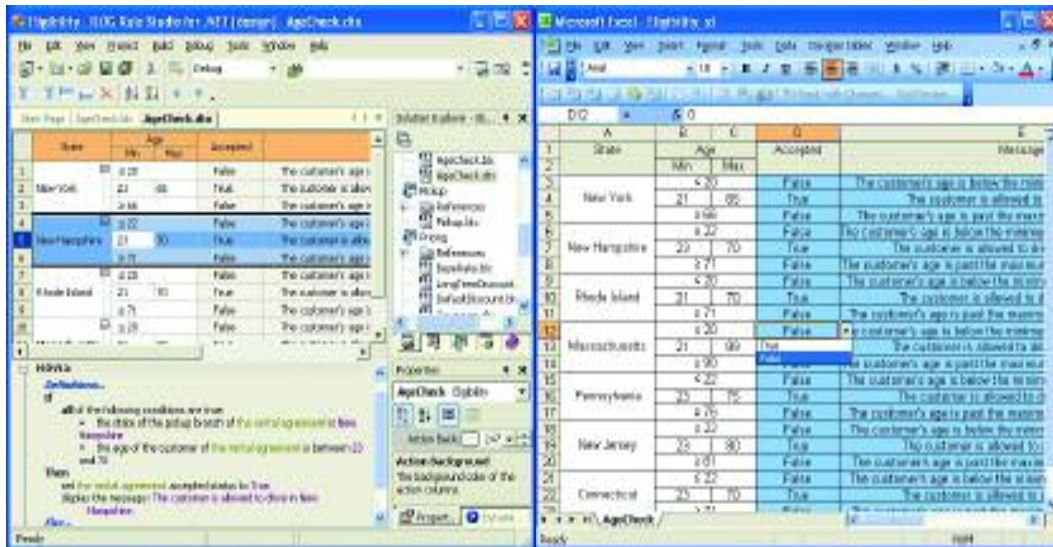


connection

fresh ideas to change the rules of business



An ILOG Rules for .NET decision table shown with Microsoft Visual Studio (left) and Excel (right)

editorial

Christophe Borde
Product Manager
ILOG Rules for .NET



ILOG Rules for .NET brought business rule management to the .NET community in 2004. It empowered both IT and business users to access a leading business rule management system through productivity tools they use every day: Microsoft Visual Studio and Microsoft Office.

Now, ILOG Rules for .NET 2.0 takes users even further - strengthening a highly productive team for deploying decision logic faster than ever before.

Our customers achieve a far greater level of collaboration with ILOG Rules for .NET, the solution for better reflecting business policies to drive business performance.

ILOG Rules for .NET 2.0 Greater support with Excel

ILOG greatly expanded the possibilities of .NET when it introduced ILOG Rules for .NET and its business rule management system (BRMS). The new ILOG Rules for .NET 2.0 builds on this technology to strengthen the support IT provides to business personnel. New features allow users to express policies in a tabular format, write rules in local languages, and set the sequence and conditions for invoking business rules.

ILOG Rules for .NET 2.0 integrates with Microsoft Excel to extend the access business users have to business rule authoring and management tools. Excel further reduces the learning curve for writing business rules by providing a familiar business productivity environment.

In addition to greater Microsoft Office integration, ILOG Rules for .NET 2.0 comes with the ability to express rules in right-to-left languages. Decisioning systems built with ILOG Rules for .NET 2.0 can be localized with the languages spoken daily by the primary users. Decision tables and Ruleflow visualization increase the performance and functionality of ILOG Rules for .NET. Both make it easier for users to express business rules, while Ruleflow graphically shows how the rules work together.

ILOG Rules for .NET 2.0 brings business and IT users together into a winning team for deploying rules faster and more accurately. Find out more about ILOG's .NET BRMS by visiting <http://rulesfordotnet.ilog.com>.

