



IBM Software

Business Rules for Better Operational Decisions

Manage the repeatable decisions that control your business

Overview

Business rules are logical, "if-then" statements that **provide the basis for automating the repeatable decisions that control your business**. For example:

If a customer has a gold membership, and the total amount of their online shopping cart is greater than \$100, then apply a 10% discount.

Business rules management systems are software systems that **enable business rules to be defined, deployed, monitored and maintained separately from application code**. By externalizing business rules and providing tools to manage them, a business rules management system enables professionals to define and maintain rules, reducing the amount of time needed to update production systems, and increasing responsiveness to change.

While business rules provide the basis for automating operational decisions, these decisions must also be informed by relevant events. **Operational Decision Management (ODM) is the next generation in business rules management**, encompassing the management of both business rules and events.

ODM can help your organization:

Automate real-time decisions in a precise and consistent way

Enable business users to quickly and safely make changes to business rules

Document experts' knowledge for future use

Ensure consistency by making operational decisions predictable and repeatable

[See more business rules downloads](#)



Analyst Research: The Business Value of Business Rules

Learn what end users say about the value of business rules technology.

[DOWNLOAD](#)



eBook: ODM for Dummies

Learn the basics of ODM and why it's the next generation of business rules.

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[Business Rules Management System \(BRMS\)](#)

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What We Offer

IBM Operational Decision Management

Provides the power to intelligently automate a wide range of decisions across business processes and applications.

IBM Business Process Management

A comprehensive BPM platform giving you visibility and insight to manage business processes.