



JBoss Enterprise BRMS

Introduction & Market Overview

Phil Simpson

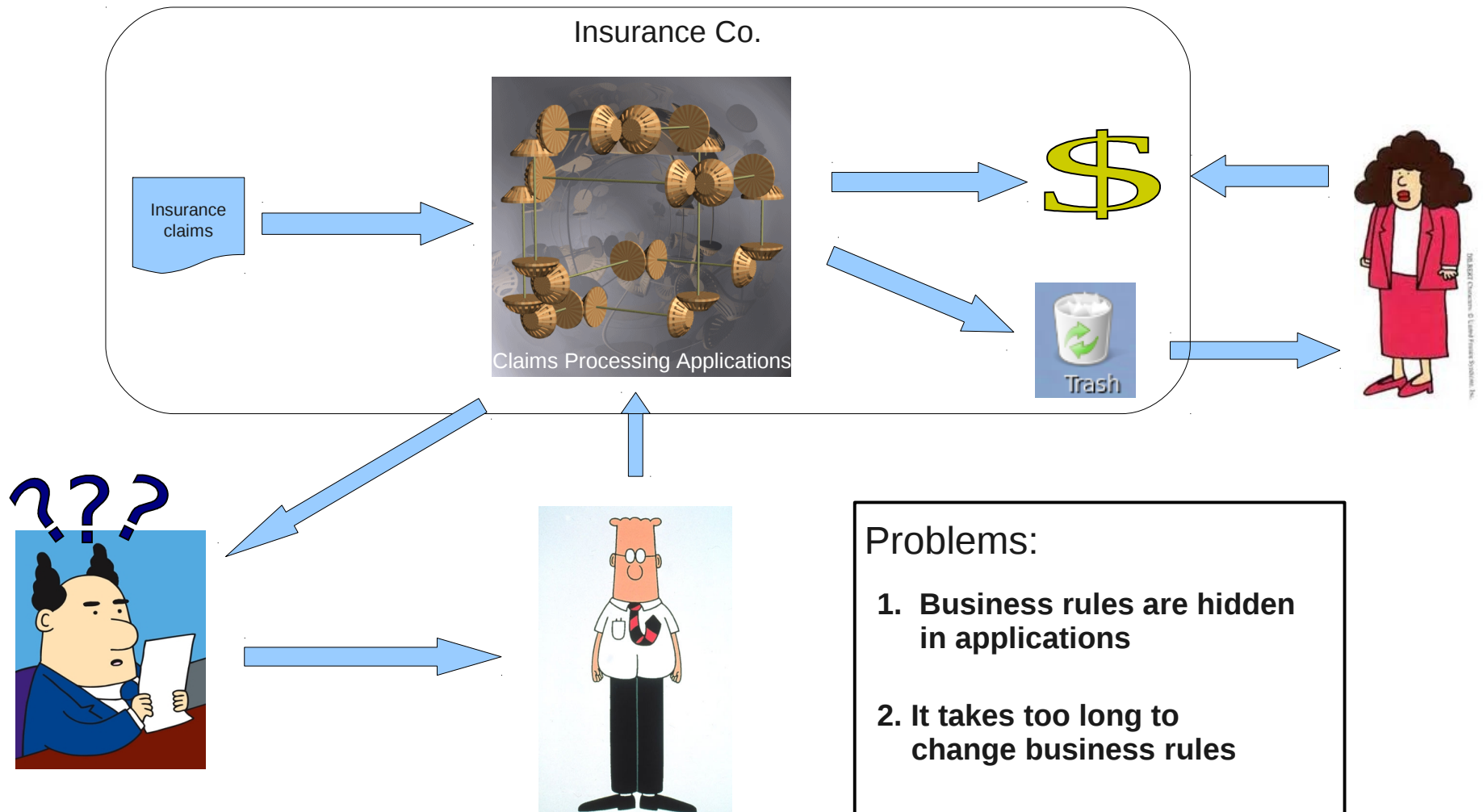
May 3, 2012

Agenda

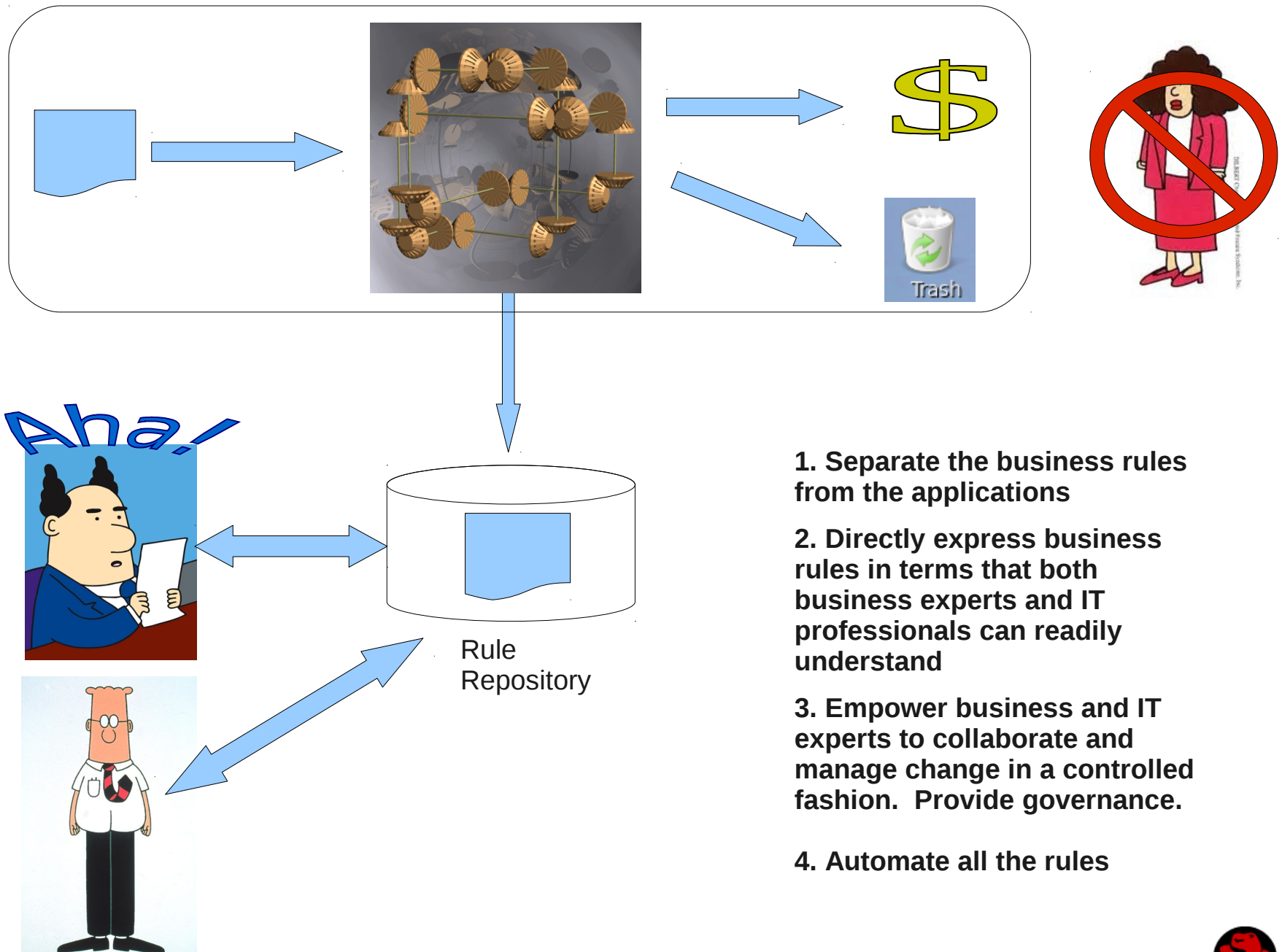
- What is a BRMS?
- What is a BPMS?
- JBoss BRMS Overview
- BR/BPM Market Overview
- Competition



Problems...

