

Ease the Pain of Compliance with Business Rules

- The Cost of Non-Compliance
- How Business Rules Ease the Pain
- A Fortune 50 Company's Vision for Global Statutory Compliance using Business Rules

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BIZRULES

The Cost of non-Compliance



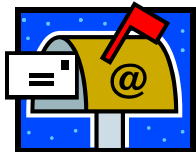
AT&T fined \$780,000 by FCC for violating Do Not Call List

- AT&T broke the rules by calling 29 consumers on 78 occasions after they asked not to be called. The proposed fine includes \$10,000 for each violation. 11/3/2003



Fannie Mae Finds \$10.8B in Accounting Errors

- Fannie Mae has disclosed \$10.8 billion in accounting errors stemming from its derivatives and hedging activities. 11/2005 *CFO.com*



Staples, Inc. to Pay \$850,000 Penalty For Alleged Mail Order Rule Violations

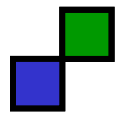
- FTC complaint charges office supply company misled consumers and businesses about "real time" inventory availability, misrepresented delivery times on its web site. 5/22/2003



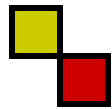
\$25 to Paris? Will United Airlines honor the "fantasy fares"?

- 143 tickets were sold during a 55-minute period on Jan. 31, 2001
- United won't honor bogus prices posted on its site. 2/15/2001. *USA Today*
- Airline honors \$25 fares 'accidentally' offered online. 2/20/2001. *USA Today*

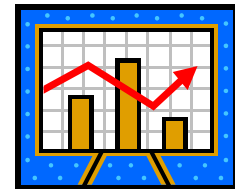
Business Rules are the answer for Compliance... and other big problems facing business today



- **Business Rule Management System (BRMS)**
 - **Haley Authority → Business user rule authoring tool**
 - **Haley Rules → Business rule automation/execution tool**
-

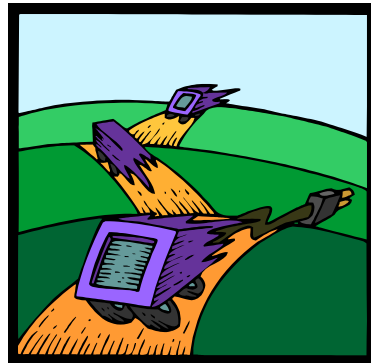
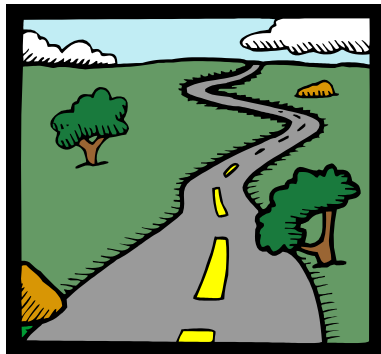


- **Just as Six Sigma was the answer for quality, BRMS/BRE are the answer for:**
 - **Preventing business mistakes**
 - **Compliance**
 - **Developer/Programmer productivity**
 - **Time to market**
 - **Downsizing**
 - **Decisioning**



