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Major European bank HypoVereinsbank and more new customers opt for the Business Rules Engine “visual rules”

Immenstaad (Germany), July 5, 2005 –

Launched early in 2004 as “visual rules”, the business rules engine of the German vendor Innovations Softwaretechnologie GmbH is today being used internationally by a great number of companies in different industries. Recently, another three companies have decided to efficiently develop the business logic of their applications with “visual rules”: the HypoVereinsbank AG, the Danish subsidiary of Quelle, Bon´A Parte Versand GmbH and Elsag Solutions AG (subsidiary of the international Group Elsag S.p.A.).

IT applications with complex business logic notably benefit from a business rules engine. In particular, productivity of software development is increased by easy maintenance and the required traceability of business logic. Rule engines are most widespread in finance and telecommunications, although an increasing number of companies from other industries is discovering the tremendous potential of the economic benefits of this technology.

“visual rules” for HypoVereinsbank

The HypoVereinsbank is currently using “visual rules” to develop the business rules for an early warning system based on market data. The system will support the early identification of decreased credit rating and the optimized use of credit derivatives. The business experts themselves have thus evaluated and assessed various business rules engines. The crucial factor for choosing “visual rules” has been its graphical modelling approach featuring easy integration of the business experts.

“visual rules” and Elsag Solutions

Elsag Solutions is using “visual rules” in its solution “essencio proIntra” for automated capture, classification and indexing of documents and records. “visual rules” is being used to model the complex matching rules in order to automatically identify all kinds of documents. Thus, in future, rules can be set up and reconfigured quickly and flexibly. Elsag Solutions has thus shortened the implementation and modification periods; its customers will profit from the new and sophisticated control options and are already indicating great interest in “proIntra” with integrated “visual rules”. Further applications have already been envisioned for the business rules engine, e.g. controlling the interactive processing of documents.

“visual rules” at Bon´A Parte

Bon´A Parte applies “visual rules” in a completely different field. For many years, the original product version has been used by Bon´A Parte´s parent company Quelle for the segmentation of target groups. The Danish subsidiary is also currently introducing Innovations´ business rules engine for this service, in order to enhance the way it addresses its customers, by individually targeting catalogues.

More “visual rules”?

The high performance of “visual rules” in processing the business logic has been a vital factor for each of the three companies. Moreover, all three companies have decided to model the data access as well as the business logic, using the additional “visual rules” component “Database Connectivity”.

“visual rules“ can be downloaded for a free trial at:
<http://www.visual-rules.com>

56 lines with 60 characters per line

The technology applied in “visual rules” is patented (GBM 20014430). “visual rules” is a registered trademark of Innovations Softwaretechnologie GmbH.

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Dear editor, if you are interested in further information, please do not hesitate to contact me:

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About Innovations Softwaretechnologie

Innovations Softwaretechnologie is a rapidly expanding software company, specialized in developing intelligent rule-based systems as well as distributed, network-enabled enterprise applications. Based on many years of experience, the company offers its clients extensive consultation, software design and development, as well as complete products to efficiently create such solutions.

Headquartered in Immenstaad at Lake Constance in Germany, Innovations employs more than 80 highly-qualified computer scientists and engineers. In the areas of banking, insurance and retail, Innovations successfully works for internationally established companies, such as Schweizerische Post – PostFinance, Zuercher Kantonalbank, Bank Vontobel, Cortal Consors, the building society Bausparkasse Schwäbisch Hall, Rewe, Quelle and Metro.

See www.innovations.de for further details.