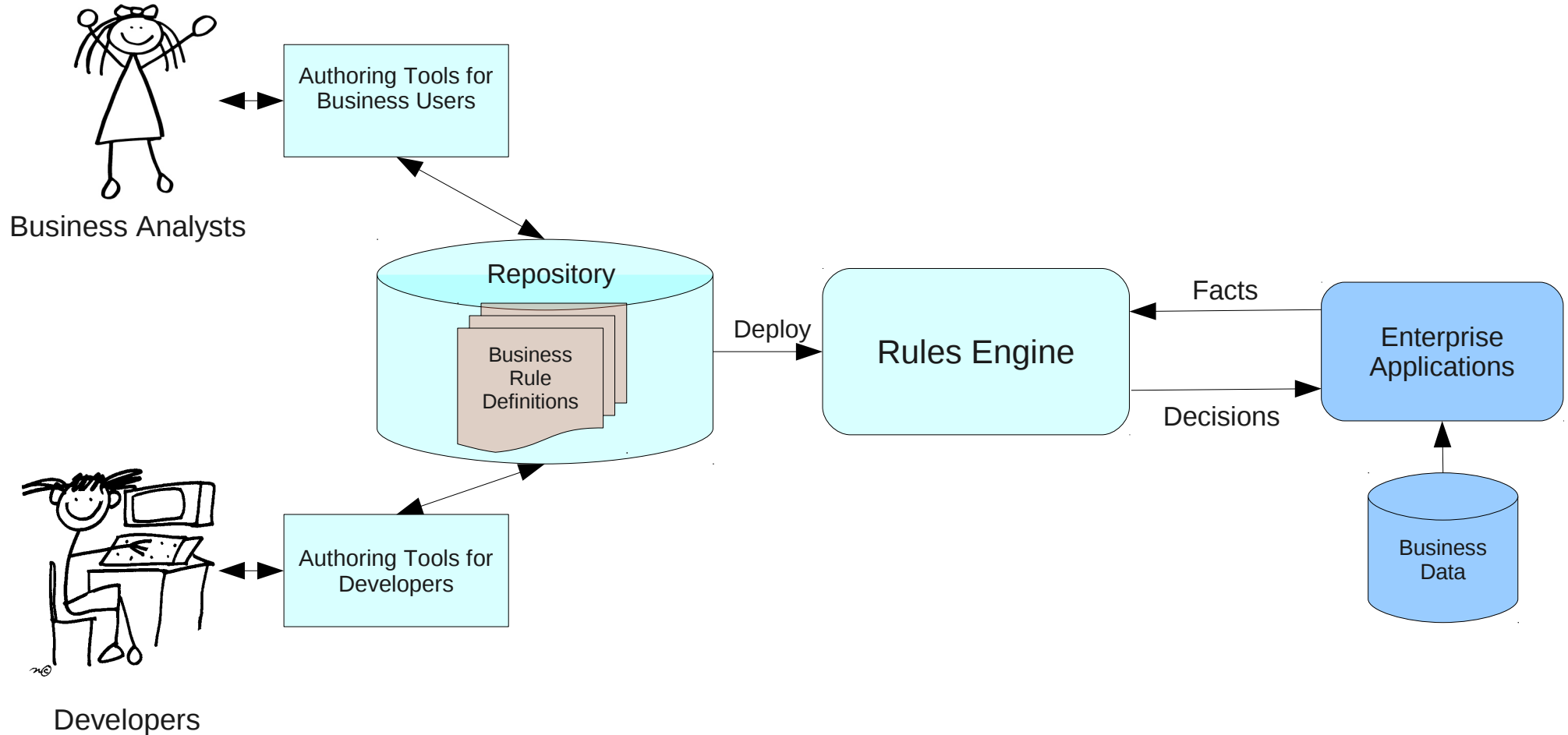


The BRMS Solution



Business Rule Management System

Components



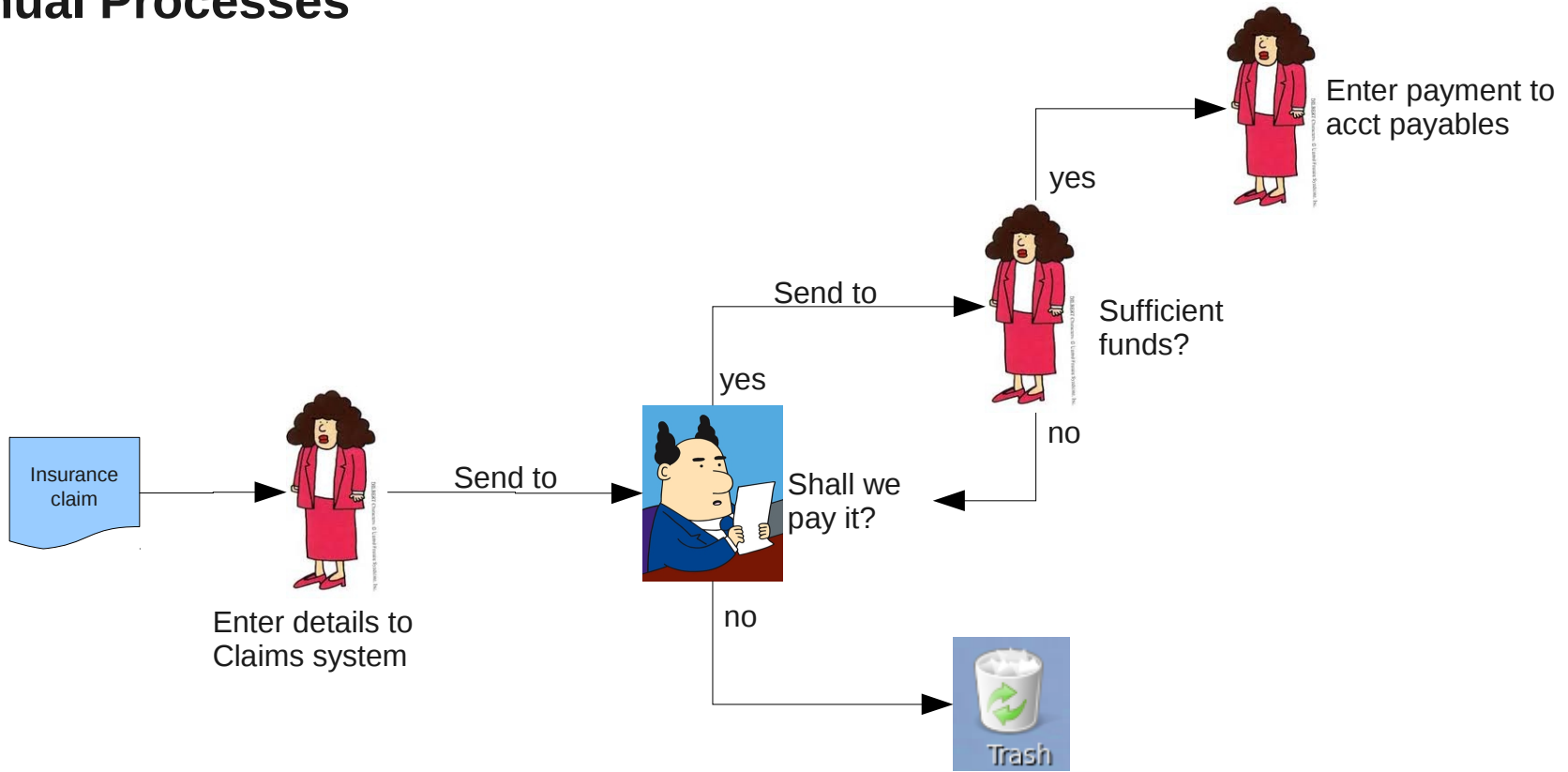
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Before BPMS

Manual Processes



Problems:

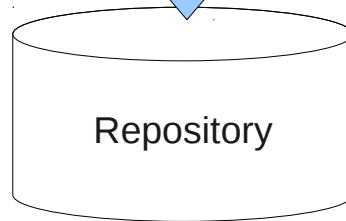
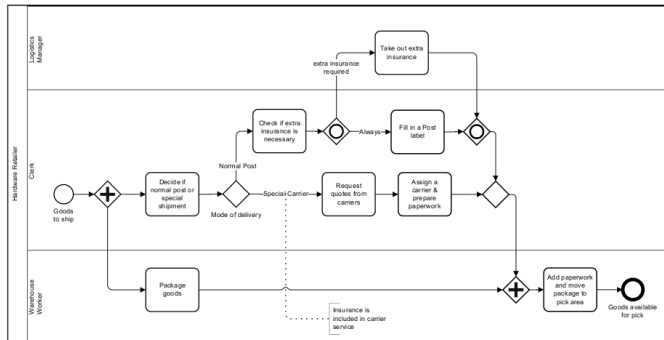
- Slow
- Not repeatable
- No visibility or metrics
- Error prone



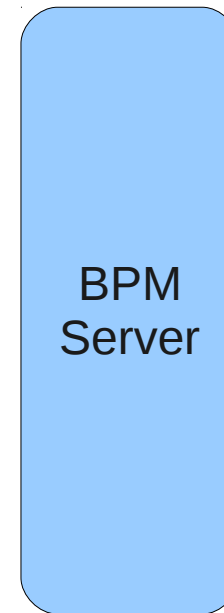
The BPMS Solution



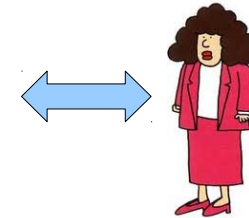
Model the process with BPMN2



Deploy



Manages automated steps – integrates with legacy systems via SOA Platform



Routes work & manages manual steps.



