation

Automated systems gain the flexibility they need to serve the business effectively

Service industries seek efficiency by automating their business decision processes.

Without a rules-centric approach

- ... the benefit of automation is lost
- ... when business inflexibility results
- ... because the system is hard to change.

IDIOM's rules-centric approach ensures the system is flexible.

IDIOM provides the upside of automation without the downside.

Cost effective Software Development

IDIOM reduces cost and increases effectiveness of system development

Development of new systems simplified and accelerated: rules development by business people means

- reduced programming
- better distribution of effort
- better value for effort

Effort to maintain systems is reduced:

- rule changes more easily made
- systems remain viable longer

IDIOM is easy to adopt

- does not demand technology changes
- has minimal dependencies – generates code in standard languages

Increases ability for systems to benefit from industry standards for data exchange and B2B communication

This concludes the IDIOM approach and benefits

