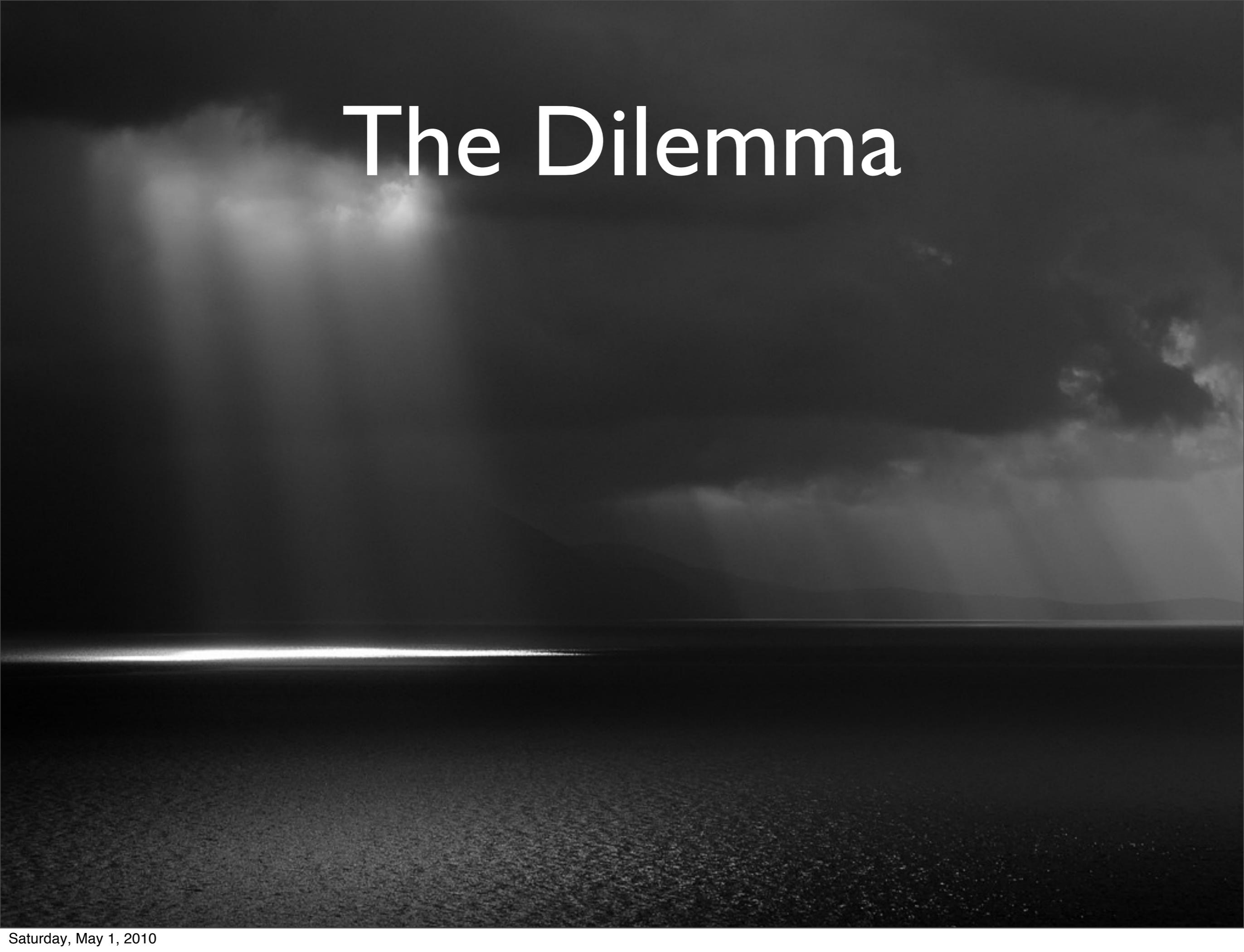


The Dilemma



The Dilemma

Efficiency rises after each economic downturn.

