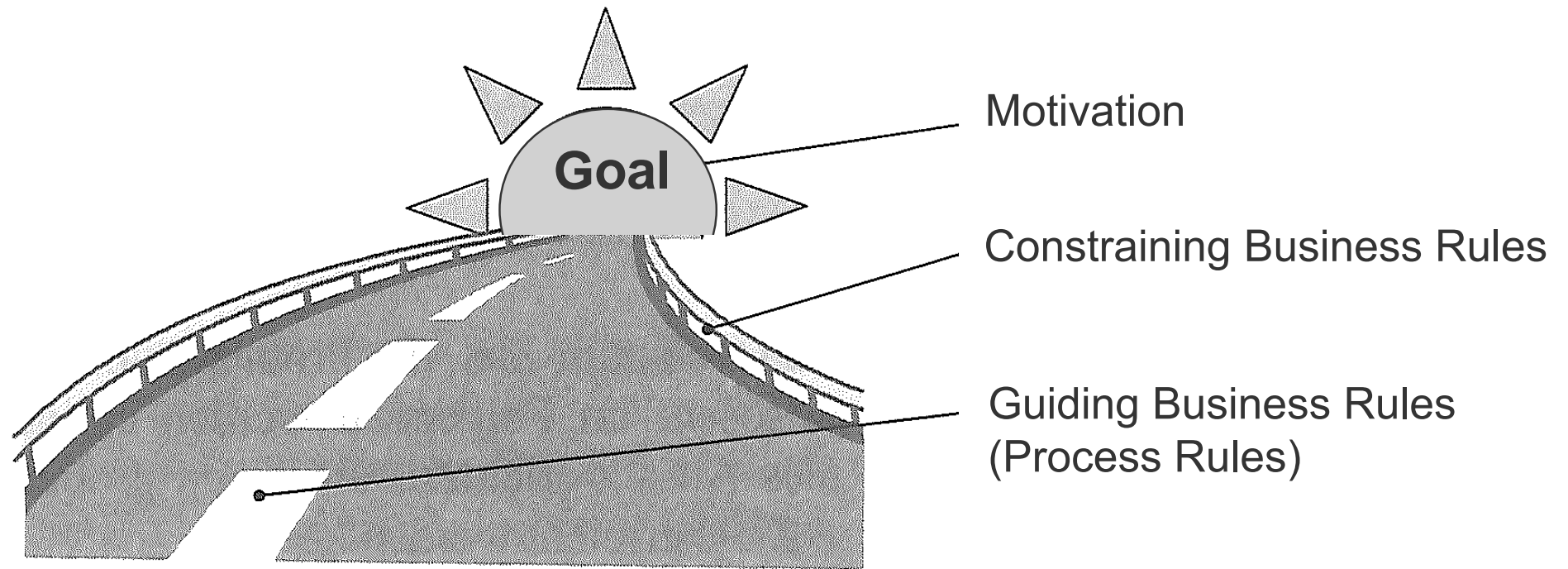


Business Rules, Business Motivation and Business Processes



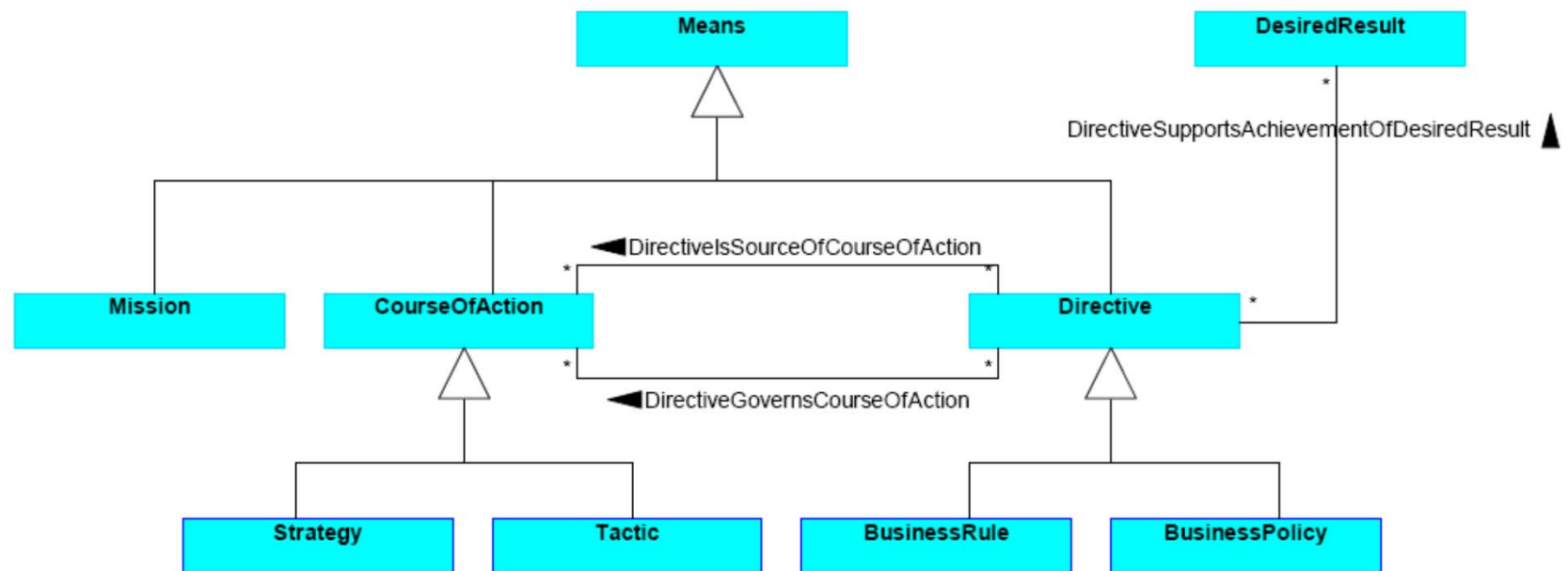
Business Rules show the Way



adapted from (Schacher and Grässle 2006, p. 18)

Business Rules and Business Motivation Model

- Business Rules are Directives that have relations to Policies and Courses of Action



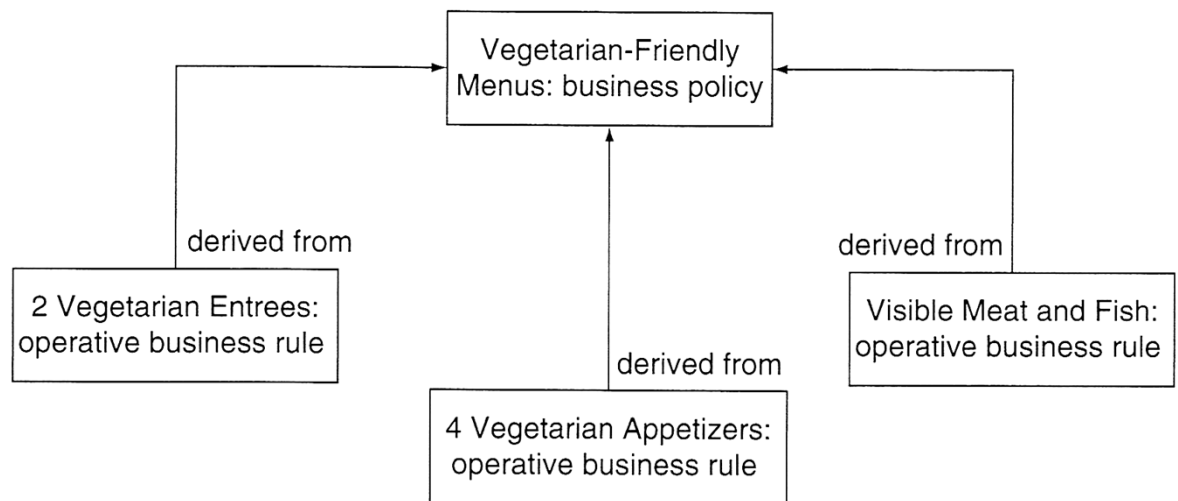
Business Policies and Business Rules

- Business rules and business policies shape behavior, but ...
 - ◆ A business policy is less precise and more subject to interpretation
 - ◆ In general, business policies are not enforceable, business rules are
- Business policies can be the reason that a business rule exists:
 - ◆ From a single business policy one or more business rules can be derived
- Examples:

Vegetarian Friendly Menus: All menus must be friendly to vegetarians: *business policy*

derived from

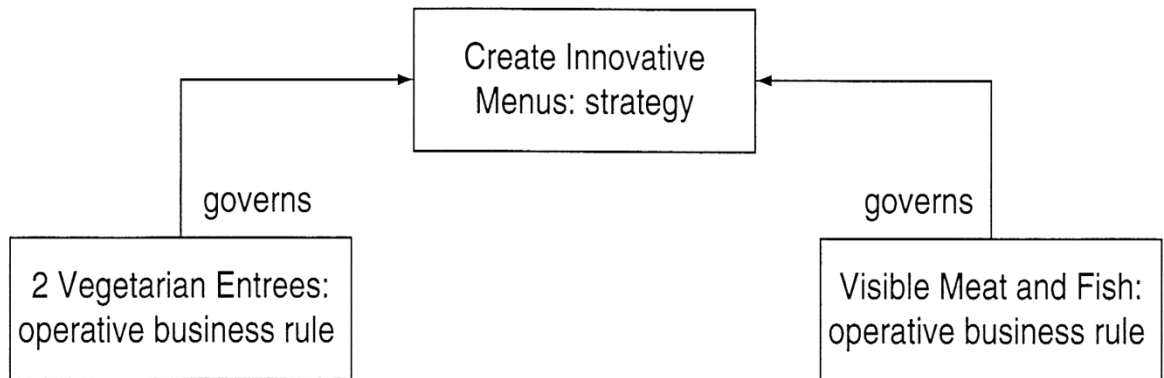
2 Vegetarian Entrees: It is obligatory that each menu include at least two vegetarian entrees: *business rule*



Strategy and Business Rules

- Business Rules govern Courses of Action (Strategy and Tactics)
- A Business Rule shapes the way the Strategy is applied: the rule constrains the Strategy.
- Example: The business rules **2 Vegetarian Entrees** and **Visible Meat and Fish** could govern the strategy **Create Innovative Menus**

Create Innovative Menus:
All menus must create innovative menus



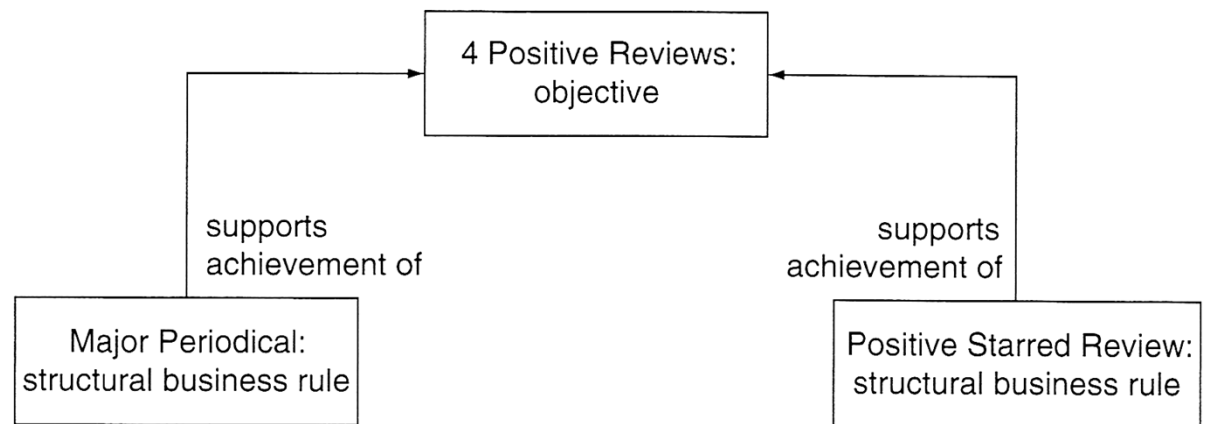
2 Vegetarian Entrees: It is obligatory that each menu include at least two vegetarian entrees

