

# PRESS RELEASE

## Partnership Formed to Introduce a New Paradigm for the Core Communication Practices of the Business

AMSTERDAM, June 17, 2004 – At the European Business Rules Conference today, Business Rule Solutions, LLC (BRS), and LibRT B.V., the world leaders in business rule techniques, announced they are joining forces to produce an authentic business rules environment. Responding to numerous requests from major organizations around the world, the partners will provide automation addressing today's strategic business challenges. Their vision is a work environment where management has direct control over the core communication and guidance practices of the company.

BRS Principal Ronald G. Ross, known as the father of business rules and author of several best-selling books on the subject, explains: "Difficulties with current communication and guidance practices are even more basic than 'process' problems." The solution, he points out, is *not* more of the same. "Since the problem is not rooted in technology, new-and-improved IT approaches won't solve it. What's needed is an altogether new approach for undertaking business projects."

The new work environment will proactively address the costs of business-level miscommunication, stovepipe vocabularies, and misinterpretation of policy. Its heart will be business-oriented support for measuring and improving quality in: capturing, assessing and changing business rules; retaining core business-worker knowledge; and ensuring compliance with regulation. The bottom line is acceleration of business engineering in the broadest possible sense.

BRS and LibRT possess complementary areas of applied knowledge, and are both highly experienced long-standing innovators in the field. The partnership will work closely with select early adopters.



**Business Rule Solutions, LLC** ([www.BRSolutions.com](http://www.BRSolutions.com)) was founded in 1997 to put business rule concepts into a practical business rule methodology. Since then, BRS has applied its methodology to solving real-life business problems in dozens of organizations, and has helped pilot the explosive worldwide growth of business rules. Besides providing consulting and training services, BRS also sponsors [www.BRCommunity.com](http://www.BRCommunity.com), and its flagship publication, the *Business Rules Journal*. BRS is based in North America.



**LibRT B.V.** ([www.LibRT.com](http://www.LibRT.com)) supports enterprise clients and software vendors with products and services targeted at high quality business rules and effective knowledge management in business applications. Among the company's innovative products and designs is LibRT VALENS®, the industry's first independent product targeted at verifying and validating business rules created in third-party business rules management systems. LibRT is based in Europe.

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