The Dilemma

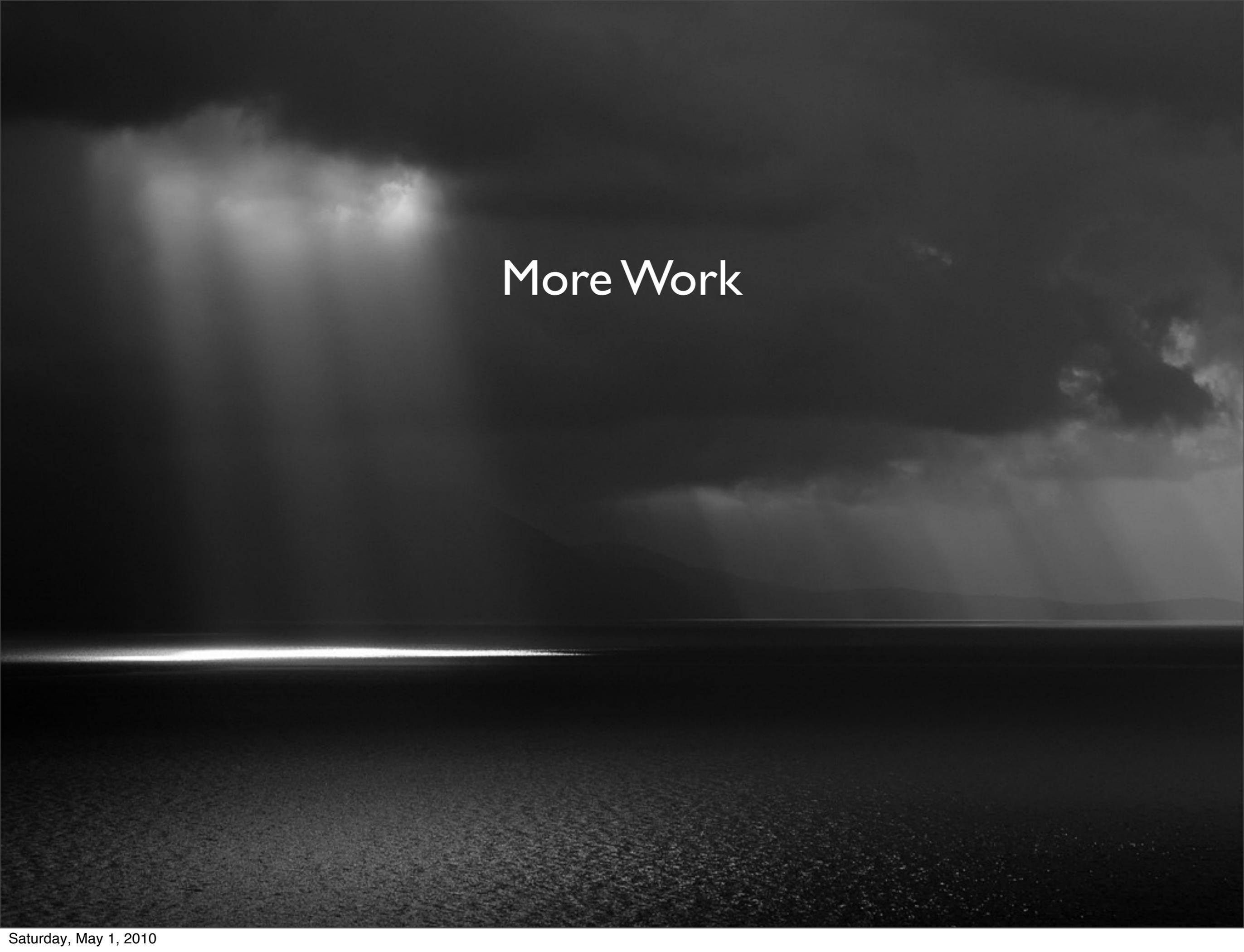
Efficiency rises after each economic downturn.

