The Dilemma
The Dilemma

Efficiency rises after each economic downturn.
The Dilemma

Efficiency rises after each economic downturn.

40% of Companies lost their leadership position

-McKinsey
More Work

Less Money
More Work

Less Money

Less Time
More Work

Less Money
Less Time
Less Resources
More Work

Less Money
Less Time
Less Resources
More Work

Less Money
Less Time
Less Resources
The Old Development Model is Too Complex
WE CAN DO MORE WHEN WE WORK TOGETHER
“Insanity: STATUS QUO

doing the same thing over and over again and expecting different results.”
AN UPSIDE TO THE DOWNTURN
Projects

- Refocus on “release early, release often”
- 80+ projects with different release schedules, versions, dependencies, etc.

More Community Projects...

- Forums
- Project developers
- Wiki
- Issue trackers
- etc.
Open Source is Scary!
Open Source is Scary!

- Challenges Incorporating Technologies
Open Source is Scary!

• Challenges Incorporating Technologies

• Understanding Capabilities and limitations
Open Source is Scary!

- Challenges Incorporating Technologies
- Understanding Capabilities and limitations
- Avoid learning curve
Open Source is Scary!

• Challenges Incorporating Technologies
• Understanding Capabilities and limitations
• Avoid learning curve
• Understanding Project Maturity
Open Source is Scary!

• Challenges Incorporating Technologies
• Understanding Capabilities and limitations
• Avoid learning curve
• Understanding Project Maturity
• Legal liability
RED HAT BRIDGES THE GAP
Success with operating systems now extended to middleware

- Lower TCO. Higher value. Great flexibility.
- Proven open source, ready for mission-critical enterprise use.
Success with operating systems now extended to middleware

- Lower TCO. Higher value. Great flexibility.
- Proven open source, ready for mission-critical enterprise use

Saturday, May 1, 2010
Success with operating systems now extended to middleware

- Lower TCO. Higher value. Great flexibility.
- Proven open source, ready for mission-critical enterprise use.
Multiple projects, all with different release schedules, versions, dependencies, etc.

Challenge:
• Integrate & maintain integrations between multiple projects required for their enterprise platform needs.
• Time intensive/ Expensive

Solution: JBoss Enterprise Platforms
• Single, integrated, certified distributions
• Extensive Q/A Process
• Industry-leading Support
• Documentation
• Secure, Production-level Configurations
• Multi-year Errata Policy
Each JBoss Enterprise Middleware platform goes through a 5 phase delivery methodology that involves many traditional elements of the software development lifecycle:

1. JBoss.org Projects
2. Product Requirements Definition
3. Platform Component Engineering & Integration
4. Platform Testing, Certification & Documentation
5. Platform Release (General Availability)
# CIO INSIGHT VENDOR VALUE 2009

http://www.redhat.com/promo/vendor/

## #1 IN VALUE. AGAIN.

92% said they will buy FROM RED HAT AGAIN.

## #1 FOUR YEARS RUNNING IN ENTERPRISE SOFTWARE

## #1 MEETING COMMITMENTS ON TIME AND ON BUDGET

## #1 OVERALL IN 3 OF THE LAST 4 YEARS

## #1 MEETING EXPECTATIONS FOR LOWERING COST

<table>
<thead>
<tr>
<th>RANK 2009</th>
<th>RANK 2008</th>
<th>RANK 2007</th>
<th>RANK 2006</th>
<th>VENDOR</th>
<th>AVERAGE OF ALL RATINGS 2009 (%)</th>
<th>VALUE (%)</th>
<th>RELIABILITY (%)</th>
<th>PREFER TO STAY WITH VENDOR (%) YES</th>
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<td>SAP</td>
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</table>
Industry Leading Support
24x7, throughout the application lifecycle

“We’ve found a high-quality, easily scalable server that can match our business growth, as well as superior professional service from the expert developers behind the technology.”

– Michael McDonald, Director of Technology

<table>
<thead>
<tr>
<th>JBoss Technical Support</th>
<th>Developer Professional</th>
<th>Developer Enterprise</th>
<th>Production Standard</th>
<th>Production Premium</th>
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<tbody>
<tr>
<td>Hours</td>
<td>M-F 9-9 (North America)</td>
<td>24x7</td>
<td>M-F 9-9 (North America)</td>
<td>24x7</td>
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<tr>
<td></td>
<td>M-F 9-5 (Rest of World)</td>
<td></td>
<td>M-F 9-5 (Rest of World)</td>
<td></td>
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<td>4 Business Hours</td>
<td>1 Business Hour (Sev 1)</td>
<td>1 Hour (Sev 1)</td>
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<td>Type of Access</td>
<td>Web &amp; Phone</td>
<td>Web &amp; Phone</td>
<td>Web &amp; Phone</td>
<td>Web &amp; Phone</td>
</tr>
</tbody>
</table>

• JBoss Professional Support Engineers are Java EE experts
• JBoss Core Development Team provide support services on a regular basis
• Developer Subscriptions cover all JBoss Enterprise Middleware, RHEL, and other Red Hat products.
JBoss BRMS v5

- **Declarative Business Rules**
  - Avoids hard-coding business rules in business logic
  - Rules can change without Java code changes or re-compilation
  - Expert system allowing solution of complex problems

- **Multiple Authoring Options:** DRL, DSL, CSV and Programmatic Rules Definition
  - Application objects (facts) mixed with conditions (rules) – similar to HQL
  - POJO and Declarative Fact Model
  - Decision Tables in Excel/Open Office
  - DSL Natural Language Extensions

- **Rule Repository**
  - Versioning of business rule-related artifacts (e.g. Fact models, enumerations, functions, DSL definitions, rules, tests, etc.)