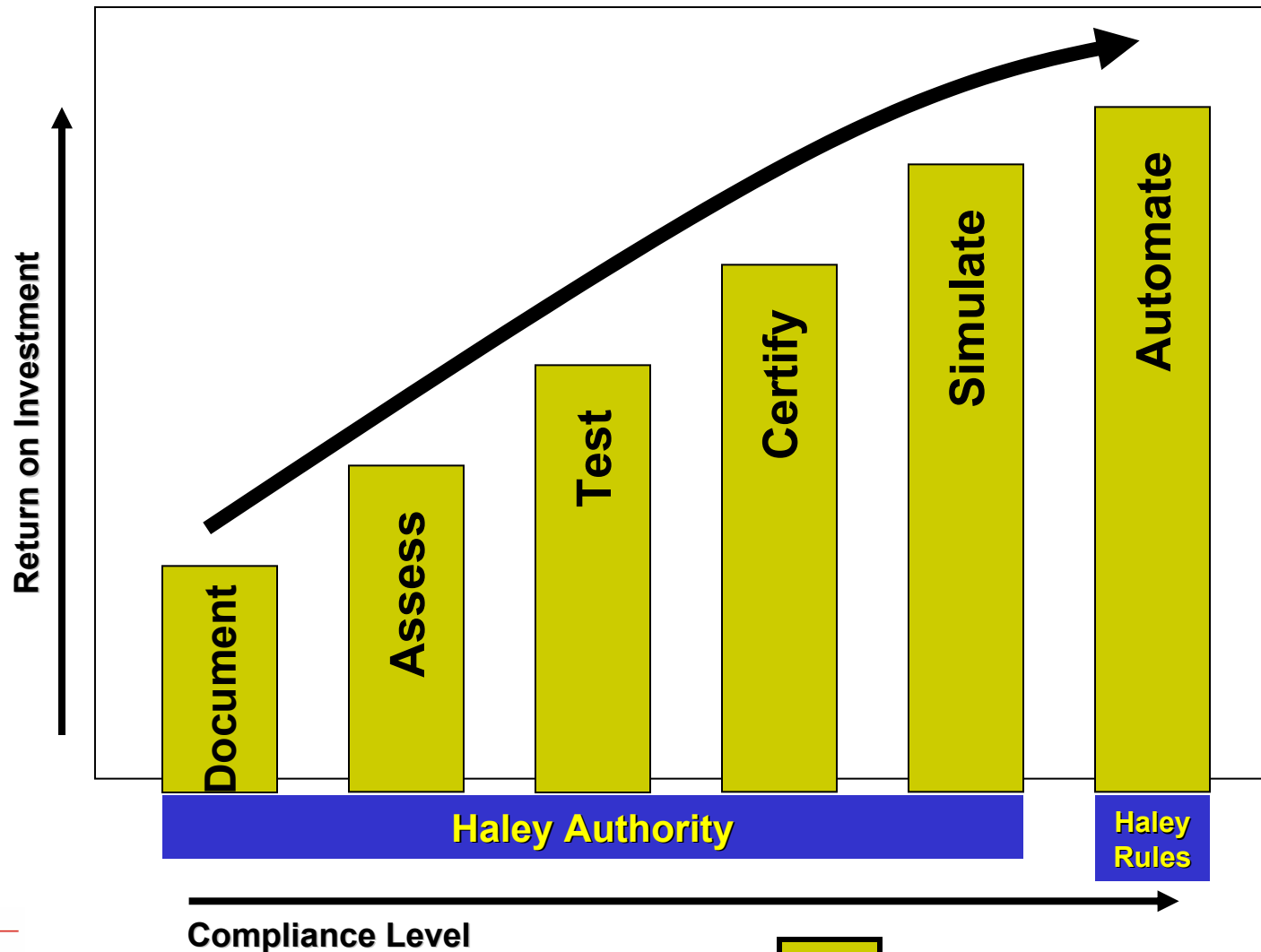
Business Rules Ease the Pain of Compliance

