



People. Process. Performance.

Microsoft Business Process Alliance

Microsoft Business Process Alliance Overview

The Microsoft® Business Process Alliance is comprised of a select, exclusive group of ISV partners who are focused on creating solutions that further enhance Business Process Management (BPM) enablement on the Microsoft platform. Representing the top BPM solutions in the market, Business Process Alliance members have demonstrated an ability to simplify complex business processes into a manageable process life cycle and deliver outstanding value to customers.

By building functionality and extending the features of the Microsoft platform, these partner solutions benefit end users by leveraging a customer's existing investments in Microsoft products to deliver BPM solutions that span functional areas such as workflow, business rules, document-centric processes, business activity monitoring, process modeling, and optimization.

Achieving People-Ready Processes on the Microsoft Platform

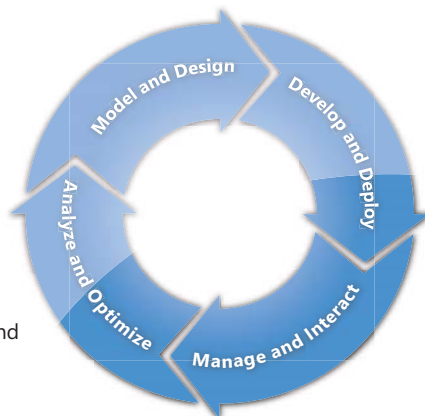
Microsoft BizTalk® Server 2006, Microsoft Office SharePoint® Server 2007, and the 2007 Microsoft Office system empower organizations to rapidly and efficiently build adaptive, mission-critical Business Process Management solutions spanning people, systems, and organizations.

Used together, the platform provides end-to-end process enablement, starting with human- and document-centric tasks in the familiar and easy-to-use Microsoft Office environment, to complex, high-volume distributed transactions through BizTalk Server.

People: Increase organizational agility by enabling end users and business analysts to develop efficient processes that require high levels of collaboration, information sharing, and decision making.

Process: Model adaptive business processes that span people, system, and organizational boundaries. Reduce the cost and complexity of managing and automating business processes with a unified solution for Business Process Management built on service-oriented architectures.

Performance: Make faster, enhanced business decisions with process monitoring, business activity monitoring, business rules engine, and optimization capabilities for greater organizational performance. Differentiate your business through improved process visibility across employees, partners, and customers.



InRule Technology Corporate Overview

InRule Technology delivers the business rules solution designed and optimized for .NET. Dedicated to helping customers leverage their Microsoft investment, InRule Technology enables organizations to respond quickly to rapidly changing business requirements. Enterprise, mid-size, government, ISV, and ASP customers use InRule™ to formalize business decision-making processes without placing additional burden on IT.

InRule empowers business users to author and maintain complex business rules, without intermediate requirements documents or complex, custom programming. Underlying the user interface designed for simplicity are capabilities designed to support the complexity of many business rules, including more than 90 built-in functions that make it easy for rule authors to author math operations, financial calculations, data lookups, and other routine operations.

InRule streamlines the business rules lifecycle by enabling business users to author and test complex business rules within a single interface. No 'cleaning' by IT is required. Just Author and Execute. By streamlining the business rules lifecycle, InRule helps customers automate complex business logic in a high performance environment.



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Product/Solution Overview

Organizations of all sizes and in all industries can benefit from business rules software if their applications require frequent changes to decision-making logic due to changing regulations, prices, or policies set by business users. With InRule, business users can author and maintain business rules with a user interface designed for simplicity and an engine designed for complexity and performance.

All InRule Offerings:

- Empower business users to easily create complex rules without custom programming using Business Language Authoring.
- Allow business users to verify rules and calculations without a separate test environment.
- Enable management of rules from development through production with granular permission, check-in/check-out and version control.
- Improve business process agility and interoperability with a Services Oriented Architecture (SOA) approach.
- Are designed and optimized for .NET for high performance and easy integration.
- Are easy to install and deploy. A reviewer in ".NET Developers Journal" had his first rules-based application running in less than an hour.