Provides visibility and KPIs for the business



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JBoss Enterprise BRMS 5.3

A Single Distribution for Business Rules, Business Process and Complex Event Processing...



Projects:



Drools Guvnor –
business rules manager



Drools Expert –
business rules engine

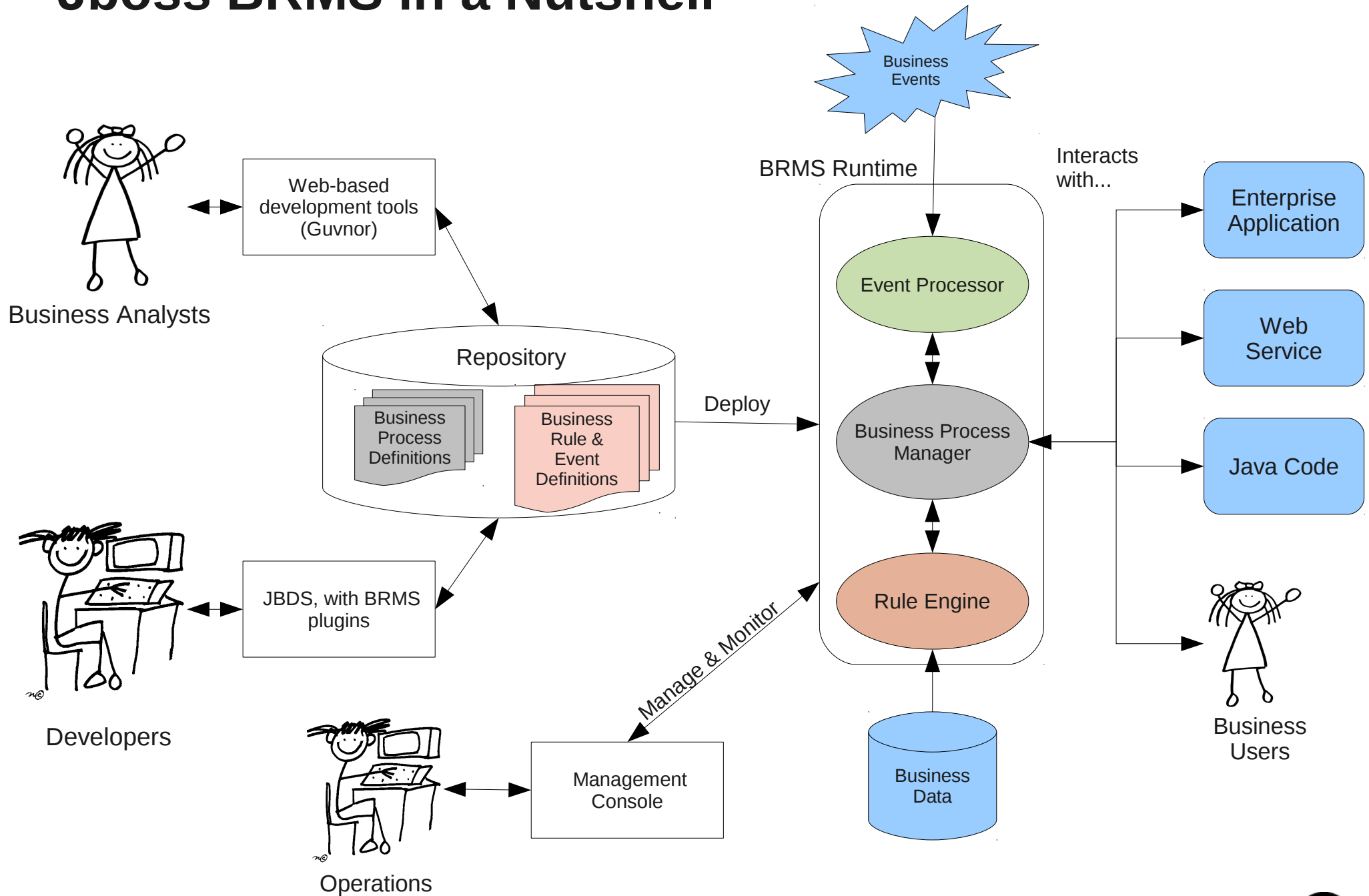


Drools Fusion –
Event Processing /
Temporal Reasoning



JBPM5 –
process/workflow
(summer 2012)

Jboss BRMS in a Nutshell



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BRMS/BPMS Market Overview

Verticals:

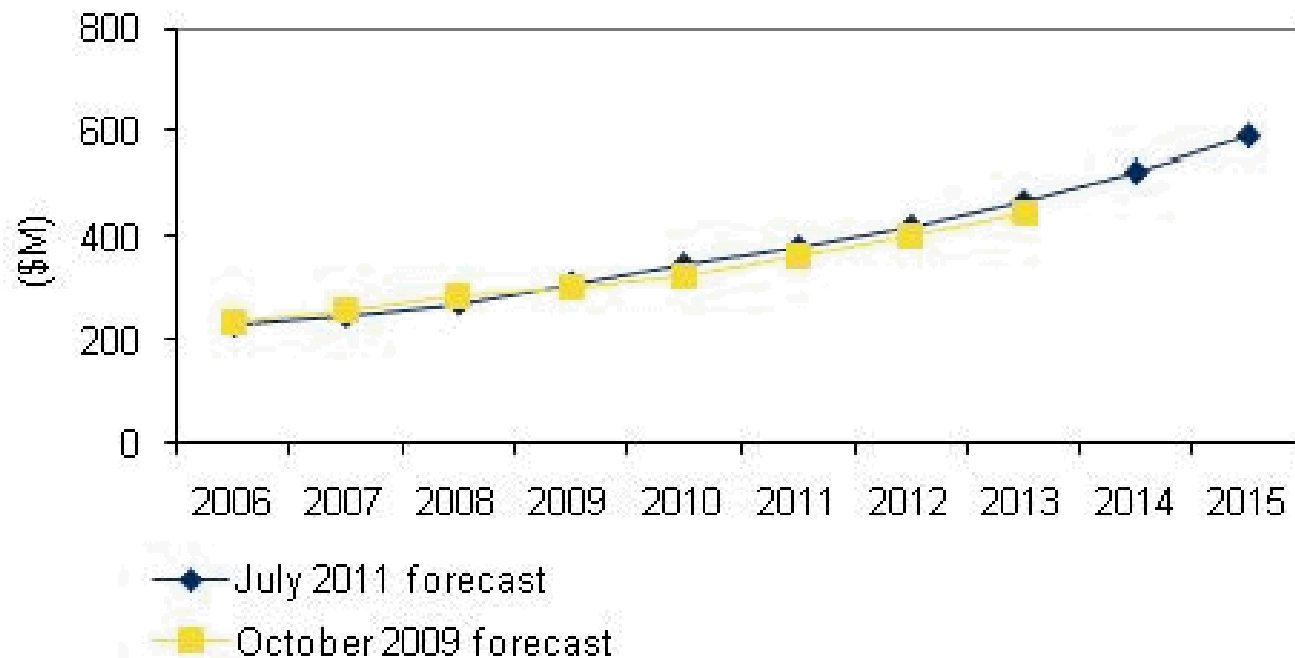
- Financial Services
- Healthcare
- Telco
- Transportation
- Regulated industries



BRMS Market Overview

Worldwide Business Rules Management Systems Revenue,
2006–2015: Comparison of October 2009 and
July 2011 Forecasts

- \$590M by 2015
- 12.7% CAGR

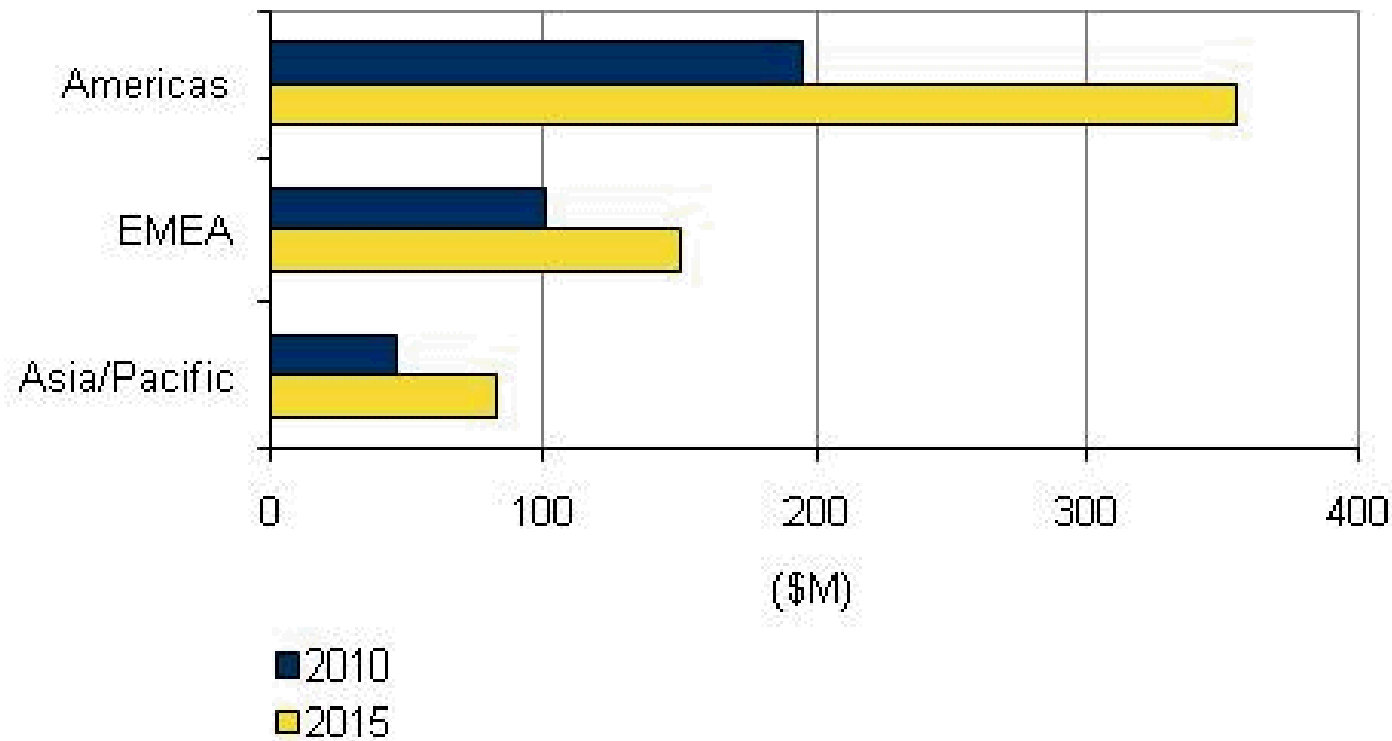


Source: IDC, July 2011



BRMS Market Overview

Worldwide Business Rules Management Systems Revenue by Geographic Region, 2010 and 2015