Rule Engines are like Radar Detectors for Compliance

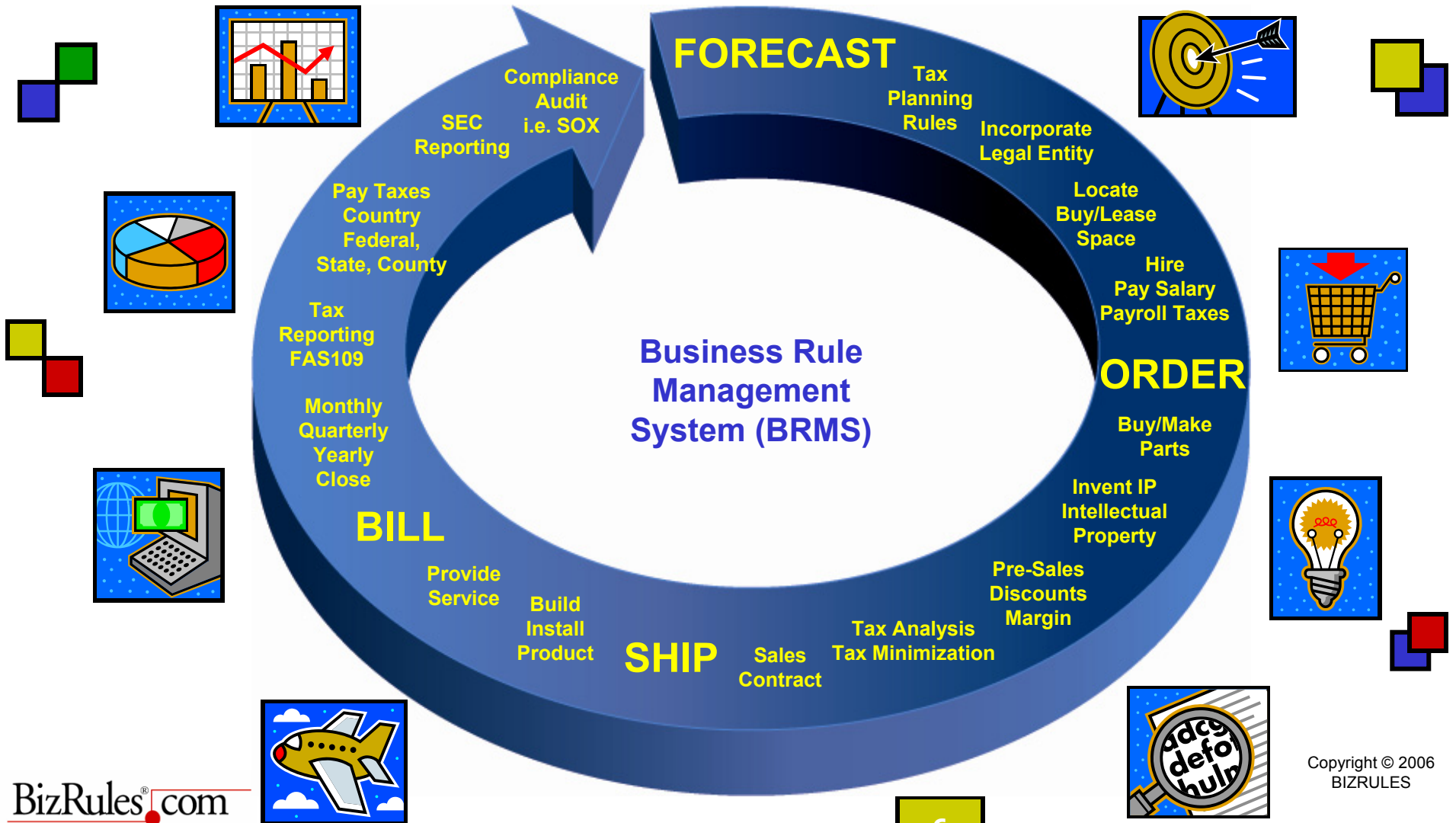


**How else can you go as fast as you can...
without speeding...
without crossing the line...
without breaking the laws...
and without breaking the rules?**