InRule for Windows Workflow Foundation

Designed to help Windows Workflow Foundation customers extend their investment, InRule for Windows Workflow Foundation delivers these key capabilities:

- Authoring Environment to enable business and technical users to easily author and maintain WF rules with Business Language Authoring.
- More than 90 built-in functions to ease authoring of rules with math operations, date calculations, collection operations and more.
- Decision Tables to reduce complexity of nested conditions with a simple decision-making table.
- Rule Lifecycle Management to control the authoring and maintenance of rules with check-in/check-out, versioning, and permissions; and to enable promoting rules from one system to another.

InRule for BizTalk Server

InRule for BizTalk Server delivers all the capabilities of InRule (including an authoring environment with rule flow visualization, 90+ built-in functions, decision tables, and rule lifecycle management) plus additional capabilities specifically designed for BizTalk Server users, including the ability to call InRule from a BizTalk Orchestration and an import facility to leverage and extend existing BizTalk Server rules.

Industry Expertise

Because InRule Technology is dedicated to helping customers automate business logic, we need to meet the requirements of business users as well developers. InRule is designed to be intuitive enough that business analysts and other subject matter experts (such as underwriters, appraisers, and accountants) can author and maintain frequently changing business rules without custom programming, yet it has enough technical depth for developers. And because no two organizations are alike, our environment is fully customizable. InRule has automated business logic for customers of all sizes and in many industries. Some typical applications of business logic automation include:

Insurance

- Rating
- Automated underwriting
- Claims routing and management
- Suitability/Compliance

Banking and Financial Services

- Credit scoring
- Loan origination
- Pro-forma trading models
- Fraud detection
- Wealth management

Healthcare

- Claims adjudication
- Eligibility and enrollment
- Regulated reporting and analysis

Government

- Benefits Eligibility
- Budgeting
- Tax calculation
- eForms Initiatives

Cross-Industry

- Job costing
- Revenue recognition and reporting; commissions
- Pricing

BUSINESS PROCESS MANAGEMENT CAPABILITIES

Capability	Fixed Processes → Dynamic Processes		
	System to System	Human to System	Human to Human
Workflow			
Business Rules	★	★	●
Document-Centric Processes			
Business Activity Monitoring			
Modeling			
Simulations and Optimization			

★ PRIMARY
● SECONDARY



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Customer Case Studies/Clients Reference

AON CORPORATION EMPOWERS BUSINESS USERS WITH INRULE

Aon Corporation is one of the world's leading providers of risk management services, insurance, and specialty insurance underwriting. Because there are no standard insurance applications that satisfy the unique needs of each industry, Aon developed their own .NET application that handles accounting, policy management and issuance, reporting, underwriting, rating, and claims. InRule is used extensively in this application for complex calculations for rating and business logic for underwriting and policy form selection.

InRule empowers Aon business users such as actuaries—rather than programmers—to write and maintain business rules, keeping rules current while reducing effort by up to 90%.

INRULE POWERS SOFTRAX REVENUE MANAGEMENT

Softrax Revenue Management organizes all the detailed revenue information needed to ensure revenue policies are enforced throughout the enterprise. An enterprise .NET application built on an SOA, this system is designed to handle the range of revenue transactions common in many companies, with the flexibility to apply complex accounting guidelines across numerous business requirements, including very high-volume transactions where revenue recognition treatments need to be automated.

InRule provides Softrax with the flexibility to easily create new rule sets or modify rules to augment built-in business logic—without necessitating a change or customization to the core product.

INRULE AUTOMATES BUSINESS LOGIC FOR U.K. INSURANCE BROKER

InRule provides business logic automation for the Fyfe Group Operating System (FGOS) developed for subsidiaries of UK-based Fyfe Group Ltd, a large niche market insurance broker. FGOS is a full cycle, multi-provider insurance management system. Through its business rules software, InRule automates various aspects of comparative insurance quotations, policy issue, mid-term adjustments, renewal, cancellation and payment processing along with compliance management. InRule partner, DiscoverIT, helped design and have implemented the system which Fyfe Group have described as "innovative" and "a great success for us."

"For one of our insurance coverages, it took an experienced programmer 120–160 hours to develop the logic for the rating program. An actuary, using InRule, was able to build and test the same logic in 14 hours."

