

Loan Origination

Claims Processing

Care Process Management

Customer Care & Insight

Customer Self Service

Online Ticketing & Reservations

Power Grid Management

Product & Feature Management


Safety & Security

Citizen Eligibility

Travel & Hotel Pricing Management ...

# Inside Operational Decision Manager Advanced V8.7

## *Demos and Details*



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# What is Operational Decision Management about?

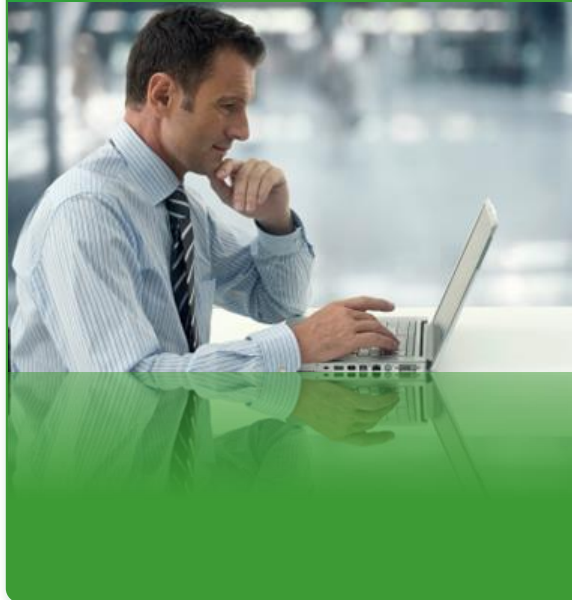


Providing an easily manageable, single source of truth for ***operational business decisions***

Codifies business policies, practices and regulations



Empowers business users to easily author and make changes



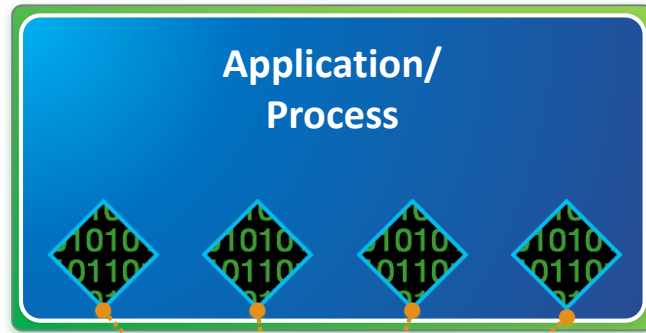
Automates decision making with context



# Externalizing Decisions from Applications into Business Rules

*Manage decision logic independently from applications*

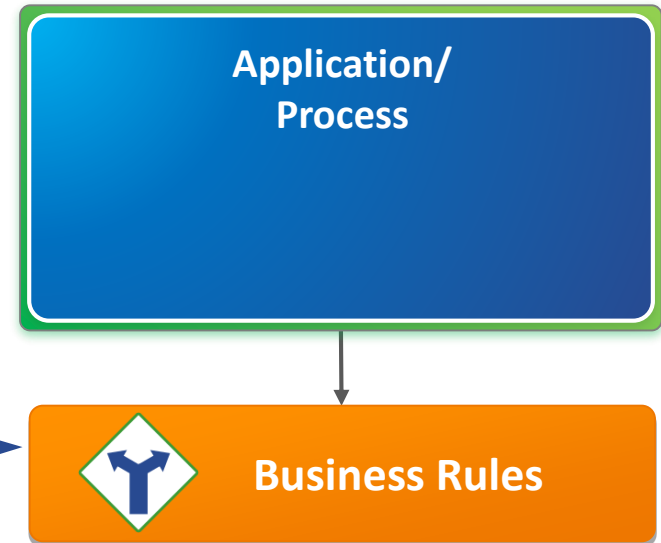
## *Without Decision Management*



Decision logic

- Rules written in software code cannot be read by business people
- Hard coded rules are difficult to change
- Rules intertwined within applications cannot be reused by other systems