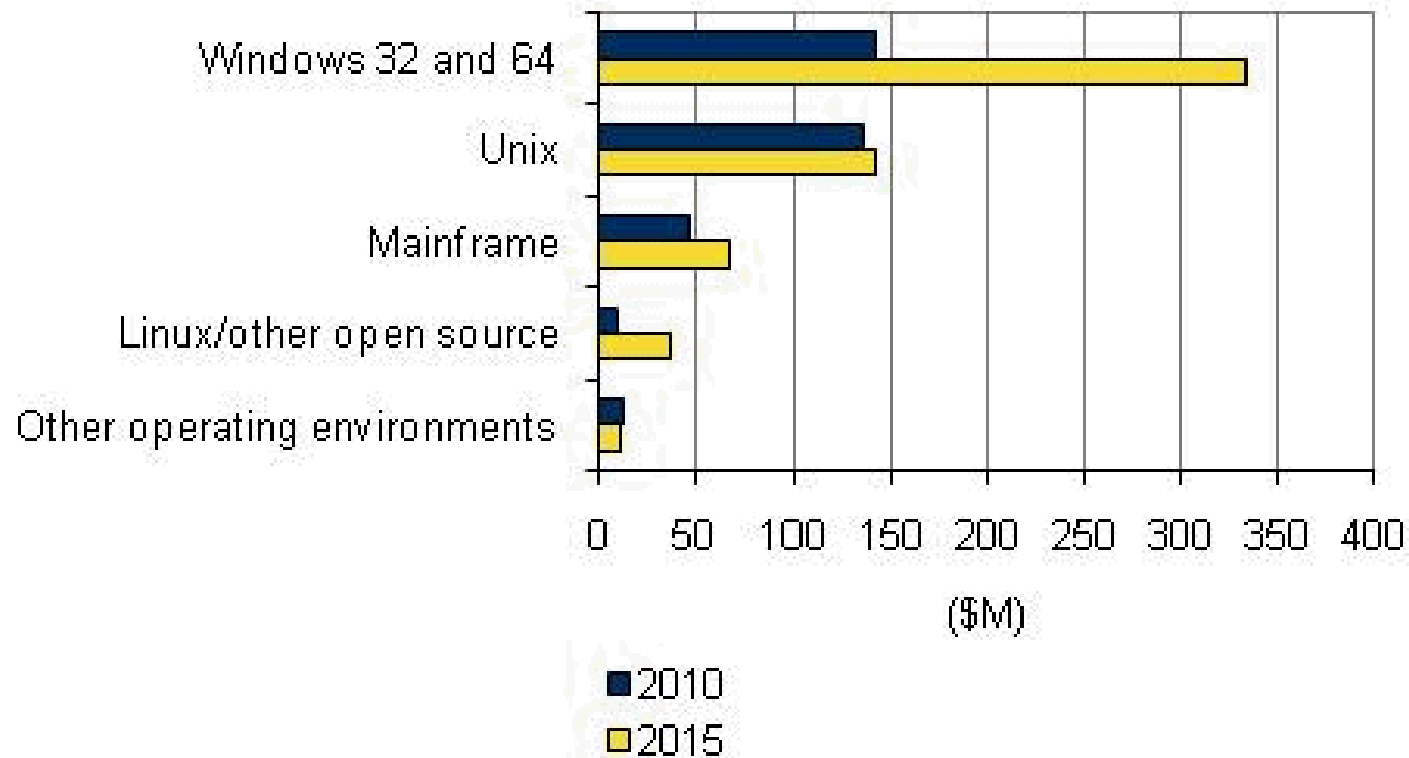


Source: IDC, July 2011



BRMS Market Overview

Worldwide Business Rules Management Systems Revenue by Operating Environment, 2010 and 2015

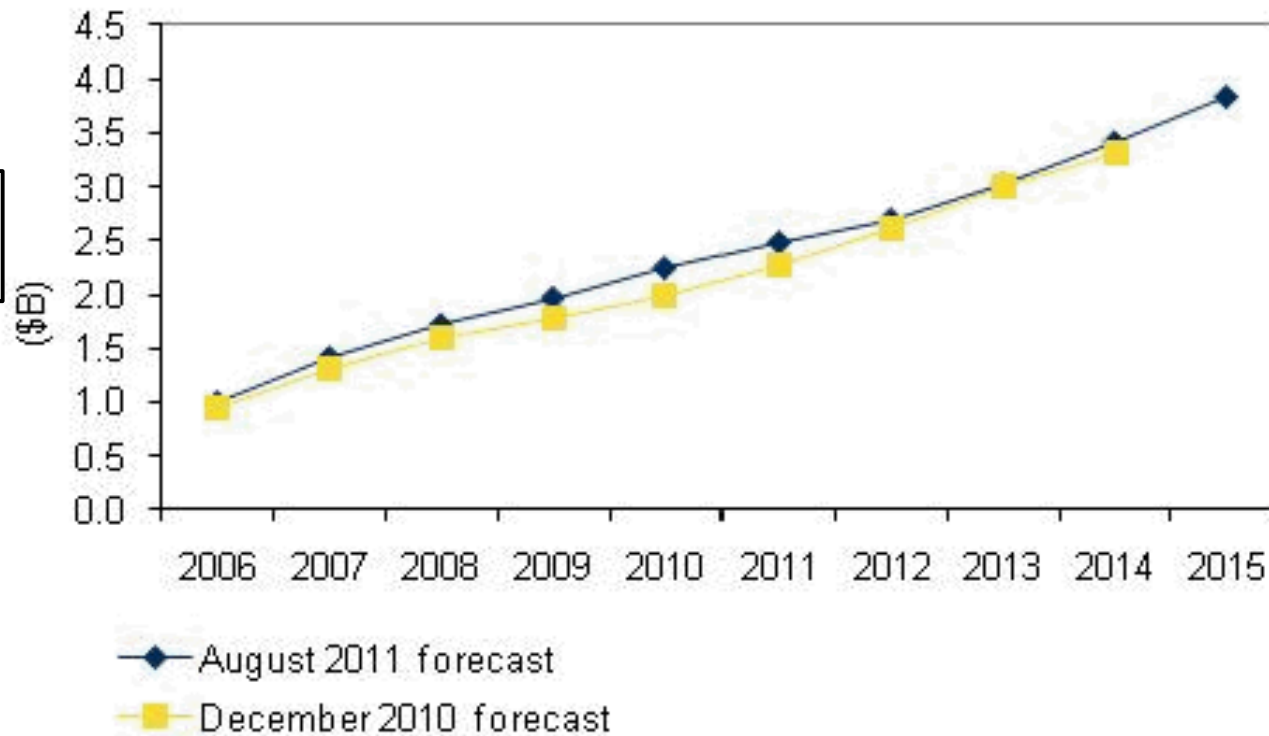


Source: IDC, July 2011



BPMS Market Overview

Worldwide Business Process Management Software Revenue, 2006–2015:
Comparison of December 2010 and August 2011 Forecasts



