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6th EUROPEAN
BUSINESS RULES
CONFERENCE

- Latest developments on Business Rules
- Networking with your international peers
- Including full day independent tutorials

18 - 20 June 2007 | Düsseldorf Germany | Radisson SAS

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6th EUROPEAN **BUSINESS RULES** CONFERENCE



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Introduction

Increase your flexibility with Business Rules

From June 18 - 20, the sixth European Business Rules Conference will be held in Düsseldorf.

Stay informed about the latest developments in Business Rules.

The main conference will be held on June 18 - 20. Benjamin Grosf and Ron Ross will deliver keynote presentations and a further 24 sessions will be presented in three tracks;

Experience

- Case studies of application of business rules to businesses

Know-how

- How to organize and manage business rules effectively

State of the Art

- Current research & development and emerging techniques and technology

On Monday June 18, before the main conference, there are tutorials presented by John Hall, Silvie Spreuwenberg, Donald Chapin, Gladys Lam and Gerd Wagner.

Co-located with the conference is an exhibition of Europe's leading Business Rules tool vendors and service providers. Several of them are presenting case studies at the conference.

You will be able to follow up presentations with demonstrations and discussions, and also see alternative approaches as provided by other vendors.

Visit www.eurobizrules.org for the full summary of the very extensive conference programme and the tutorials.

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Main Conference

The European Business Rules Conference (EBRC) is the only vendor independent conference on business rules in Europe. The conference is targeted at business people, IT architects and developers and consultants from all over Europe (although people from other parts of the world are, of course, most welcome). EBRC 2007 will be held in the Radisson SAS hotel in Düsseldorf, Germany, from Monday June 18 till Wednesday June 20, 2007. The two-day main conference will be preceded by a tutorial day (four half day- and evening tutorials).

Our aim is to promote the Business Rules Approach in Europe by presenting the state of the art in business rules application and use, by demonstrating the latest business rules technology, and by providing a forum for knowledge exchange.

Main Conference

The presentations of the main conference will be organised in three parallel tracks: **Experience, Know-how and State of the Art.**

- **Experience:** Case studies of application of business rules to businesses

Experience reports and success stories from real world projects on applying the Business Rules Approach (BRA). This track should mainly be presented by BRA users from the business and/or IT side.

Themes:

- The Business case: solutions where the most significant impact of business rules was on the organization's business approach, processes and operations.
- The IT Case: solutions where the most significant impact of business rules was on the organization's IT system development, maintenance, deployment and operation.

- **Know-how:** How to organize and manage business rules effectively

"How to" presentations on developing business rules solutions such as business process definition, vocabulary definition, rule analysis and technical architectures etc. This track will mainly be presented by business rules consultants and experienced users.

Themes:

- Business Rule Management: techniques and tools for managing business vocabulary, business rules and their connection with business processes.
- Business Rule Architecture: creating architecture that will enable capture, maintenance and management of business rules and their integration into enterprise architecture

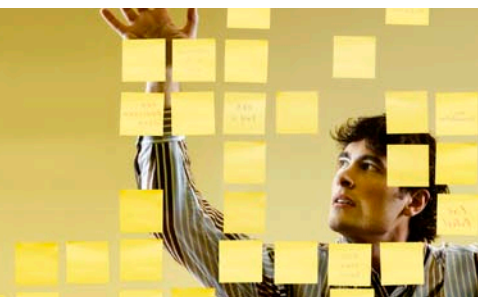
- **State of the Art:** Current research & development and emerging techniques and technology

The state of the art of business rules technology, prototypes, methodology and research as well as forthcoming standards. This track will mainly be presented by experienced business rules consultants as well as by researchers.

Themes:

- Rules in the Semantic Web, organized by the NoE REVERSE (Reasoning on the Web with Rules and Semantics)
- Industry developments: emerging standards and tools based on them, addressing both business and IT aspects if business rules.

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Programme tutorials June 18

The two-day main conference will be preceded by a tutorial day on June 18 (four half day- and evening tutorials).

08.45 - 09.15 Registration participants

Morning Tutorials

Time	Tutorial 1	Tutorial 2
09.30 - 11.00	Business Rules Boot Camp John Hall, Principal, Model Systems Ltd.	Rule inference, verification and validation Silvie Spreeuwenberg, Consultant, LibRT
11.00 - 11.15	Break	
11.15 - 12.45	Business Rules Boot Camp John Hall, Principal, Model Systems Ltd.	Rule inference, verification and validation Silvie Spreeuwenberg, Consultant, LibRT

12.45 - 14.00 Lunch

Afternoon Tutorials

Time	Tutorial 3	Tutorial 4
14.00 - 15.30	Capturing Business Rules – from facilitated sessions, from great big book and from application code Gladys Lam, President, Business Rule Solutions, LLC	Developing Business Models with SBVR and the BMM Donald Chapin, Business Modeling Consultant, Business Semantic Ltd. and John Hall, Principal, Model Systems Ltd.
15.30 - 15.45	Break	
15.45 - 17.15	Capturing Business Rules – from facilitated sessions, from great big book and from application code Gladys Lam, President, Business Rule Solutions, LLC	Developing Business Models with SBVR and the BMM Donald Chapin, Business Modeling Consultant, Business Semantic Ltd. and John Hall, Principal, Model Systems Ltd.