## *With Decision Management*



- Natural language rules can be **easily read**
- Externalized rules are **easy to change**
- Centralized rules **enable reuse and consistency**
- More decisions can be **automated**

	IBM ODM Standard	IBM ODM Advanced
<b>On Demand Decision Automation</b>		
Automate frequently occurring decisions	X	X
Empower business users	X	X
Gain more visibility into how decisions are made	X	X
Evaluate the impact of changes before they are made	X	X
<b>Automate Decisions in Context</b>		
Detect situations in real time		X
Decide with predictive analytics		X

# New use cases enabled by IBM ODM Advanced



A bank gains the ability to provide prompt, **personalized, proactive service to their clients**

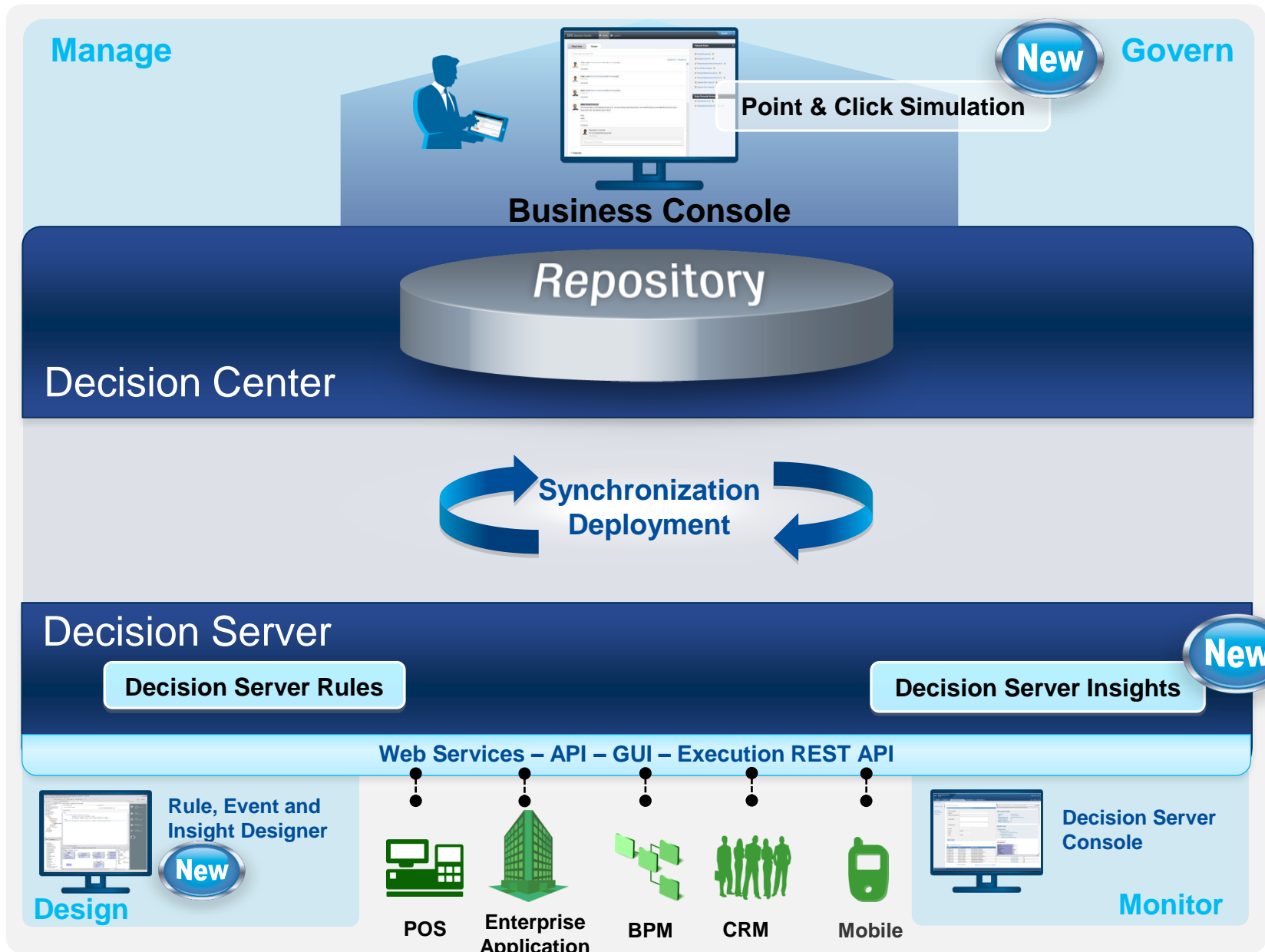
- Flexible, extensible platform for modeling growing set of alert patterns for analysts and sales
- Greater insight into client interactions across channels to enable more personalized service and more intelligent customer relationship management