40% of Companies lost
their leadership position

-McKinsey



Saturday, May 1, 2010



More Work



More Work



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



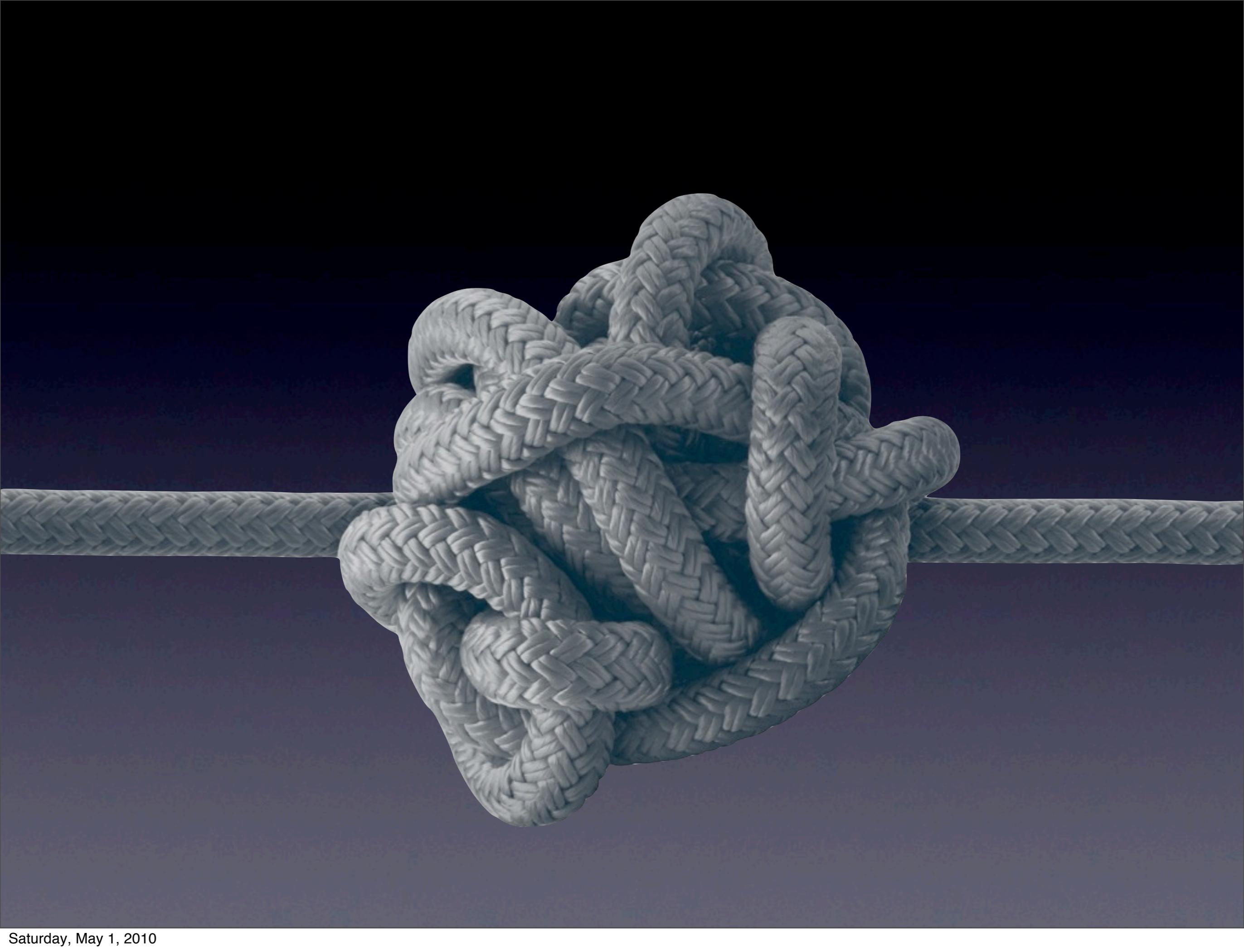


More Work

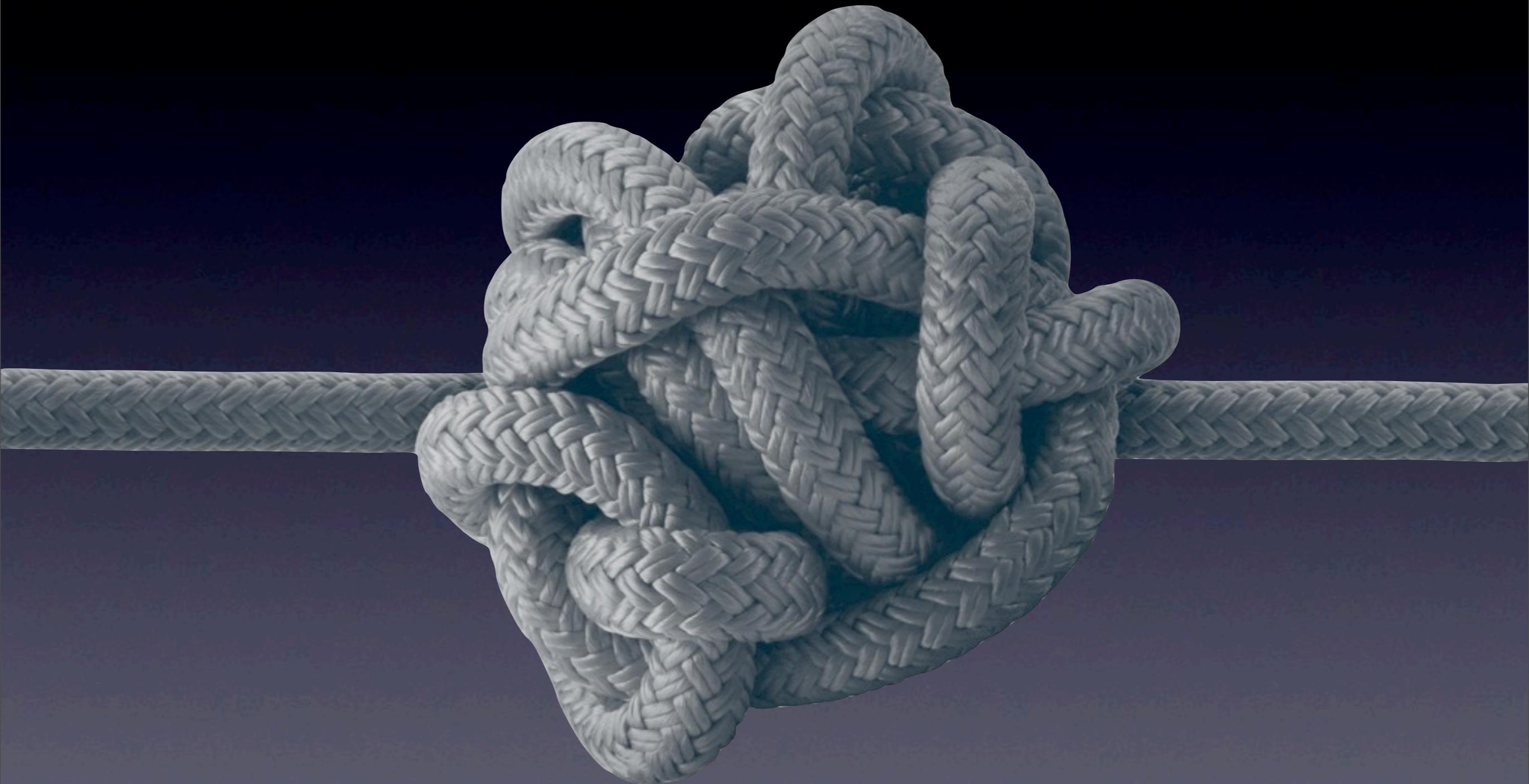
Less Money

Less Time