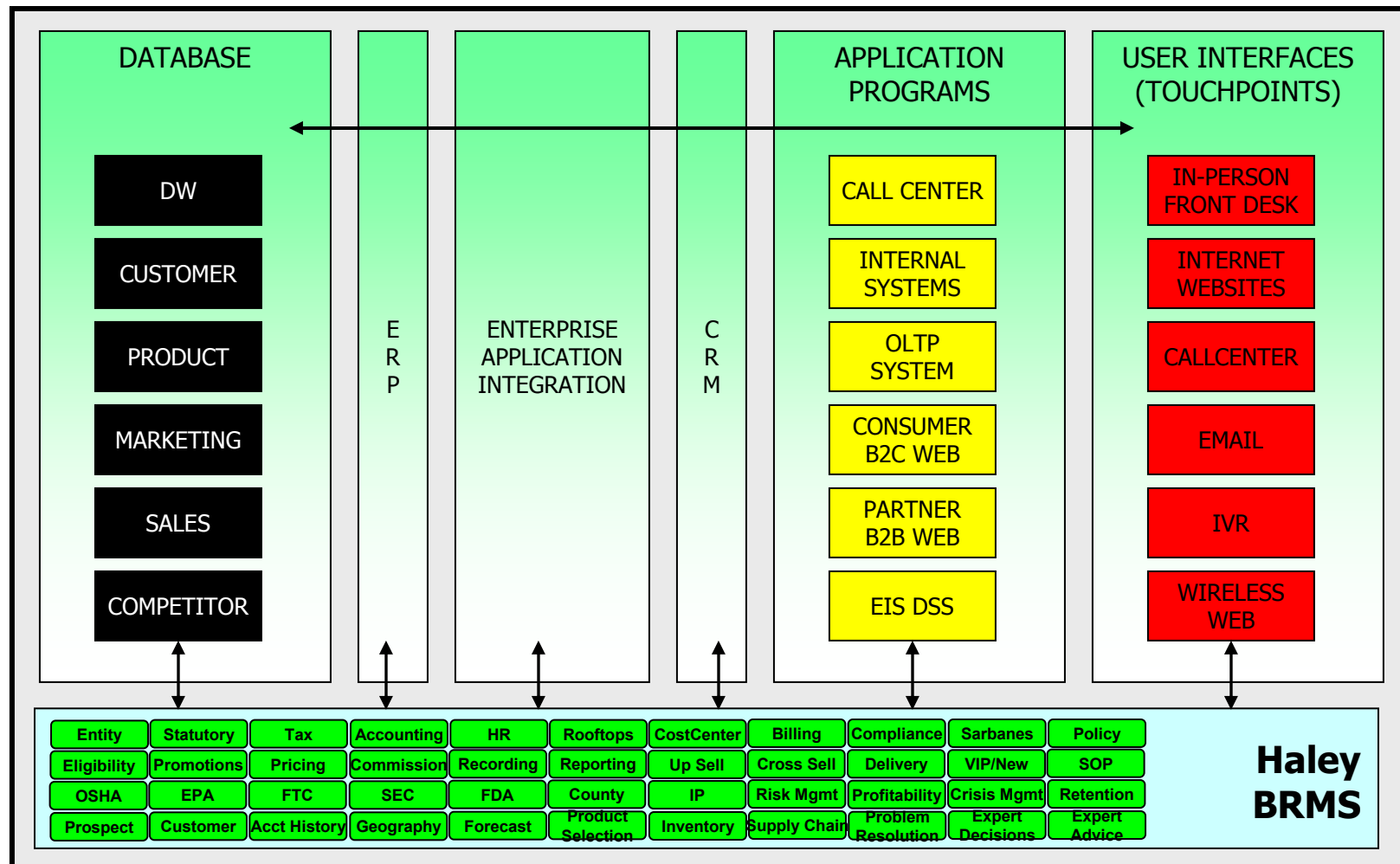
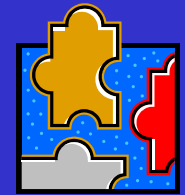
Haley's BRMS enables you to get to the next level of compliance... and greater ROI



A Fortune 50 Company's Vision for Global Statutory Compliance using Business Rules



A Vision for Enterprise Rules Integration



Questions & Answers



John R. Rymer
Vice President

Application Development &
Infrastructure Research Team



Paul Hamerman
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Enterprise Applications Research
Team



Rolando Hernandez
CEO and Chief Rules Architect

Haley Systems Services Partner



Next Steps:

Download *Forrester Wave*™ Report: Business Rules Platforms Q1 2006 at www.haley.com

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