- \$3.8B by 2015
- 12.3% CAGR

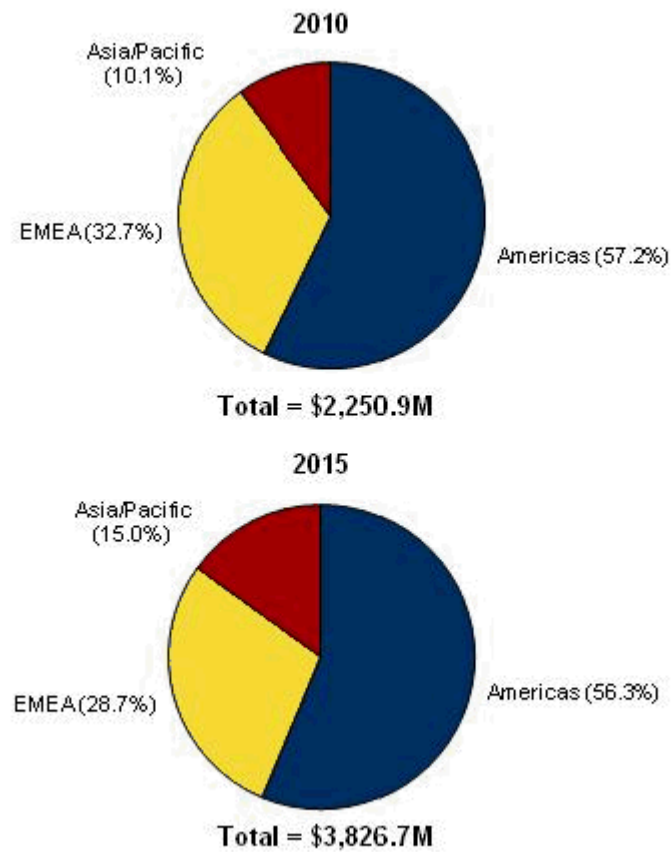
6x BRMS Market!

Source: IDC, August 2011



BPMS Market Overview

Worldwide Business Process Management Software Revenue Share by Region, 2010 and 2015

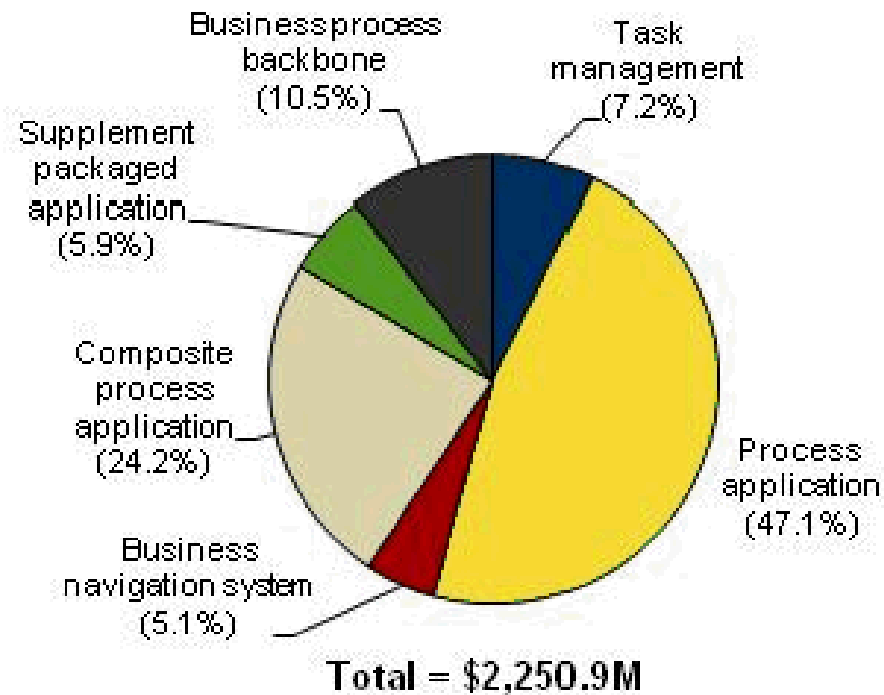


Source: IDC, August 2011



BPMS Market Overview

Worldwide Business Process Management Software Revenue Share by Segment, 2010



Source: IDC, August 2011



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Competitors



- IBM (WODM, Lombardi BPM)**
- Top down sales, beginning with CEO/CFO
 - Considered feature rich but very expensive to implement
 - We win with developers and are challenging with Business Analysts



- Progress (Corticon rules)**
- Just announced re-org, divesting Savvion BPM
 - Opportunity to target Savvion users
 - Narrowing focus to rules & events for financial trading



- Pega Systems PegaRules**
- Sells BPM and Business Process Automation
 - Complex and expensive
 - Heavy weight



- Drools / jBPM JBoss.org**
- Community version of BRMS, attracts developers
 - Business execs and IT professionals deploying more complex solutions tend toward BRMS
 - ROI and cost savings with BRMS subscription



JBoss Competitive Differentiation

Strengths

- **JBoss BRMS is less than 2% the cost of IBM WODM**
- **Parity on significant functionality**
- **Single distribution with Business Rules, BPM and CEP**
- **Open, standards-based**
- **Lightweight – short time to value**
- **Short learning curve – developers already using it**

Weaknesses

- **Usability for the business analyst**
 - **Simulation & verification / BAM & reporting**
 - **Docs**





Thank you!