Visible Meat and Fish: It is obligatory that the description of a menu item include an ingredient if the ingredient is a meat or the ingredient is a fish

Business Rules and Desired Results

- Goals and Objectives are Desired Results
- An Objective is too vague to measure if the noun concepts it uses are not precisely defined.
- Structural rules can help define these noun concepts.
- Example: Assume the restaurant Nola has an objective, to have 4 positive reviews in major periodicals in 2010. But what is a major periodical? This could be defined by a structural rule.

Major Periodical: It is necessary that a periodical is major if the periodical has a circulation and the circulation is at least 50'000.

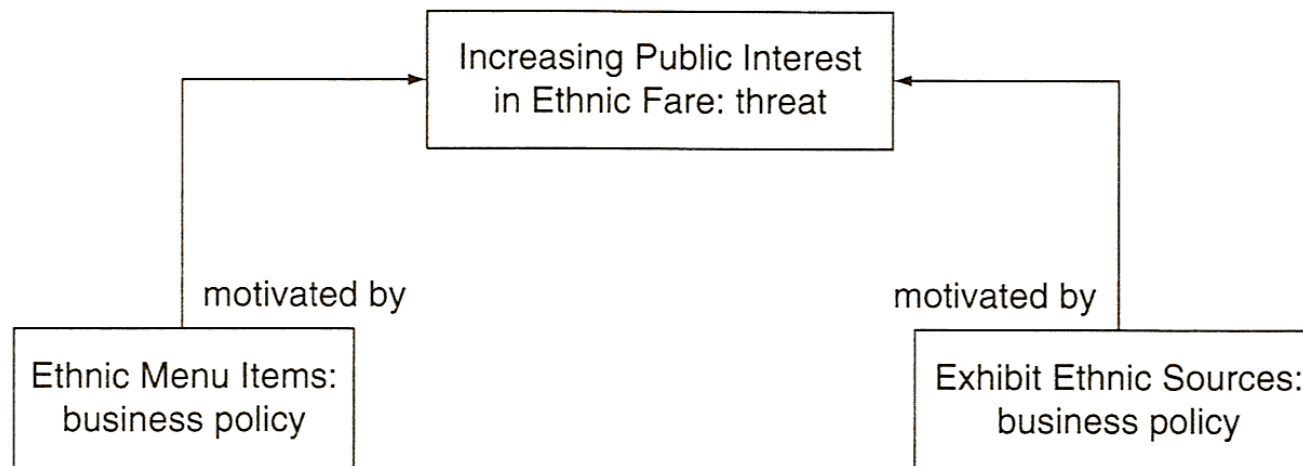


Directives and Assessments

- An Assessment (SWOT) often motivates the establishment of a Directive (Business Policy or Rule).