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connect with ILOG

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Changing the rules of business™

customer spotlight

Ameriprise Financial

A lifetime of investment decisions



Each of us is unique – even financially. Because of this, the best and most marketable long-term “lifetime” financial plans address more than taxes and ROI – they include factors such as personal risk tolerance, investment goals and taxes. Because of this, and more, Ameriprise Financial (www.ameriprise.com) has selected ILOG CPLEX, the lead-

ing mathematical programming software, to help customers overcome the complexity of lifetime financial planning.

Formerly American Express Financial Advisors, Ameriprise Financial is one of the leading financial planning, asset management and insurance companies in the United States. The company uses ILOG CPLEX in the new Lifetime Optimizer financial planning solution to enable more than 10,000 financial advisers to create and propose dynamic investment strategies that address the complex, interdependent financial choices faced by customers.

ILOG CPLEX is the most widely deployed optimization software in the world, with more than 100 of the Global 500 as customers. Financial services use it to create, manage and rebalance portfolios to meet customers’ investment goals.

According to Bill Elliott, vice president and general manager of financial advice at Ameriprise Financial: “The Ameriprise Financial Lifetime Optimizer quickly and accurately formulates a complete investment strategy that recommends where clients’ existing assets should be held, saved, spent and invested over a period of time.”

Tavant Technologies

The right mortgage faster

Tavant Technologies (www.tavant.com), a leading provider of collaborative commerce and strategic IT solutions, is the go-to company major U.S. mortgage companies rely upon for their most coveted goal: shortening the total cycle time for mortgages.

Tavant’s Lending Life Cycle Management application enables mortgage companies to dramatically shorten the entire loan process using ILOG JRules, the market’s leading business rule management system (BRMS).

Tavant has streamlined the retail and wholesale loan-clearing process applied by mortgagors. Although every loan application must pass through a series of routine compliance checks, special attention is given to delivering the right product to each customer. Tavant enables their clients to combine the cost-saving benefits of automation with the customer-retaining work possible only with customization.



The Tavant application uses ILOG’s BRMS to fully automate the process for underwriting and approving loans. The BRMS also centralizes the business rules that comprise the solution’s decision logic, making them easier to update and share across the enterprise. Fully automated, a mortgage company’s loan process greatly increases efficiency for a significantly shorter average clearing time, and frees underwriters to concentrate on exceptional cases.

“ILOG JRules allows us to offer our customers the best possible solutions for their loan processing needs,” says Srinivas Narayanan, senior architect at Tavant. “ILOG JRules lets us create custom rule management solutions that shorten cycle times and eliminate errors.”

Offering builders better insurance



The regulations governing the construction industry are constantly being changed to accommodate new standards, practices and building materials. To keep up, the industry's insurers must continuously update their processes to deliver the right coverage at a competitive price.

SMABTP (www.smabtp.fr) relies on ILOG JRules to stay in sync with the industry. France's leading provider of construction insurance uses the top business rule management system (BRMS) to externalize application decision logic to make it easier to access and maintain.

Policies are expressed with business rules that are stored in a central repository. New regulations are implemented through the rules in the repository, which is shared by SMABTP's underwriting applications. This fundamental shift in programming makes decision logic easier to modify. Business analysts can directly update the rules in the repository to deploy new policies much faster.

"Introducing new underwriting rules was a complex process which required three to four months to be implemented versus two weeks now," says Jean-Michel Detavernier, director of IT projects and developments at SMABTP. "We dramatically enhanced the responsiveness and the flexibility of our underwriting applications, which means better servicing our customers and partners."

"We are also able to support compliance requirements in the underwriting process by enabling underwriters to audit and control the rules," Mr. Detavernier adds. "As a matter of fact, one of the key drivers for adopting JRules was improving collaboration between IT and business users and productivity gains. We feel we've met these objectives."

Homes in less time

Cost-effectively building homes takes close coordination between builders and suppliers. W2G, a specialist in construction software in Australia, has created a comprehensive planning and scheduling system for managing home-building. Called Integra, the application models an entire construction project and fully automates its scheduling to better coordinate activities and reduce the impact of delays.

Integra uses ILOG Gantt for .NET to chart and schedule every facet of the complex building process. Accurate, comprehensive visualization has proven able to keep building projects on track. If a delay occurs, ILOG Gantt for .NET shows the interdependencies of all the construction activities, enabling the builder to easily determine which activities to reschedule in response to the delay.