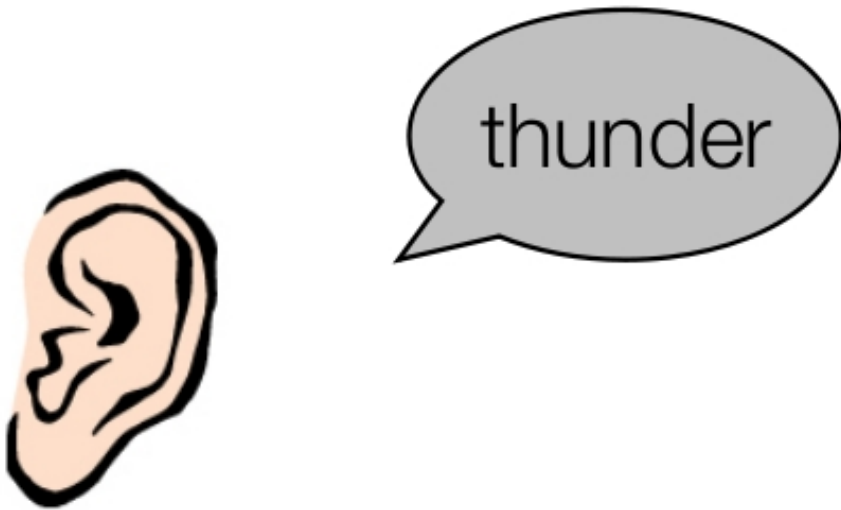
What is a rule engine?

- We want to take all of our data (facts) and combine it with our knowledge (rules) and come up with some conclusions (inferencing)



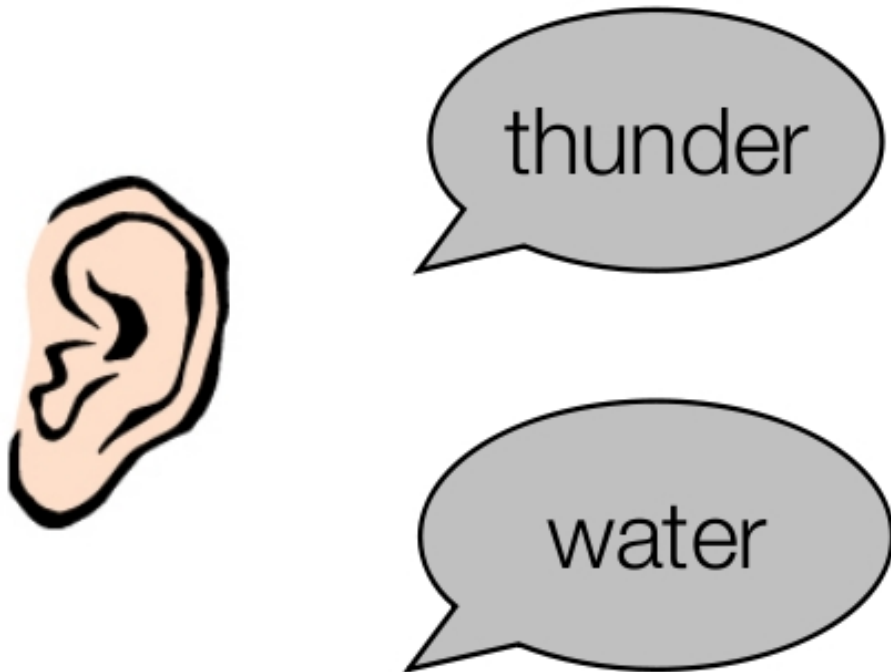
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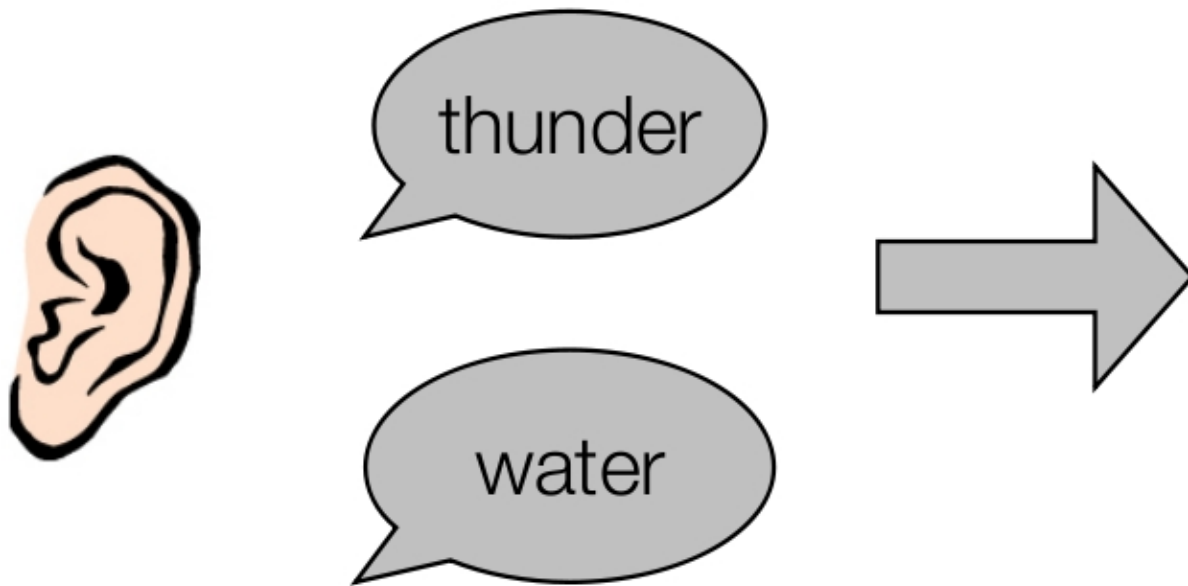
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