Less Resources



The Old Development Model is Too Complex





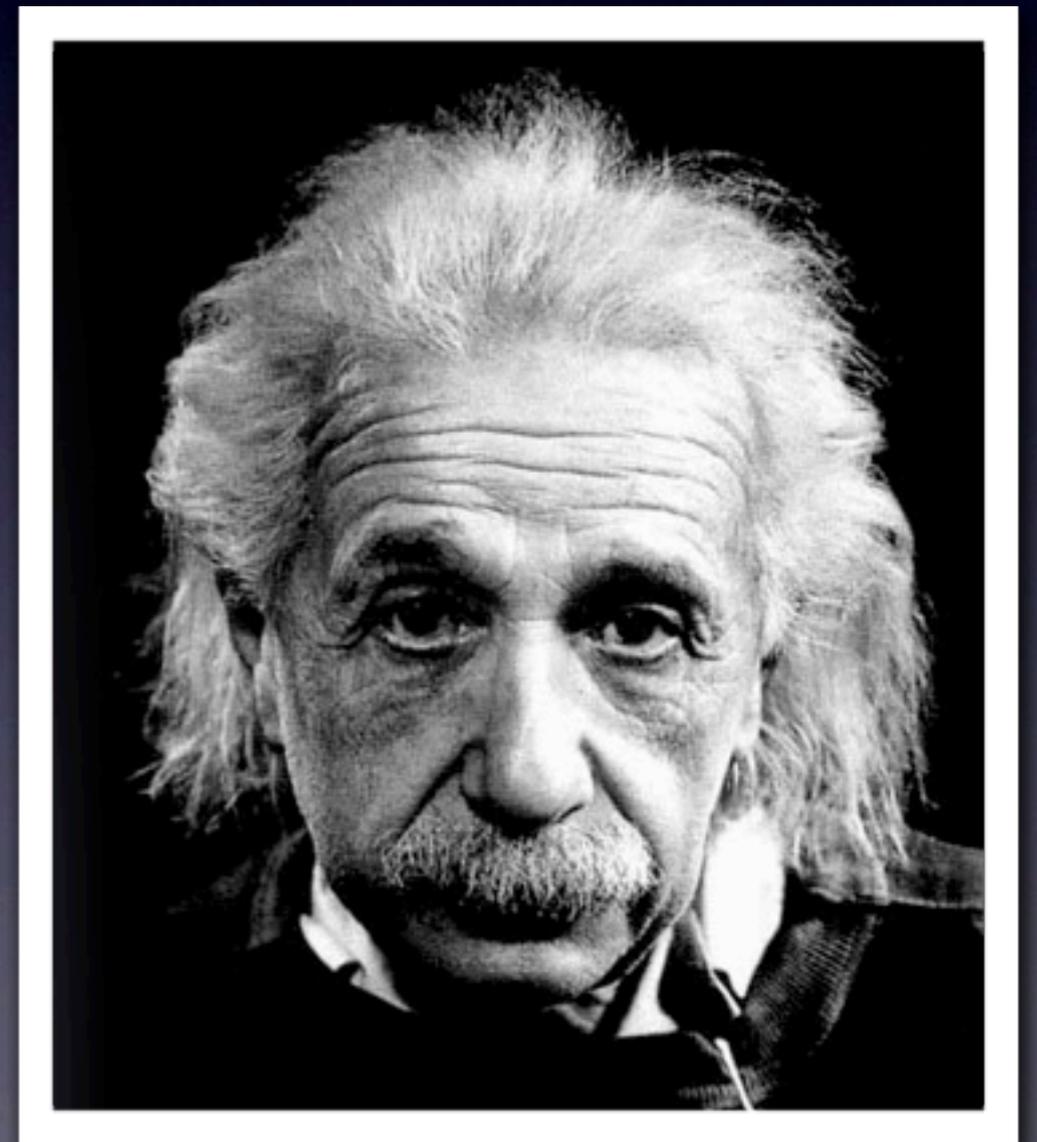
**WE CAN DO MORE
WHEN WE WORK
TOGETHER**