Integra already saves Impact Homes, W2G's sister construction company, about four weeks and A\$5,000 (about US\$3,800) in administrative time and costs per home. The company has doubled the number of houses it builds without a similar increase in personnel.

"ILOG Gantt for .NET allowed us to focus on the functionality rather than the framework," says Paul Usher, development manager at W2G. "Without it, the cost to produce the charting module would have been prohibitive and we'd still be writing it. It's an absolutely awesome product!"

Good news for Oracle users



Now, business users of Oracle BPEL Process Manager can directly edit the rules governing their business process management (BPM) solutions with ILOG JRules, the leading business rule management system (BRMS).

A component of Oracle Fusion Middleware (www.oracle.com/middleware), Oracle BPEL Process Manager connects and coordinates business processes spanning departments and applications. It combines processes and policies in separate applications together into one platform to improve cross-enterprise data processing and sharing.

ILOG JRules' support of Oracle BPEL Process Manager enables business users to create and edit business rules to direct processes. The BRMS provides a powerful editing environment that uses a famil-

iar business language. Users can bypass IT staff to introduce policies directly, saving time and money. With ILOG JRules, users can build flexible service-oriented architectures that leverage existing resources, including legacy systems, while minimizing deployment costs for new applications.

"The global economy is operating in real time, around the clock, and organizations need to ensure their business change is operating at the same pace," says Amlan Debnath, vice president of server technologies at Oracle. "That means ensuring systems have the flexibility to respond to changes rapidly and effectively. ILOG's support of Oracle BPEL Process Manager provides our joint customers with a combination of flexibility, scalability and performance that is required in today's business environment."

PDFs PDQ with BRMS

ILOG and Adobe have teamed up to offer advanced ILOG business rule management functionality to users of Adobe's new LiveCycle Workflow 7.0. The two companies have signed an agreement that creates a co-selling alliance for ILOG JRules, the leading business rule management system (BRMS). The pact establishes ongoing technical collaboration to demonstrate the value of the BRMS for adding greater agility to document-centric processes using PDFs.

Adobe (www.adobe.com) is the world's leading provider of software solutions for creating, managing and delivering high-impact, reliable digital content. Its LiveCycle Workflow links components in the Adobe LiveCycle platform to enable integrated, automated workflows that connect people, systems and business

processes. ILOG JRules facilitates the dynamic creation of documents where business rules are used to dictate composition. ILOG JRules also adds deeper functionality for defining the policies inside processes, such as the individual steps for approving an insurance claim.

According the agreement, ILOG and Adobe will participate in joint marketing and co-selling opportunities. The two companies have validated an integration framework that will be made available to their customers and partners. The joint solution targets the financial, government and insurance markets.

"With competitive pressures increasing, organizations need to find new ways to deliver process efficiency and increase



their business response times," says Ivan Koon, senior vice president of the Intelligent Document Business Unit at Adobe. "The combination of document-centric processes, through LiveCycle Workflow, and business rule management via ILOG JRules, offers a powerful combination for our customers who must continuously adjust their business requirements to maintain their competitive advantage."

IDC

ILOG still leading in growing BRMS market

ILOG continues to stand at the top of the market for business rule management systems (BRMSs), according to IDC (www.idc.com), the premier global provider of market intelligence, advisory services and events for the information technology and telecommunications industries.

In a recent IDC Event Flash for IDC's "Worldwide Business Rules Management Systems 2005-2009 Forecast and 2004 Vendor Shares" market analysis, IDC reported that ILOG has a market share of 26.6 percent, nearly 3 percent more than its closest competitor. ILOG has led the BRMS pack since 2003, when it surged ahead with 25.2 percent. As a sub-market, BRMS accounted for 21.1 percent of the analysis, modeling and design (AMD) market in 2004. This represents an 11.3 percent year-over-year increase from 2003.

"The BRMS market has experienced relatively high growth in the last several years," writes Stephen D. Hendrick, group vice president for Application Development and Deployment Research at IDC and author of the report, "which is impressive given the lean growth observed by most application development and deployment tools markets."