17.15 - 18.15 Drinks at the exhibition fair

Evening Tutorial

Time	Tutorial 5	Tutorial 6
18.30 - 20.00	REVERSE Rule Modeling and Rule Interchange Gerd Wagner, Professor and Adrian Giurca, postdoctoral researcher at the Chair of Internet Technology, Brandenburg University of Technology at Cottbus	We have invited John Zachman to present his popular tutorial on 'Business Rules in the Zachman Framework'.
20.00 - 20.15	Break	
20.15 - 21.45	REVERSE Rule Modeling and Rule Interchange Gerd Wagner, Professor and Adrian Giurca, postdoctoral researcher at the Chair of Internet Technology, Brandenburg University of Technology at Cottbus	

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Programme Main Conference June 19

08.30 -09.00 Registration participants

Time	Programme
09.00 - 09.15	Introduction and notices
09.15 - 10.05	Keynote presentation Benjamin Grosf, Assistant Professor of Information Technology; Co-Founder of RuleM, MIT Sloan School of Management The New Rules of Business: Semantic Web as Disruptive Innovation

10.05 - 10.30 Break

Time	Track: Experience The Business Case The Business Case	Track: Know-How Business Rules Management	Track: State of the Art Industry Developments
10.30 -11.20	From buried rules to visible rules Dr. Peter Küng, IT Architect, Credit Suisse	Business rules, decision tables and flow oriented charts Prof. Dr. Jan Vantheinen, Professor in Information Management, KU Leuven - Departement of Decision Sciences and Information Management	Developments in Business Rules Standards John Hall, Principal, Model Systems Ltd.

11.20 - 11.30 10 minute break to change room

Time	Track: Experience The Business Case The IT Case	Track: Know-How Business Rules Management	Track: State of the Art Industry Developments
11.30 - 12.20	Qusai Sarraf, CEO, IVIS Group	Business Policy - Rules & Vocabulary: some lessons from practice Donald Chapin, Business Modeling Consul- tant, Business Semantics Ltd.	BPDM: The new generation of Process Modelling Antoine Lonjon, Director of Methodology & Standard, MEGA International

12.20 - 13.40 Lunch

Time	Platinum Sponsor Plenary session
13.40 -14.10	Alain Gendre, Senior Product Marketing Manager, ILOG Core Processes That Deliver ROI: The SOA and Business Rules Advantage

11.20 - 11.30 10 minute break to change room

See the next page for the afternoon programme.

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Time	Track: Experience The Business Case The Business Case	Track: Know-How Business Rules Architecture	Track: Know-How Rules in the Semantic Web, (REVERSE)
14.20 - 15.10	AML Business Rules at PostFinance – Combining High Performance and Efficiency High Transaction Volumes as the Challenge Oliver K. Burnand, Head of Compliance Tooling, PostFinance, a division of Swiss Post	Enterprise Ontology and Business Rules Prof. Dr. Ir. Jan Dietz, Professor, Delft University of Technology	Knowledge based search - towards answering questions Micheal Alvers Ph.D., Founder and Managing Director, Transinsight GmbH

15.10 - 15.30 Break

Time	Track: Experience The Business Case The IT Case	Track: Know-How Business Rules Architecture	Track: Know-How Rules in the Semantic Web, (REVERSE)
15.30 - 16.20	BRMS for IFRS Compliance and Agile Financial Reporting Kalliopi Minga, DekaBank Deutsche Girozentrale	Real agility and transparency requires a combination of BPM/SOA, EDA and BRA Leo Hermans, Everest, Prof. Dr. Wilfried Lemahieu, Professor and Prof. Dr. Jan Vantheinen, Professor in Information Management, KU Leuven	Semantic Technology for Business Intelligence Thierry Declerck, Senior Consultant, German Research Center for Artificial Intelligence (DFKI) GmbH

16.20 - 16.30 10 minute break to change room

Time	Platinum Sponsor Plenary session
13.40 -14.10	James Taylor, vice president for Enterprise Decision Management technologies, Fair Isaac Building Smarter Systems with Decision Services

17.00 - 18.00 Drinks at the exhibition fair

18.30 - 22.00 Dinner at the Radisson Sas

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Programme Main Conference June 20

08.30 -09.00 Registration participants

Time	Programme
09.00 - 09.15	Introduction and notices
09.15 - 10.05	Keynote presentation Ron Ross, Principal and Co-Founder, Business Rule Solutions, LLC Coming from Rule Management to Business Governance