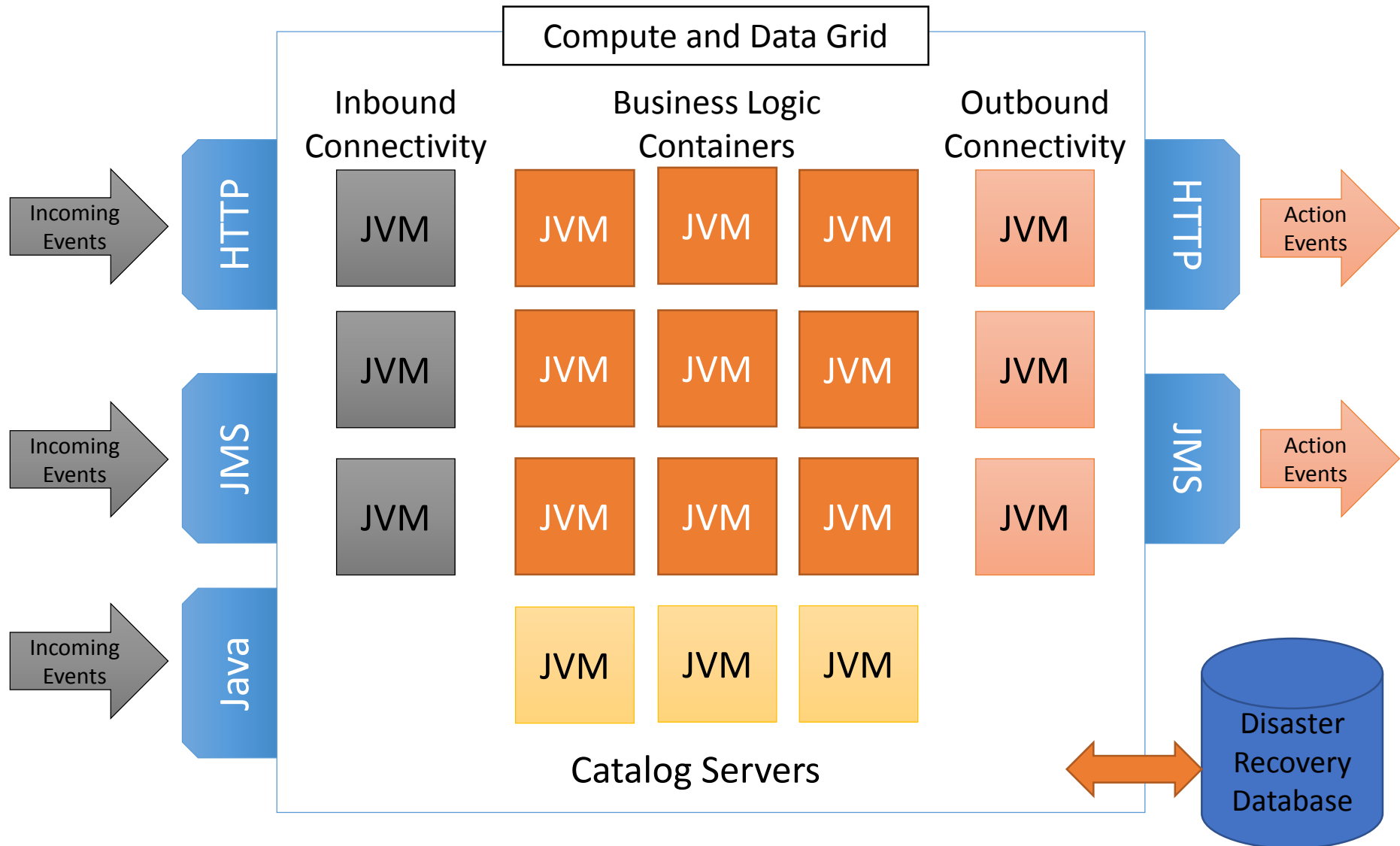
A railway organization gains **real-time visibility into operations**