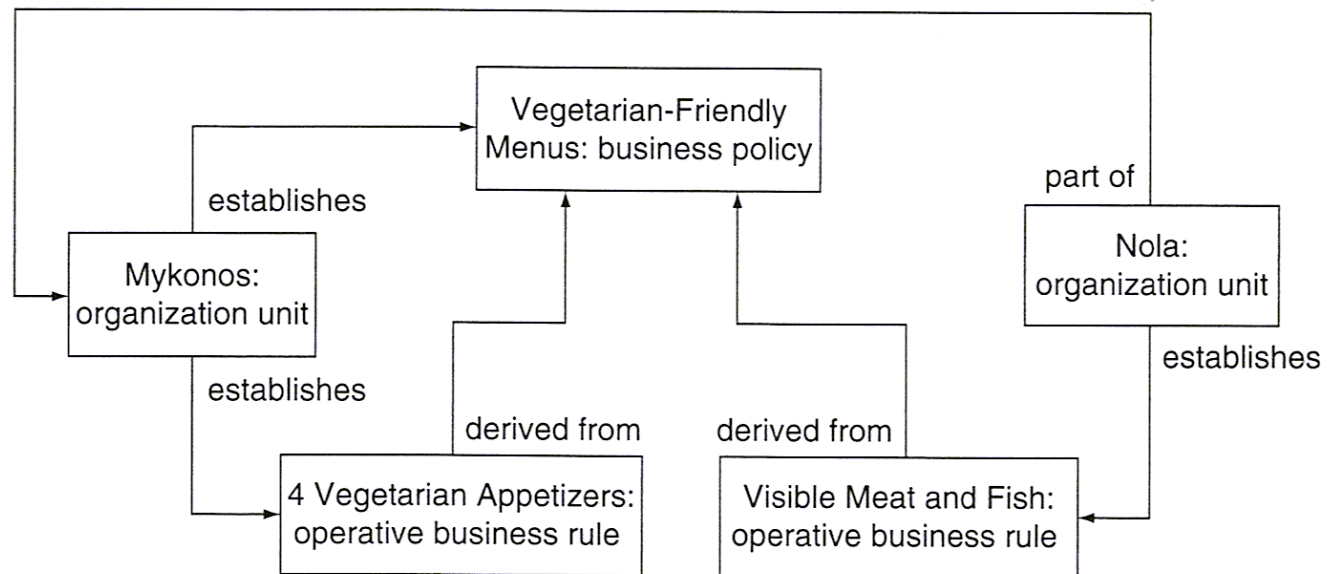
- Example:

- ◆ Cora Group recognizes the threat **Increasing Public Interest in Ethnic Fare**.
- ◆ It then creates a new Business Policy **Ethnic Menu Items** to counter this threat.



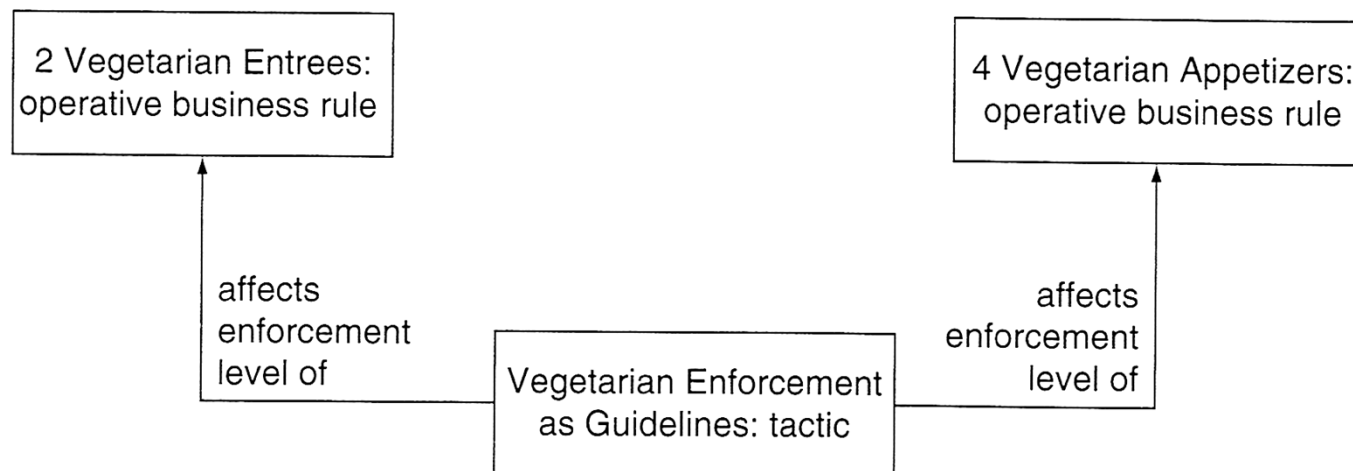
Organisations and Business Rules

- Business Policies and Business Rules – like courses of action – are established by organisation.
- In multi-organisational situations, Business Policies and Business Rules are established by a mix of organisations
- Example:

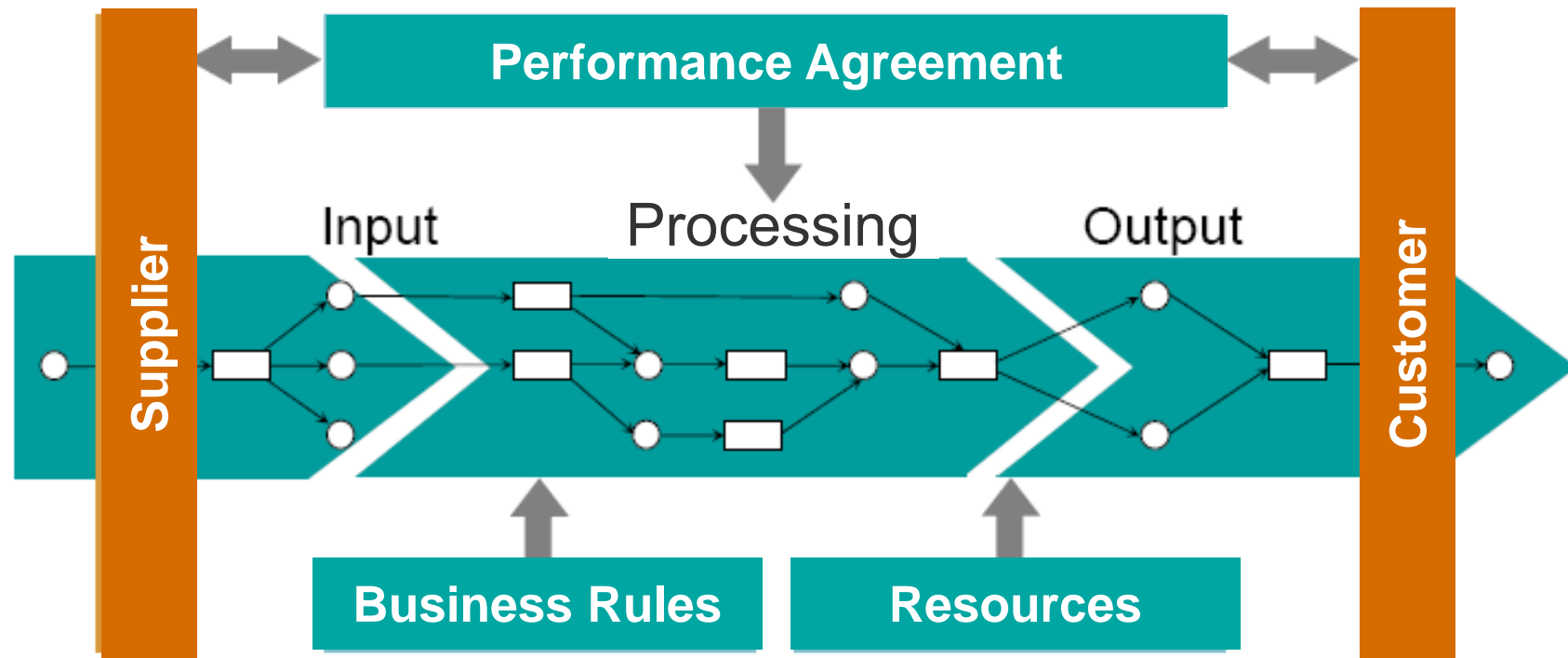


Tactics and Business Rules

- The decision to apply a specific enforcement level to a rule is itself a tactic
- Example:
 - ◆ Mykonos might decide that the business rule **2 Vegetarian Menus** is only a guideline
 - ◆ The tactic **Vegetarian Enforcement as Guideline** determines the enforcement levels of the rules **2 Vegetarian Menus** and **4 Vegetarian Appetizers**.