10.05 - 10.30 Break

Time	Track: Experience The Business Case The IT Case	Track: Know-How Business Rules Management	Track: State of the Art Rules in the Semantic Web, (REWERSE)
10.30 -11.20	Business Rule Approach applied: how knowledge analysis can contribute to process optimisation Alcedo Coenen, senior consultant, DNV-CIBIT (on behalf of ING)	Business Rules Design and Analysis Approaches Rik Gerrits, Founder LibRT and Dr. Grzegorz J. Nalepa Ph.D, Assistant Professor, AGH University of Science and Technology	Rule Interchange on the Web Dr. Paula-Lavinia Pîrîrîţanjan, standardization coordinator, Ludwigs-Maximilians- Universität München and Axel Polleres Ph.D., Postdoctoral researcher for DERI Galway, National University of Ireland

11.20 - 11.30 10 minute break to change room

Time	Track: Experience The Business Case The IT Case	Track: Know-How Business Rules Architecture	Track: State of the Art Rules in the Semantic Web, (REWERSE)
11.30 - 12.20	Rules to improve care processes and patient quality of life Björn Söderberg, CEO and co-founder and/or Anders Björlin, Business Architect and co-founder, Kiwok AB	Building an Architecture suitable for using & managing Business Rules Art Tortolero, President, Innovations	Profune: Rule Based Policies on the Semantic Web Daniel Olmedilla, research scientist, L3S Research Center and Hannover University

12.20 - 13.40 Lunch

Time	Platinum Sponsor Plenary session
13.40 -14.10	Ing. Robert de Laat Msc., Director, Red Rock Technology B.V. Generic compliancy application based on EasyRules

14.10 - 14.20 10 minute break to change room

See the next page for the afternoon programme.

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Time	Track: Experience The Business Case The Business Case	Track: Know-How Business Rules Management	Track: State of the Art Industry Developments
14.20 - 15.10	Using Frameworks and Patterns in a Business Rules Approach Mark Myers, Enterprise Architect, Information Technology, NCPA	Business Rules in Complex Event Processing Paul Vincent, Business Rules Strategy TIBCO	SBVR applied - Tools and Interchange Don Baisley, Unisys and Markus Schacher, Consultant, KnowGravity

15.10 - 15.30 Break

Time	Track: Experience The Business Case The Business Case	Track: Know-How Business Rules Management	Track: State of the Art Industry Developments
15.30 - 16.20	Rulebased decisions for inspection Drs. Constantijn van Geest, Director, CIMCO Organisational development	Legal Knowledge Interchange Prof. Dr. Tom M. van Engers, Director & Professor in Legal Knowledge Management, University of Amsterdam / Leibniz Center for Law	Production Rule Interchange Christian de Saint Marie, representative PRR submission team OMG

15.10 - 15.30 Break

Time	Programme
16.30 - 17.00	Expert Panel A future in business engineering Expert Panel

17.00 - 18.00 Drinks at the exhibition fair

18.00 End of the 6th European Business Rules Conference

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General information

Registration fees

Conference Component	Standard rate	Special rate
Conference - both days	€ 1.095,-	€ 925,-
Conference - one day	€ 585,-	€ 500,-
Each tutorial	€ 330,-	€ 255,-

Please note that:

- Registrations will be invoiced in Euros
- Registration Fees are excluding VAT
- The special rate is only for member of:
Automatisering Gids, Informatie, Ngi, NAF, bITa Center, BRFORUM, BPM Forum, Innovations Softwaretechnologie,
Business Rules Platform, BRCommunity, Business Rules Group, Semantic web

Hotel & Travel

The European Business Rules Conference will be held at the Radisson SAS Scandinavia Hotel in Düsseldorf.
Hotel rooms can only be booked by the event organizer.

Organization

The 6th European Business Rules Conference will be organised by LibRT, Model Systems en Sdu Publishers

LibRT is founded by Rik Gerrits and Silvie Spreeuwenberg in 1998 and is based in the Netherlands. In the first years of the company LibRT has established a name in innovative projects and design. They developed VALENS, a verification component for rules. Being the first one putting verification on the agenda of the rule based community LibRT's focus has become the broader market of supporting the process of delivering high quality rules.

Model Systems, founded in 1983, has offices in London, England and Seattle, WA, USA. Model Systems provides services for information system development, including consultancy, project support and review, methodology and knowledge transfer. Its particular strengths are in business rules, business requirements, logical modelling, application architecture, database design and methodology. Model Systems is a charter member of the Business Rules Group and collaborates with Zachman International (Los Angeles) and others.

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Registration:

Sign up through www.eurobizrules.org

Question:

Please contact Sdu Publishers, Ageeth Luisman, Phone +31 70 378 04 12 of email a.luisman@sdu.nl