Already, 2005 appears to be another high-growth year for BRMS, according to the IDC. The market research company has adjusted its target forecast for 2005 from 17.4 percent to 16.5 percent, but retains a high-growth outlook for 2006-09.

"While results look promising for 2005," Mr. Hendrick writes, "we expect BRMSs to become the key component of the application infrastructure stack starting in 2006, which is the primary reason why high growth is forecast from 2006 through 2009."

IDC projects revenue for the worldwide BRMS market to double from \$139.2 million in 2004 to \$300.7 million by 2009, with a compound annual growth rate of 16.6 percent.



8.8

Excellent

Latest edition of the enterprise BRMS for Java improves ease, flexibility and speed

ILOG JRules Product Review
June 24, 2005

Criteria	Score
Rule Management	9.0
Performance	9.0
Developer Tools	8.0
Documentation	9.0
Setup	9.0
Value	8.0

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Business Policy Consultants

Beyond the technology

Often, business-facing projects become stalled by a lack of vertical domain expertise at the IT level. Enter ILOG Professional Services' new Business Policy Consultants (BPCs). Dedicated to overcoming obstacles that hinder deployment of enterprise systems based on business rule technology, ILOG BPCs can materially increase the overall ROI of your next project.

Armed with a unique combination of expertise in business modeling, object-oriented analysis and design, and business rule operations and algorithms, the BPCs apply proven practices and the ILOG Solution Implementation Standard (ISIS) to help customers obtain the best possible solutions and learn

how to effectively manage the business rules governing their systems.

The BPCs have a broad range of experience from participating in deploying applications in most major industries, including banking, insurance, retail and communications. Many of their applications are cross-enterprise solutions used daily to cut costs and improve service.

Our BPCs know how to translate your company's practices and policies into business rules, integrate the rules with new or legacy systems and processes, and properly maintain them through editing environments for business and IT users. Their full life-cycle support enables



you to get the greatest return from ILOG software. For more information on this service, contact the BPCs directly by e-mail at bpc-project-team@ilog.com.

service news

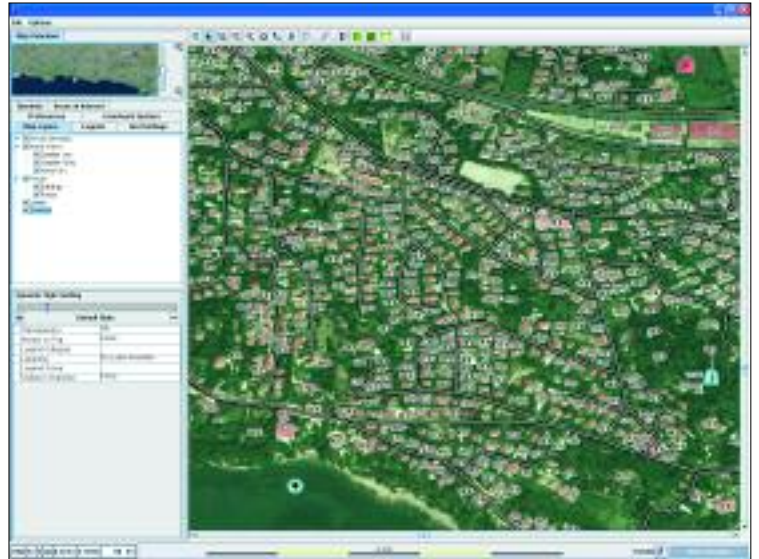
product news

ILOG JViews Maps for Defense

Map to victory

Modern military planning requires map-based displays that accurately show georeferenced data in real time. ILOG JViews Maps for Defense delivers these displays with video-like performance for fast navigation and instant situational analysis to help both military planners and troops in the field make strategic decisions fast.

