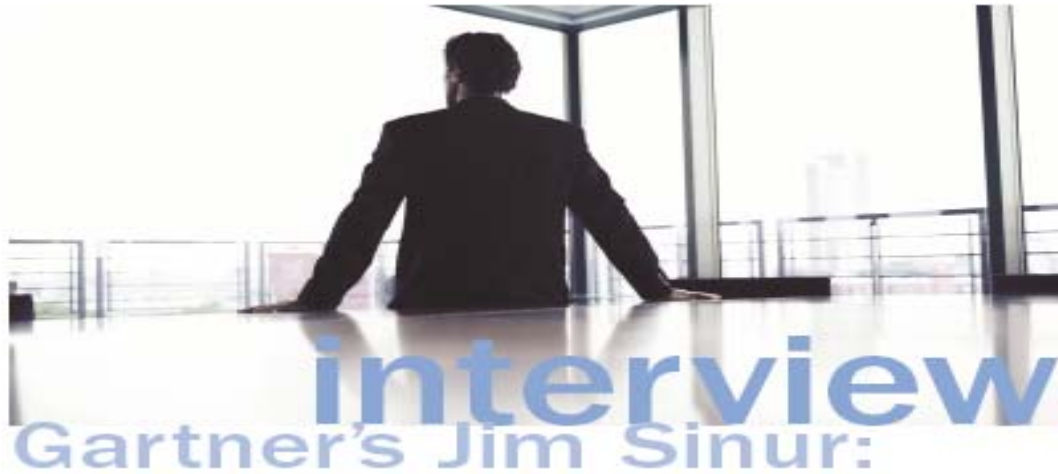


connection

fresh ideas to change the rules of business



Business Rules

Business

Gartner Jim Sinur, e-
business modeling, rule-based systems business rule
technology 가 ,
Gartner Enterprise Nervous System(ENS) business rule engine
가 .

Q: Gartner 가 business rule engine ?

?
BRE(Business rule engine) business logic , ENS
ENS
가 business rules business user
Rules (decision optimization)

Business rule engine

BRE

Barclays saves millions	3
PaSaTa matches Web ads to viewers.....	4
Deutsche Bahn refines scheduling.....	5
JacobsRimell empowers customers.....	5
BPS boosts project efficiency	6
Manufacturers, partners out of synch	7
Sabre launches Trip Shopping.....	8
Keeping customers up to date	9
ILOG Jconfigurator 2.0	10
ILOG Views 5.0	10
Changing the rules of business	11
ILOG ranks among hottest	12
Better industry coverage for customer	13

Q: Gartner rule technology . Business rule
technology ROI IT 10% 10%
 가 가?

Rules가 code rule “ ” Rule
 technology rule
 ROI . business user rule change
 rule 가

Q: IT manager rule technology 가 가 ?
가 가 , Rule technology
가 가 , 가
 Business rule ,

Q: Business rule management 가
가?
 가
 가 Rules

Q: business rule management가 가? 가?
 rule implementation . policy가
 rule 가 . Rule
 management 가 .

Business rule management . 1
 rule management

: Gartner

Jim Sinur



 customer spotlight

Barclays saves millions

Optimization software

transaction cost

Barclays Global Investors (BGI: www.barclays-global.com) 3

ILOG CPLEX

Barclays Bank Plc., BGI 250
 2,000 77000

BGI “Trade crossing” buying order selling order ILOG CPLEX
 CPLEX “portpolio in-kindling” “fund rebalancing”

Portfolio in-kindling portpolio value ,
 fund rebalancing trade .
 가 600 BGI BGI management
 fund portpolio 가 18500 .

*“crossing BGI 가 crossing 가
 ILOG CPLEX 가*

-Ness Farahmand, BGI



PaSaTa matches Web ads to viewers

PaSaTa Web Ads

control

ILOG CPLEX ILOG JRules PaSaTa web viewer
personalization system

Broadband streaming media가 piping
PaSaTa(www.pasata.net) Web Video viewer profile

PaSaTa Sony Group Frontage ILOG JRules
profile Web
ILOG CPLEX

Video

*ILOG JRules ILOG CPLEX
가*

-Susumu Nakagawa, President of PaSaTa

Deutsche Bahn refines scheduling

DB Systems PPSFR-Zug ILOG Views cutting-edge scheduling interface
 . PPSFR-Zug rail planning system .

DB Systems Deutsche Bahn(www.bahn.de)
 IT .

PPSFR-Zug
 . Planning system route diagram
 ILOG Gantt charts
interface

가 .

ILOG Views PPSFR-Zug



JacobsRimell empowers customers

JacobsRimell

Self-provisioning

self-provisioning services
 JacobsRimell (www.jacobsrimell.com) APS ILOG JRules

JacobsRimell ISPs, TV, broadband operators
. APS

APS ILOG JRules service provisioning
. APS ILOG JRules business rules
가 가

APS 가
가, 가

BPS boosts project efficiency

BPS,

Interface

Business Propulsion Systems (BPS; www.businesspropulsion.com) ILOG JViews

Project Activator interface . BPS

가

Project Activator planning BPS Convergence Process Model

Project Activator

user interface

ILOG JViews Gantt charts

Java

Visualization tool

18

6

BPS

Project Activator



manufacturers, partners out of synch

Supply - chain

ILOG APICS(www.apics.org)
supply chain operation

가

ILOG APICS supply-chain operation
가 6 APICS ILOG

2/3 supply-chain operation
supply-chain management 가

* 80% 가
* 2/3 가 supply chain application

“ *supply chain operation software* ”
- Doug Kelly Editor, APICS



partner news

Sabre launches Trip Shopping

Sabre, Trip Shopping

Sabre Holding Corp.(www.sabre.com) ILOG Configurator ILOG CPLEX
Trip Shopping

Sabre
Trip Shopping

Gartner

가

Trip Shopping
가

ILOG Configurator ILOG CPLEX

가





ILOG,

**keeping
customers
up to date**

ILOG - support service

ILOG Customer Service

가 .

