Fair Isaac Blaze Advisor for Linux on IBM POWER processor-based systems

As the number of touch points with your customers increases, a standards-based Business Rules Management System (BRMS) can help you manage business rules across all applications and users to maintain consistent business decisions and customer interactions. Fair Isaac Blaze Advisor is the leading BRMS on the market—powering business applications in technology, financial, insurance, manufacturing, telecommunications and healthcare industries. A fully Java™-based development tool, Blaze Advisor also serves as part of the runtime environment and helps companies automate, manage and personalize business decision processes according to the unique ways they do business.

Manage business rules as business assets
Blaze Advisor helps both business and IT users create, change and manage business rules across all applications using a combination of syntax and business templates. The unique Blaze
business policies are applied and executed in the same way throughout your organization. The Blaze Advisor rules repository and callable rule engine allow multiple, distinct business systems to utilize the same common set of business rules. The Blaze Advisor rule engine can quickly sort through large sets of rules to find the proper ones to apply, based on case-specific conditions. The result? Customers are given a consistent view of your business, no matter how they interact with you. Likewise, employees are given a consistent view of customers—helping you provide expedited, personalized service; make consistent business decisions; reduce errors and improve efficiencies. Ultimately, maintaining this consistency in your business rules and customer interactions can help you maintain high rates of customer satisfaction and acquisition, helping to build revenues and profits.

Achieve consistent customer interactions and business decisions
By formalizing and standardizing business rules across all applications and users, Blaze Advisor helps ensure that business policies are applied and executed in the same way throughout your organization. The Blaze Advisor rules repository and callable rule engine allow multiple, distinct business systems to utilize the same common set of business rules. The Blaze Advisor rule engine can quickly sort through large sets of rules to find the proper ones to apply, based on case-specific conditions. The result? Customers are given a consistent view of your business, no matter how they interact with you. Likewise, employees are given a consistent view of customers—helping you provide expedited, personalized service; make consistent business decisions; reduce errors and improve efficiencies. Ultimately, maintaining this consistency in your business rules and customer interactions can help you maintain high rates of customer satisfaction and acquisition, helping to build revenues and profits.

Respond to market shifts on demand
Blaze Advisor can help you respond quickly to changes in the market and customer needs. Your staff can update rules simply and easily when needed, with minimal-to-zero impact on basic systems operation—letting your organization satisfy customer requests using the latest corporate policies, guidelines and business strategies. Critical business decisions such as pricing, product recommendations, marketing offers and customer service can be changed easily in quick response to the latest competitive trends and information.

Reduce the time, resources and expenses of rules management
Advanced usability features inherent in the Blaze Advisor design help you reduce the overall complexity of managing business rules to lower costs and save time and other resources. Users can create rule management templates to update, view or design rules in a controlled manner without any technical knowledge about syntax or code. Since traditional code need not be written, your senior IT staff can focus on other critical goals. Simplified rule management can also help reduce staffing, training and application-maintenance costs. Blaze Advisor enables automated rule updates through predefined rule replacement features—giving rules explicit times and dates when they
Add value with Linux on IBM POWER processor-based servers

Running Blaze Advisor on the Linux® operating system on IBM @server® POWER™ processor-based servers can add further value to your investment through open standards, cost efficiency, availability and performance. Designed to get the most out of business-critical applications, the Linux operating system provides low total cost of ownership, ease of application integration, simplified administration and superior application availability through its open standards-based design. And running Linux on IBM POWER processor-based servers—including IBM @server pSeries® and IBM @server OpenPower™ systems—provides the added benefits of proven IBM Power Architecture™—offering flexibility and efficiency in serving multiple workloads to fuel the on demand business generation. The POWER processor-based family of servers can help lower costs, improve flexibility and manageability and safeguard data through:

- Cost-effective, highly scalable tower servers ranging from 2-way to 16-way to fit a range of business computing needs
- High-bandwidth memory ranging from 32GB to 512GB to accommodate many levels of applications and rates of use
- Micro-Partitioning™, virtual LAN and I/O technologies, enabling you to run disparate applications on the same server to improve system utilization
- Leading-edge reliability and serviceability features that contribute to simplified management and improved availability
- Workload management features designed to free staff from repetitive administrative activities
- Advanced accounting features that give management key data to help improve resource utilization and planning

should go into and out of effect—further freeing staff time from manually updating business systems. Other distinct usability features make Blaze Advisor unique in the market and can help give you a competitive edge, including:

- Web editors—providing a browser-based, non-technical interface for business users to add, edit and maintain business rules, and control and track system updates with security authorization, rule check-out, versioning and source management.
- Syntax-free rule alternatives—enabling users to specify decision criteria in graphical trees, tables, and scorecards. Multiple layout options let businesses manage large numbers of conditions, actions and weighting factors in a compact and easy-to-understand format.
- Project documentation—offering built-in reporting to document all project components, including cross-reference information, programmer comments, rule names and potential conflicts or oversight areas. Documentation can be viewed online and archived for future reference.
• Enterprise-wide scalability—providing automatic expansion for thousands of client sessions, increasing throughput rates and capacity by adding parallel execution engines and additional CPU power to applications. Blaze Advisor can handle tens of thousands of rules and be deployed in environments using as many as 128 CPUs across multiple hosts.

Make an industry-leading choice
Product maturity and technical innovation have made Blaze Advisor the market leader in business rules management systems. Fair Isaac has invested 18 years in rules-based technology and seven years in Java implementation for Blaze Advisor. The solution is used by more than 200 customers worldwide—including seven of the top 10 Fortune 500 companies. Fair Isaac’s dedication to simplification of rules management and innovation with open standards-based technologies means that Blaze Advisor is backed by a strong technology history along with future sustainability. Running on Linux on IBM POWER processor-based systems adds further value, providing the cost efficiency and availability of the Linux operating system with the server scalability and performance required by today’s mission-critical business applications.

For more information
To learn more about how Blaze Advisor for Linux on IBM POWER processor-based IBM @server systems can help you manage business rules across all applications, users and organizations in your enterprise, visit:

www.fairisaac.com/rules

To learn more about Linux on POWER processor-based systems visit:

ibm.com/linux

To learn more about IBM OpenPower and pSeries systems, visit:

ibm.com/eserver/pseries

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