ILOG JViews Maps for Defense is a comprehensive set of software editors, display systems and graphical components that enables developers to go from prototype to deployable tactical application in the shortest time possible. Designed specifically for command and control systems, ILOG JViews Maps for Defense meets the visualization requirements a modern military must meet to prepare, monitor and direct operations:



Detailed views for accurate planning and deployment

- ▶ **Advanced map data layering** for building a common operational picture using multilayered maps and graphic objects
- ▶ **Extensible library of symbology** for displaying status and position information that can be automatically updated in real time
- ▶ **Geointelligence and terrain analysis capabilities** for assessing field conditions and making better deployment decisions
- ▶ **Video-like performance clocked at speeds up to 60 frames per second**, enabling users to quickly scan through displays and drill down to detailed images

Domain-specific features include the NATO APP6a/MIL STD 2525B standard symbology, high-precision grids and coordinate systems, terrain analysis services and a broad range of customizable graphical representations. It also provides a load-on-demand mechanism to deliver high performance even with laptops and other portable devices. For more information on ILOG JViews Maps for Defense, visit <http://jviews.ilog.com>.

ILOG Gantt for .NET 3.0

Eye on project management



Project scheduling interface

Companies the world over depend on project management applications to ensure the smooth and profitable execution of operations. To deliver these applications, developers often compromise by relying on prebuilt, off-the-shelf solutions that rarely fit the unique needs of an organization.

Recently released, ILOG Gantt for .NET 3.0 provides an unprecedented level of flexibility for creating custom, feature-rich project management applications that exactly meet budget and business requirements.

Its optional Project Management component adds project scheduling capabilities, and comes with an innovative project management application that can be deployed across an enterprise as is or customized with Visual Basic or C#. ILOG Gantt for .NET 3.0 fully backs Project Management with a comprehensive set of tools for making highly graphical interfaces. Users don't have to look far for features to fully customize the look and feel of a solution.

Other new features include improved views, grouping and styling, and services to make data editing, persistency and localization easier. To learn more about ILOG Gantt for .NET 3.0, visit <http://ganttnet.ilog.com>.

ILOG JViews workshops

Onsite insights

ILOG has launched a new initiative to provide onsite technical workshops for our valued visualization customers. The workshops give attendees an opportunity to learn about the latest advances in the ILOG JViews product line within the framework of their development projects.

The workshops introduce new offerings such as ILOG JViews Maps for Defense, a complete visualization development system specifically designed for the defense market (Story, Page 6). Users of JLOOX, a recent ILOG acquisition, learn firsthand how ILOG has improved JLOOX Maps' performance, symbol libraries, and symbol creation and animation capabilities, as well as its comprehensive customization capabilities.

The first workshop, titled "ILOG JViews: Advanced Java displays made for demanding applications," drew more than 20 participants. ILOG Director of Visualization Products Patrick Mégard and ILOG Visualization Product Manager Erwan Paccard gave presentations and spoke individually with attendees.

Also on hand was ILOG Technical Account Manager Frédéric Baumann, who explained the services ILOG provides to fully back its products with consulting, training and online resources.

"Developers leave these workshops with a greater understanding of how our products deliver more efficient solutions," says Mr. Mégard. "The workshops are held in context, and the information we provide is specific to projects and invaluable for future ones."

For more information on the ILOG JViews workshop series, e-mail its organizers at workshop@ilog.com.



Shigeru Watada

New head of ILOG Japan

Shigeru Watada has taken the reins of ILOG Japan as its new country manager. Mr. Watada joined ILOG in 1999, and played a key role in growing ILOG's market share in the region.

Shigeru joined ILOG after working for Hewlett-Packard Japan for nearly a decade. As an ILOG sales representative, he was responsible for developing new contracts and generating new sales with existing customers, including the Japan Self Defense Force, Nippon Steel, Toyota and major telecommunications companies. Joining ILOG reintroduced Mr. Watada to business rule technology. He had worked with it at HP and was impressed by how far ILOG had taken it to deliver competitive solutions in the telecom, finance and business process management arenas.

Today, ILOG offers a line of business rule management systems (BRMSs) that goes well beyond what other software suppliers offer the Japanese market. These products are widely used by the leaders in Japan's telecom industry, and

Yahoo BB! uses ILOG BRMS to personalize marketing campaigns for its Internet customers.