- Enhanced real-time visibility into train operations
- Ability to graphically visualize network of equipment
- Greater customer satisfaction from real-time insight and proactive notification





# Decision Server Advanced / Insights – Architecture



# ODM 8.7 demo: the cast!

## Adam



- Adam is an **IT specialist**
- He will be **building the object model** to allow the business team to write their own rules

## Paul



- Paul is a **business analyst**
- He will own the **overall rule change management and approval**

## Bea



- Bea is a **rule author**
- She will be assigned to **edit rules** and **implement the new regulations**

## Abu



- Abu is a **policy manager**
- She will be responsible for **simulating and testing the business impact** of changes



# Why Operational Decision Management?

## Agility

- Operationalize policy changes in **days versus months**
- **Decrease cost** of implementing business practices, policies & regulations

## Efficiency and Productivity

- Improve **straight-through-processing**
- Involve **business users** for change requests with built-in **governance**

## Decision Quality and Precision

- Automate **fine-grained, targeted** decisions **in context**
- Perform **what-if and impact analyses** prior to deployment

## Consistency

- **Automate** and consistently enforce decision policies
- Ensure policies and associated semantics are **consistent across channels**

## Transparency, Auditability, Compliance

- **Track** what decisions were made and **why** (runtime)
- **Track** what policies were **changed** and by whom (rule management)