Business Rules and Processes



Source: Rainer Endl (2004): Regelbasierte Entwicklung betrieblicher Informationssysteme, EUL-Verlag, S. 16

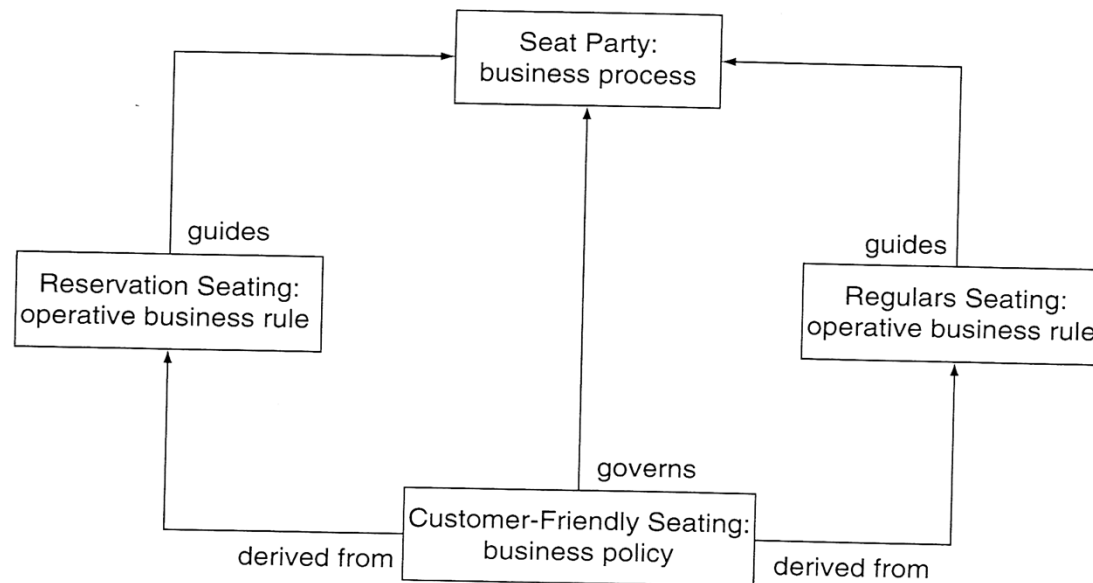
siehe auch:

R. Endl: Modellierung von Geschäftsprozessen. http://www.brportal.org/German/vertInformationen/Regelbasierte_Prozessmodellierung.pdf