*

FAQ patch

Resource search engine

tool

technical resources가

WebLicensor WebTransfer

(key

transfer key

)

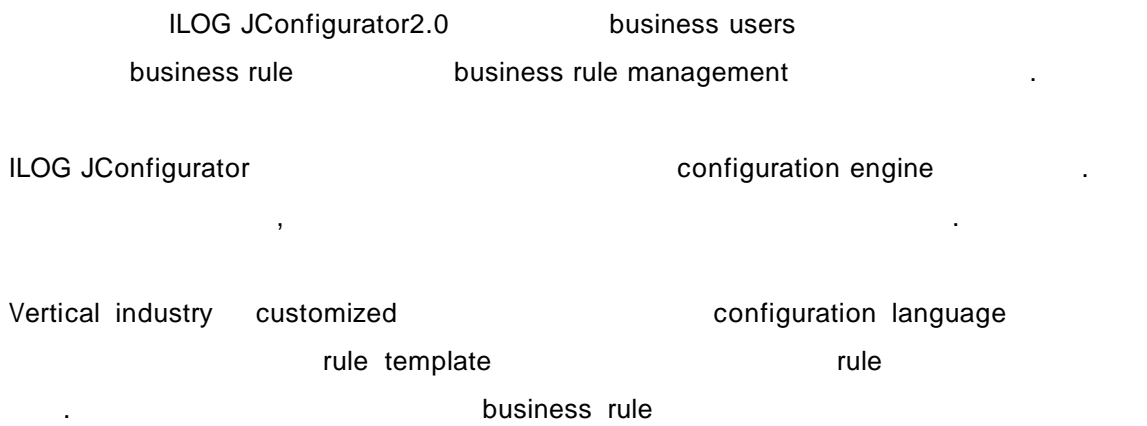


<http://support.ilog.com>



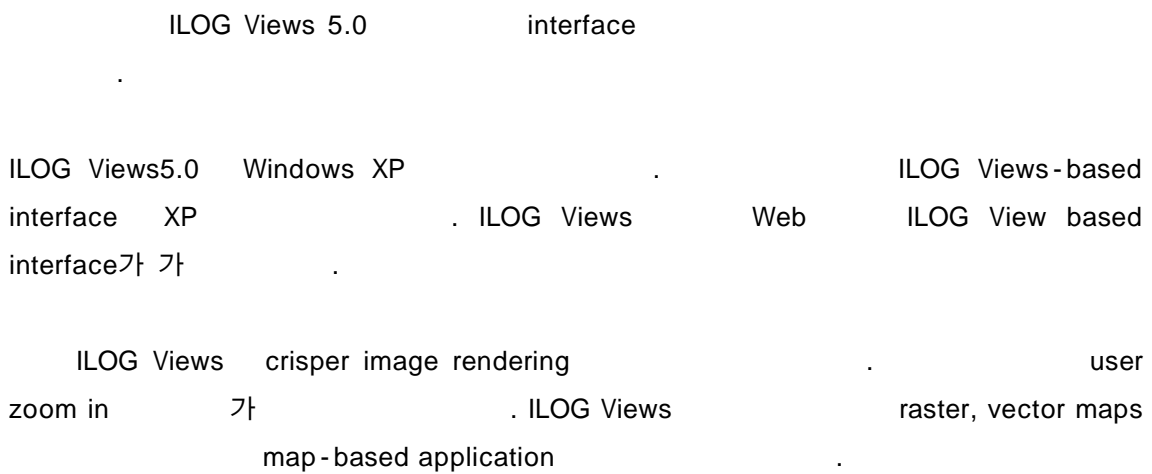
ILOG JConfigurator 2.0

Business user ILOG JConfigurator 2.0



ILOG Views 5.0

, ILOG Views5.0



changing the rules of business



Reactive enterprise (ILOG Marketing , Doug Doyle)



ILOG tagline “Powering smarter software”가 “Changing the rules of business”

가? operation 가 가?

15 application application

Visualization, optimization, business rules 가

ILOG-based application ROI ILOG application ROI ILOG

2 application 가 application

transportation demands-configuration, 가

Workflow application

application logic business rules

가 . , ILOG
rule “ ”

ILOG ranks among hottest

ILOG 2002 STarT hot company

ILOG CEO

ILOG Start magazine (www.startmag.com) hot company list
CEO . 5 Start
ILOG 가 “CEO Visionaries: Faster,
Smarter, Better” ILOG CEO Pierre Haren 가



industry news



ILOG,

ILOG Professional Service(IPS)

ILOG

15

ILOG

Jean Pommier

IPS

ILOG

IPS

BRM(Business Rule Management)

visualization, IT

BRM

ILOG

20가

3가

- startup (e.g., Spark & Jumpstart)
- (e.g., business rule)
- (e.g., , , 가)

“ 가

”

- Bounthara Ing, ILOG COO

ILOG Professional Service

, www.ilog.com/coporate/support

ILOG