—Underwriting Manager, Aon Corporation

Better Together: InRule Technology and Microsoft Integration

To enable faster, enhanced decision making, customers must define and automate the rules that govern how decisions are made. Often these business rules reflect changing business conditions and contain complex calculations and functions. InRule simplifies the creation and management of these complex rules for both developers and business users. By empowering business users to write and maintain business rules without custom programming, InRule reduces IT backlog and increases customer agility in delivering and maintaining critical decision-making applications.

Complementing the rules technology delivered in BizTalk Server and Windows Workflow Foundation, InRule helps Microsoft customers more easily automate the business logic. InRule delivers a portfolio that:

- Reduces the cost to develop and maintain frequently changing, complex business rules.
- Empowers business users to write and maintain business rules directly, without intermediate requirements documents.
- Provides controls to help ensure security, compliance, and quality.
- Gives developers the tools to easily incorporate business rules within BizTalk Server and other .NET applications.

InRule exploits the capabilities of .NET and uses techniques familiar to developers to enable them to quickly deliver applications that are easy to understand and maintain. With just a few lines of code, developers can add InRule functionality into new and existing applications. Because InRule was designed, built, and optimized for .NET, it delivers many capabilities that the generic vendors can't.

By leveraging and extending Microsoft's rules capabilities, InRule Technology helps customers rapidly and efficiently build adaptive, mission critical systems, thus enabling them to make better decisions and simplify the management of complex business processes.

For More Information

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Additional Microsoft Information and Resources:

Additional resources on enabling business process solutions on the Microsoft platform are available in the resources section below. Through use of the Microsoft BizTalk Server, 2007 Office System, Microsoft Office SharePoint Server and .NET 3.0, Microsoft offers the premier platform for process enablement, tying together people, process, and performance.

RESOURCES

- [Microsoft Business Process Management at www.microsoft.com/bpm](http://www.microsoft.com/bpm)
- [Microsoft BizTalk Server 2006 at www.microsoft.com/biztalk](http://www.microsoft.com/biztalk)
- [2007 Microsoft Office System at www.microsoft.com/office](http://www.microsoft.com/office)
- [Microsoft Office SharePoint Server 2007 at www.microsoft.com/sharepoint](http://www.microsoft.com/sharepoint)

Additional ISV Information and Resources:

INRULE'S ROAD PARTNER PROGRAM

A Microsoft Gold Certified Partner, InRule understands the importance of the partner network in delivering solutions to customers. The Rules Oriented Architecture and Application Development (ROAD) Partner program enables integrators, resellers, and ISVs to help customers deliver rule-powered mission critical applications with InRule. By combining technology and experience, InRule and our ROAD partners offer enriched products and services to our shared customers. For more information on the ROAD Partner Program for service providers, integrators, and resellers, contact ROADpartners@inrule.com.

ISVs AUTOMATE BUSINESS LOGIC WITH INRULE

More and more ISVs are using InRule to automate business logic in their applications. By embedding InRule, ISVs deliver their products more quickly and at less cost than if embedding hard-coded business logic. For many ISVs, InRule also enables them to introduce and maintain a line of customized products in addition to their 'core' products.

Designed and built for the Microsoft environment, InRule has a small footprint and is easily embedded and distributed in ISV applications. InRule also delivers a rich SDK that enables ISVs to customize the rules authoring environment and incorporate it into their applications. The SDK allows rules to be dynamically created and executed. InRule also provides joint marketing opportunities and offers a flexible OEM pricing model to meet the specific needs of individual ISVs.

For information on InRule's OEM program, visit www.inrule.com/OEM.aspx.

RESOURCES

- [Play Ruledoku, The Interactive Sudoku-Solver Powered By InRule](http://www.inrule.com/Ruledoku.aspx)
- [Play for fun or explore the solver logic to learn more about InRule's advanced authoring features at www.inrule.com/Ruledoku.aspx](http://www.inrule.com/Ruledoku.aspx)

- [InRule Product overview at www.inrule.com/Business_Rule_Engine.aspx](http://www.inrule.com/Business_Rule_Engine.aspx)
- [Additional information on InRule products for Windows Workflow Foundation and BizTalk Server at www.inrule.com/Microsoft_Gold_Partners.aspx](http://www.inrule.com/Microsoft_Gold_Partners.aspx)

- [Download a free 30 day trial at www.inrule.com/Rule_Engine_Survey.aspx](http://www.inrule.com/Rule_Engine_Survey.aspx)