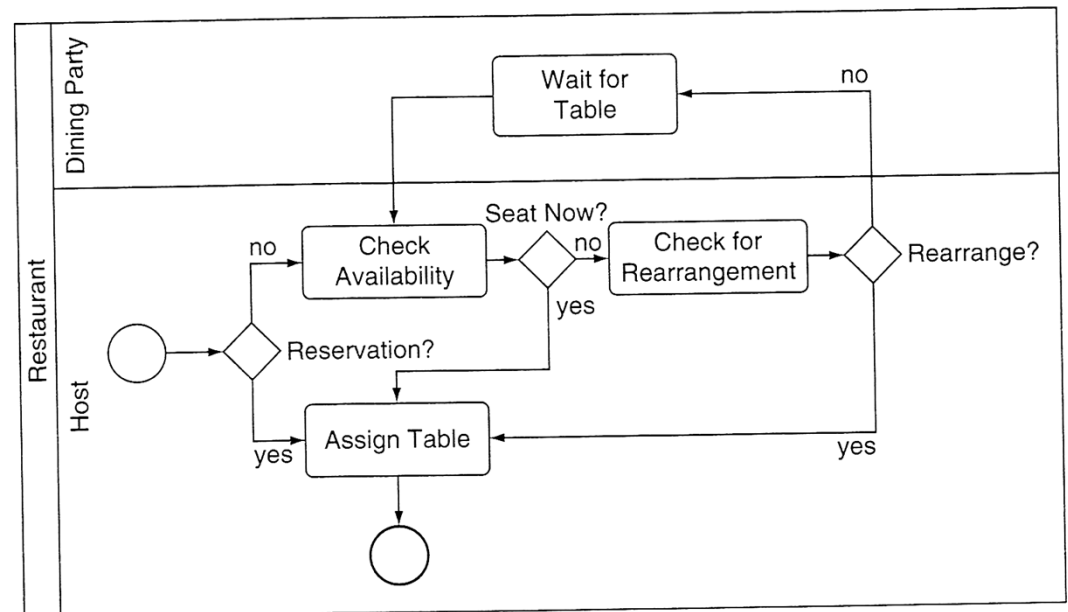
Business Processes and Business Rules

- Business Policies govern Business Processes by guiding how the work is done
- Business Rules guide the Business Process. They can be derived from a Business Policy.



Business Rules guiding a Business Process

- More useful than general relations between business rules and processes are the relationships between business rules and individual model elements of a business process
- Typically, business rules can guide
 - ◆ gateways
 - ◆ activities
- Example: Consider the business process Seat Party. It contains three gateways, which could be guided by business rules



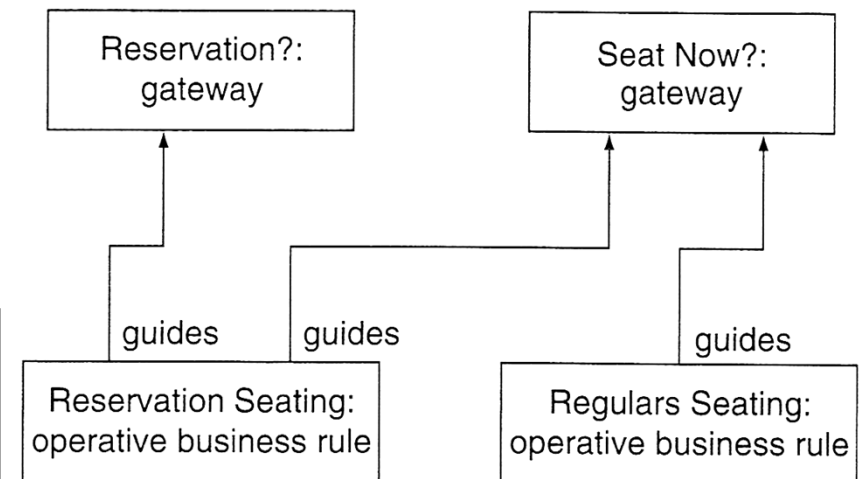
Business Rules guiding Gateways

■ Example:

- ◆ The business process Seat Party
- ◆ Business rules guide two gateways

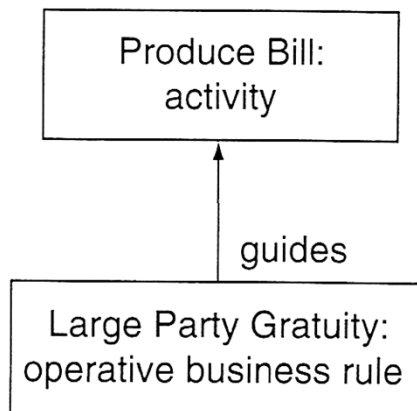
Reservation Seating: It is obligatory that a party is seated if the party has a reservation and a table is available and the table has appropriate size for the party

Regular Seating: It is obligatory that a party is seated if the party includes a regular and a table is available and the table has appropriate size for the party



Business Rules guiding Activities

- An activity is guided by a business rule when the business rule helps the person performing the activity do his or her work.
- Example: The business rule **Large Party Gratuity** is used by a server when she performs the activity **Produce Bill**.
 - ◆ If it is a manual activity, the server might include a line item on the bill for the mandatory gratuity
 - ◆ If a software application is used to produce the final bill, the application must be aware of the **Large Party Gratuity** rule.



Large party gratuity: It is obligatory that the gratuity is at least 15% if the gratuity is applied to a bill and the bill is incurred by a party and the party is greater than 7 people.

Development of Business Processes, Rules from Business Motivation