- **Rule Manager**
  - RIA for creation & maintenance of business rule artifacts
Avenues for Authoring Rules

- Dynamic Facts
- Decision Tables
- Guided Rules
- English/Industry Specific Rules
- Guided Tests
- Scenario Tests
- Asset Search
- Browse by Category
- Browse by Status

Web Browser

Spreadsheet Decision Tables

Spread sheet

- Technical Rules (.drl)
- Enumerations
- Domain Specific Language
- Templates
- Rule Flow
- Step-debugging
- Agenda Views and Inspection
- Working Memory Inspection
- Rule Engine Audit Trails
- Technical Tests
- Technical Test Suites

JBoss Developer Studio
### Deployment
- Packaging
- Snapshots
- Status Definition
- User Administration
- Categorization
- Asset Search
- Browse by Category
- Browse by Status

### Analysis
- Step-debugging
- Agenda Views and Inspection
- Working Memory Inspection
- Rule Engine Audit Trails
- Rule Authoring Analysis
- Guided Test Audit Trails

### Tests
- Technical Tests
- Technical Test Suites
- Guided Tests
- Scenario Tests

### Rules
- Technical Rules (.drl)
- Enumerations
- Domain Specific Language
- Templates
- Rule Flow
- Decision Tables
- Decision Tables
- Guided Rules
- English/Industry Specific Rules

### Facts
- Java Jars
- Dynamic Facts

### Developer-centric
- Modifiable via Web Browser or Developer IDE
- Modifiable via Developer IDE
- Web-only Feature

### Business Analyst
- Modifiable via Excel/OpenOffice
JBoss Business Rules Management System

• Business Rule Editors
  • Web Based, Spreadsheet Based, Developer Tools
• QA Tooling
  • Test Scenarios, Analysis Tools, Rule Execution
• Knowledge Repository
  • Versioning and Rollback
  • Search & Indexing
  • Different Users and Privileges
• Deployment Management
  • Snapshots and Package Deployment
• Runtime
  • Engine that can use the knowledge from repository to make conclusions
BRMS – Rich UI for Business Rules
Rules Development Lifecycle

JBoss Developer Studio 2.0
Fact Model
DSL Template

Check-In Artifacts to Repository

JBoss BRMS Web Manager
Use Facts & DSL to create Business Rules

JBoss BRMS Web Manager
Create Test Scenarios

JBoss BRMS Web Manager
Create Package

Deployment

J2SE

EAP-WS,WAR,EAR

SOA-P (Future), Mediated Services
BRMS Development Tooling
ESP + CEP via ESB, Rules & JON

Many Streams
Or Flows

ESB: consumption, capture, transformation, routing, orchestration
Rules: selection, aggregation, correlation, generation and publication

Governance Tools

Repository: for editing, versioning, testing and publishing new rules and SOA artifacts

JON: start/stop services, monitor and alert on service and action-level performance, monitor and alert on business metric values

Saturday, May 1, 2010
Enable Your Staff
Enable Your Staff

- Training
- Public Classrooms
- Corporate Onsites
- Online Virtual Training
Enable Your Staff

- Training
- Public Classrooms
- Corporate Onsites
- Online Virtual Training
- Consulting
- Engage Early!
JBoss Training

https://www.redhat.com/courses/jboss_dev/
JBoss Training

- JBoss Application Administration - JB336
- JBoss Certified Application Administrator (JBCAA)

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• JBoss Enterprise Application Development - JB295

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- JBoss Enterprise Application Development - JB295
- Advanced JBoss Enterprise Development - JB325

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- Advanced JBoss Enterprise Development - JB325
- JBoss Enterprise SOA - JB341

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- Advanced JBoss Enterprise Development - JB325
- JBoss Enterprise SOA - JB341
- JBoss Enterprise BRMS - JB455

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- JBoss Enterprise Application Development - JB295
- Advanced JBoss Enterprise Development - JB325
- JBoss Enterprise SOA - JB341
- JBoss Enterprise BRMS - JB455
- JBoss Hibernate Technology - JB297

https://www.redhat.com/courses/jboss_dev/
Open Source Efficiency

- Efficiency through Technology
- Cost Efficiency
- Up-skilling
- Management Efficiency
- Deployment Automation
- Reuse and repurpose
Questions?

ray@redhat.com