

ACHIEVING BUSINESS AGILITY

Can Your Business Keep Pace with Change?

Forrester Research defines business agility as, “The quality that allows an enterprise to embrace market and operational changes as a matter of routine.” And there is no doubt that the pace of change is accelerating all the time. The past decade has seen all-encompassing Internet connectivity, cloud computing, the now ubiquitous smartphone and customers empowered with unprecedented access to information.

If you are concerned with how quickly you can create new products, react to your competition, respond to changing customer requirements and even meet the demands of compliance and ever-changing regulations, business agility is becoming a basic tenet of survival—for end user companies as well as systems integrators and ISVs alike. It means accepting and even embracing change as routine. But how do you get there?

Business Agility Actually Begins with IT

Fundamental to business agility is the ability to make the right business decisions at the right time. Of course, data drives decisions—therefore, business agility actually starts with the methodologies used by corporate IT and extends throughout the enterprise.

Getting the right data to the right people at the right time invokes the theory of “agile software development,” a term first coined over 15 years ago. The nonprofit Agile Alliance defines it as, “a group of software development methods in which solutions evolve through collaboration between self-organizing, cross-functional teams. It promotes adaptive planning, evolutionary development, early delivery, continuous improvement and encourages rapid and flexible response to change.”

An agile development strategy appears to present an ideal solution. So why aren't more organizations embracing agile development to better achieve business goals?

Businesses Want Agile Development

In a recent Application Development Trends reader survey, 41% of the respondents realize they need a better process to manage change, and only 38% are happy with their change management methods currently in place. In that same survey, 72% responded that IT is responsible for managing change. Involving IT typically means lengthy budgetary approvals then long development cycles. Since business needs and requirements are continuously changing, by the time the initial change is implemented chances are the need for it no longer exists or will change again. What if there was a simple software tool that achieves business agility, change management and ready enablement of business decisions?

Automating Business Rules: A Big Step Forward to Achieve Business Agility

Business experts are in the best position to know what decisions should be made and when. This is where a business rules management system (BRMS) adds incalculable value. With a BRMS, business rules are separated from source code, allowing IT to readily build a solution that gives business experts the power and ease to define and maintain the decisions that guide a system's behavior. That means as customer requirements or regulations governing business processes change, the business expert is empowered to modify business rules—fast. That capability translates into agility—empowering the business expert to keep pace, and even ahead of, change.

Additionally, with a BRMS in place, IT staffs can focus on software innovation, creating flexible solutions that deliver operational efficiencies and further promote business agility—without being bogged down with implementing ever-changing business rules. In the aforementioned survey, respondents said the top three challenges demanding considerable IT resources are updating hard-coded business rule changes in applications, working with limited test data and troubleshooting problems that already exist in products. What if there was one solution that addresses all of those issues?



Introducing Progress Corticon

This is where Progress® Corticon® comes in. Corticon is a market-leading BRMS that delivers high-quality, high-fidelity and high-performance automated business decisions.

With Corticon organizations can make better, faster decisions. Its patented “no coding” rules engine is used by many of the world’s largest financial services, insurance, healthcare and ecommerce companies as well as federal and state government organizations to automate their most sophisticated decision—and even complex—processes, reducing development and change cycles by up to 90%. In this way billions of micro-decisions—such as negotiating payments at lightning speed when you swipe a credit card, or when approving an online application—can be made each day in hundreds of industries.

The Corticon BRMS

- Eliminates risk of project delays and increased costs by empowering business users to implement and modify rules, reducing dependence on IT
- Adds immediate business value by accelerating time to market and time to value
- Optimizes operations with predictable processes across workloads—even with complex data
- Ensures performance and scalability
- Handles complex decisions in a matter of seconds, that would take hours, days or weeks with traditional coding methods

Customer Successes

Industry	Company	Achieved
Pharmaceutical	Brocacef	Decreased time to implement rules changes from ten days to 90 minutes
Financial Protection Services	UNUM	Decreased response time for new quotes from 8 weeks to 1 week
Credit Processing	UCS	Reduced labor costs by 50% in credit screening operations
Banking	DBS	Decreased market response time by 25%
Public Sector	Pennsylvania Department of Human Services	Generated mandatory quarterly report in 43 minutes instead of two days
Ecommerce	eBay	Millisecond response with more than 140 million business rules decisions daily

To learn more about how Progress Corticon can benefit your organization by promoting business agility, please visit www.progress.com/corticon.




About Progress

Progress (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership. Progress can be reached at www.progress.com or 1-781-280-4000.

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