ILOG Japan also provides one of the most popular lines of visualization products for building graphically rich interfaces that fully support the local writing system. They are used by the Japanese Defense Agency and companies like NEC. ILOG's optimization products play a key role for leading Japanese manufacturers, including Nippon Steel and Toyota.

"Our Japanese customers recognize the value and versatility of ILOG's innovative technologies," says Mr. Watada. "My team strongly believes that ILOG can provide the best solutions to our customers in any field, and we plan to demonstrate it in the coming months and years."



Shigeru Watada
ILOG Japan Country Manager

events

November

- Oracle User Group, Birmingham, UK, Oct. 31-Nov. 2
- Finance Forum, Zürich, Switzerland, Nov. 1-2
- Capgemini Symposium, Paris, Nov. 3
- Yankee Billing & OSS Decision Summit, London, Nov. 3-4
- FileNet UserNet, Las Vegas, Nov. 6-9
- Business Rules Forum, Orlando, Nov. 6-10
- Oredev, Oresund, Sweden, Nov. 9-11
- INFORMS, San Francisco, Nov. 13-16
- European Banking & Insurance Fair, Frankfurt, Germany, Nov. 15-17
- SPSS Directions, Las Vegas, Nov. 16-19
- BPM & Integration, London, Nov. 23-24

December

- Trends in BPM and Business Rules, Brussels, Belgium, Dec. 2
- ICOQSI, Pulau Pinang, Malaysia Dec. 6-8
- BEAWorld, Beijing, Dec. 8
- Interop, New York, Dec. 13-15
- JavaPolis, Antwerp, Belgium, Dec. 14-16

January

- APORS Manila, Jan. 16-18
- ORBEL, Gent, Belgium, Jan. 19-20
- DGI 2006, London, Jan. 23-26

ILOG Events

- ILOG JRules Overview Web Seminars, Nov. 11 & 25, Dec. 9
- ILOG Forum Logistik, Cologne, Nov. 29
- TPO Workshop, Bracknell, UK, Dec. 1
- ILOG Forum BRMS, Düsseldorf, Dec. 6
- Optimization Workshops: Munich, Nov. 15; Cologne, Nov. 17; and Brussels, Jan. 18
- BRMS for Finance, Banking and Insurance, Paris, Dec. 15

For a complete list of events and Web seminars, please visit www.ilog.com/corporate/events.

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ILOG Connection is published by ILOG S.A.

Publication Director: Doug Doyle

Content Writer and Editor: Mark Wilkinson

Design and Layout: Jean-Luc Roquefort

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ILOG Plant PowerOps

Opt for optimal in production



Manufacturers depend on a number of enterprise resource planning and supply-chain planning applications to run their production facilities. Unfortunately, most of these solutions do not deliver true excellence in production planning and detailed scheduling. While the plans and schedules these tools deliver are good, they are not optimal, and do not provide the key performance indicators and trend analysis essential for improving processes.

ILOG Plant PowerOps provides two major breakthroughs: the most sophisticated optimization models ever delivered in a general purpose commercial application, and revolutionary ease of use from a combination of optimization, business rule and visualization technologies. ILOG Plant PowerOps can swiftly guide users through the often difficult trade-offs between conflicting objectives, and automatically generate reliable, cost-effective production schedules for any set of user-defined objectives. In fact, a new plan or schedule based on new cost assumptions or a spike in customer demand can be generated in as few as three mouse clicks. As a result, operational personnel can cope with exceptions and expedite orders more easily, while planners can explore and compare different production scenarios.

ILOG optimization software can take into account line or process setup costs and times, storage and production mode costs, lost profit from unsatisfied demand, earliness and tardiness penalties, machine maintenance and a host of other important considerations. In addition, ILOG PlantPowerOps can address many of the unique planning and scheduling problems faced by process manufacturers, such as tank capacity, complex material flows, co-products, by-products and shelf-life constraints. Only models that handle this level of detail can enable you to achieve true excellence in planning and scheduling.

To learn more about ILOG Plant PowerOps and what it can do for you, visit <http://ppo.ilog.com>.