# Top 5 reasons to move to IBM ODM V8.7



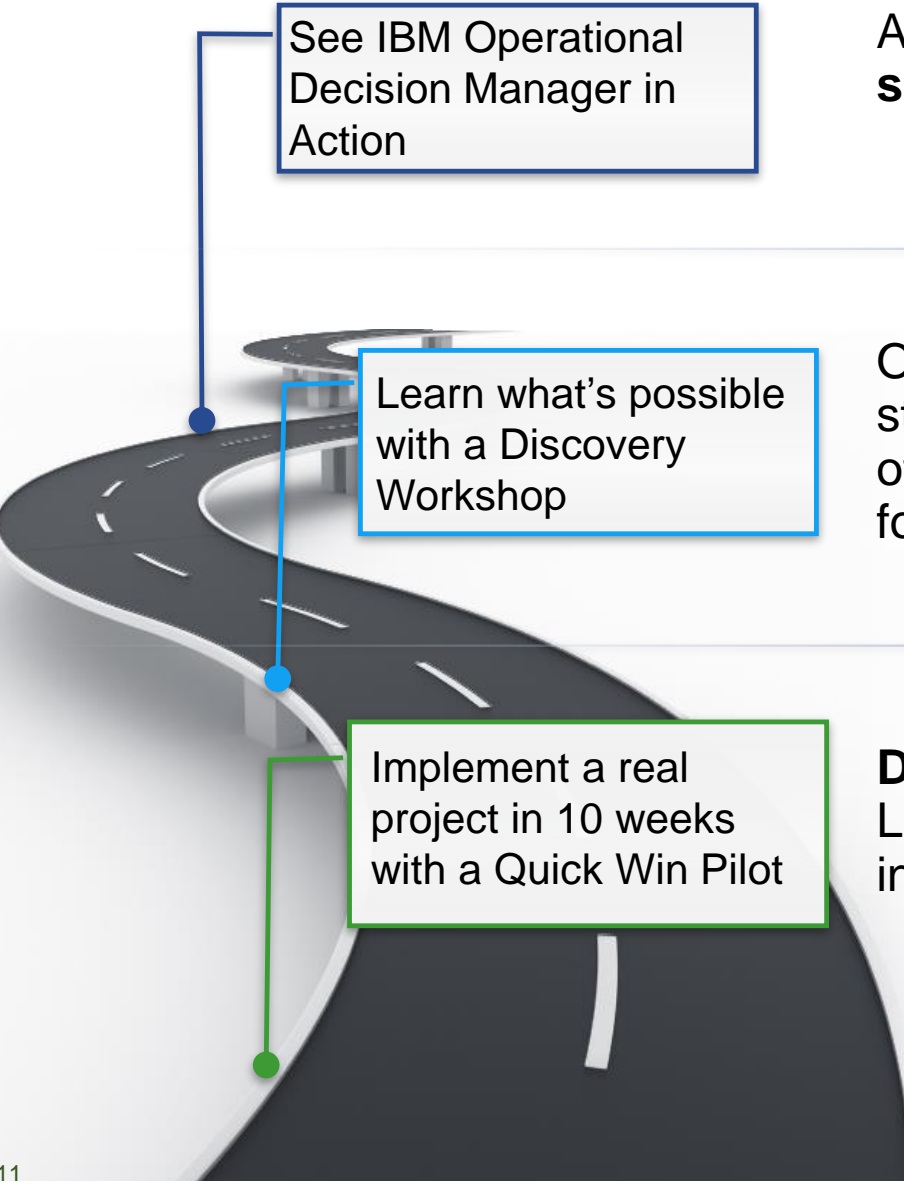
**1** **IBM ODM Advanced** extends ODM V8.6 to manage decisions automation **in context**

**2** **IBM ODM Advanced** provides built-in capabilities to interact with SPSS **predictive insights**

**3** **IBM ODM Advanced** provides a robust platform to manage decisions with **big data**

**4** **IBM ODM V8.7** increases decisions **visibility** empowering business users to evaluate the impact of their business policy updates

**5** **IBM ODM V8.7** increases business users **productivity** providing them with more autonomy in the policy update cycle



See IBM Operational Decision Manager in Action

Ask your sales representative to **see the solution live**

Learn what's possible with a Discovery Workshop

On-site workshop with business and IT stakeholders to **evaluate the applicability** of IBM Operational Decision Manager for your project

Implement a real project in 10 weeks with a Quick Win Pilot

**Demonstrate immediate value** to your LOB end-users with your first 'Quick Win' in 10 weeks

धन्यवाद  
Hindi

多謝  
Traditional Chinese

*Grazie*  
Italian

ขอบพระคุณ  
Thai

Gracias  
Spanish

Спасибо  
Russian

Obrigado

Brazilian Portuguese

多谢  
Simplified Chinese

நன்றி  
Tamil

ありがとうございました  
Japanese

감사합니다  
Korean

Merci  
French

شكراً  
Arabic

Danke  
German



- [Top 10 Business Use Cases for IBM ODM](#)
- [IBM ODM product online documentation](#)
- [Supported platforms and third-party products](#)
- Migration document and webcast (direct migration from JRules 7.1):  
[Migrating to the latest version of ODM](#)  
[Webcast replay: Migrating from JRules to ODM](#)
- [JRules/ODM Release and End of Support dates](#)