

Press Release



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European Fair CeBIT 2007: Intuitive Business Rules Management and SOA Break New Ground –

Innovations with Visual Rules in the SOA-World Exhibition

Immenstaad/Germany, February 15, 2007 – The Business Rules Specialist Innovations Software Technology will show in the SOA-World Exhibition in Hall 4 of the Fair CeBIT 2007 (Hannover, Germany) how companies use a combined Business Rules Management (BRM) and SOA approach in order to implement the business requirements into their IT systems in a highly efficient and agile manner and thereby assure highest quality. The Visual Rules BRM-system of Innovations has been evaluated by the analyst Wolfgang Martin as a solution that should definitely be looked at as a part of an SOA initiative.

Innovations Engages in the Conference Agenda

In his presentations on both the conference days March 16 and 19 (10:40 – 11:15 AM), the CIO of Innovations, Thomas Cotic will answer the question of the role of business rules in an SOA. This topic is important for all IT and business managers who are responsible for implementing the business requirements - the rules - in their IT systems.

Currently, most managers are convinced that the quality of cooperation of business and IT is the premier obstacle to overcome on the way to an SOA. As a collaboration platform, Business Rules Management supports both the business and the IT party to implement the business rules in a highly efficient and agile manner and thereby assure highest quality. In combination with an SOA, experts can break new ground in the governance and reusability of the business rules – as rule services.

Visual Rules Evaluated by the Analyst Wolfgang Martin

Innovations invites all interested IT managers and architects, business analysts and experts to learn more about the Visual Rules Business Rules Management System at the Innovations booth B12-1 in the SOA-World, Hall 4. With its graphical modeling approach, the product is highly intuitive and best suited for business experts to define their business rules without the need of any special technical know-how.

Visual Rules has been evaluated by the SOA expert and analyst Wolfgang Martin in his December 2006 study: „Visual Rules is a state-of-the-art Business Rules Management solution that should definitely be looked at as part of an SOA initiative.“

For more information, please see www.visual-rules.com

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About Innovations Software Technology

Innovations Software Technology provides products and services for Business Rules Management (BRM). This comprises the processes and tools for defining and managing business rules for their automated deployment in operational IT systems.

With its Visual Rules product, Innovations offers an especially intuitive and high-performance BRM-System. Business analysts can use it to graphically model, run, test and monitor business rules. IT experts can directly integrate business rules into operational systems and thus create the necessary transparency, flexibility and traceability of business logic for competitive companies. Visual Rules is an Eclipse plugin and certified for SAP NetWeaver Developer Studio.

Consulting for BRM and the use of Visual Rules is part of the Visual Rules Professional Services. They are extended by a world-wide network of service and solution partners providing on-site support.

In addition, Innovations offers rule-based solutions that are implemented internationally by companies from the areas of finance, insurance, trade, telecommunications and industry.

For more information: <http://www.visual-rules.com>

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