STATUS QUO



“Insanity: **STATUS QUO**

*doing the same thing over and over again
and expecting different results.”*



AN UPSIDE TO THE DOWNTURN

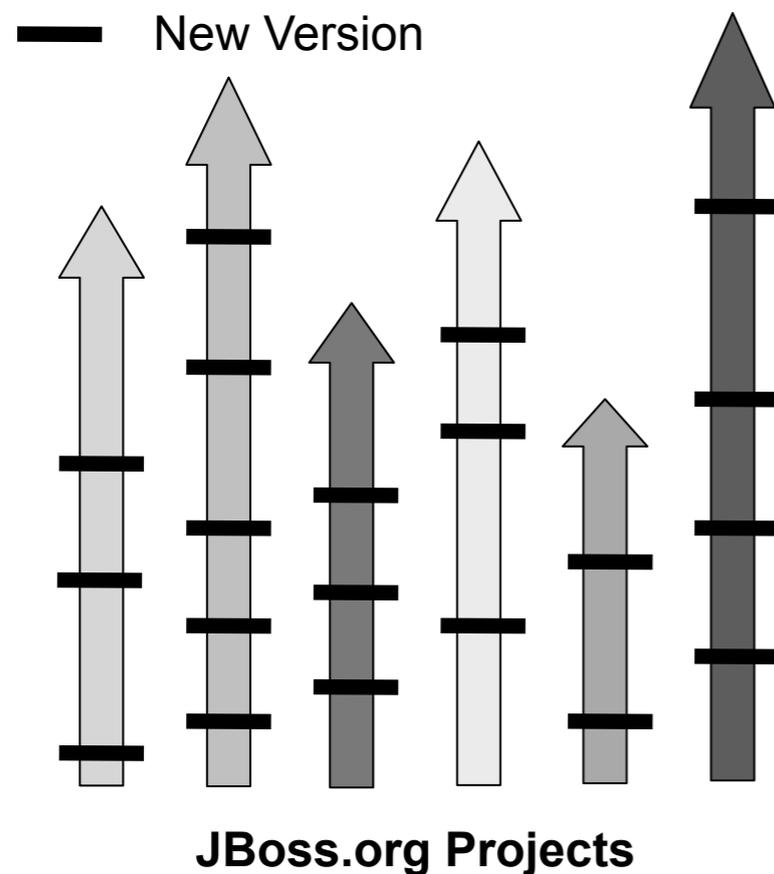


JBoss.org

Community Supported

Projects

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



Where Innovation Happens



- 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



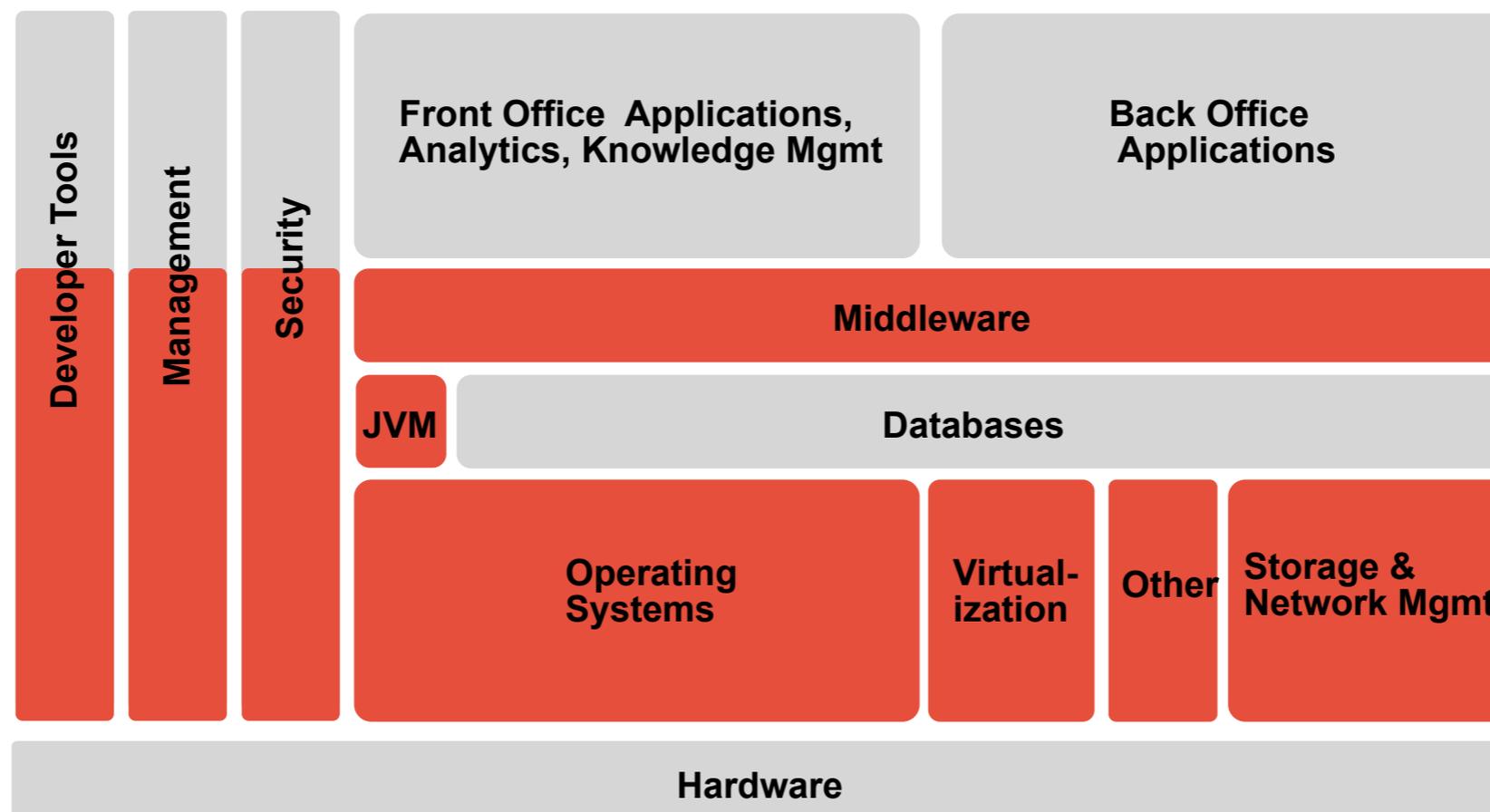
Open Source is Scary!

- Challenges Incorporating Technologies
- Understanding Capabilities and limitations
- Avoid learning curve
- Understanding Project Maturity
- Legal liability



RED HAT BRIDGES THE GAP

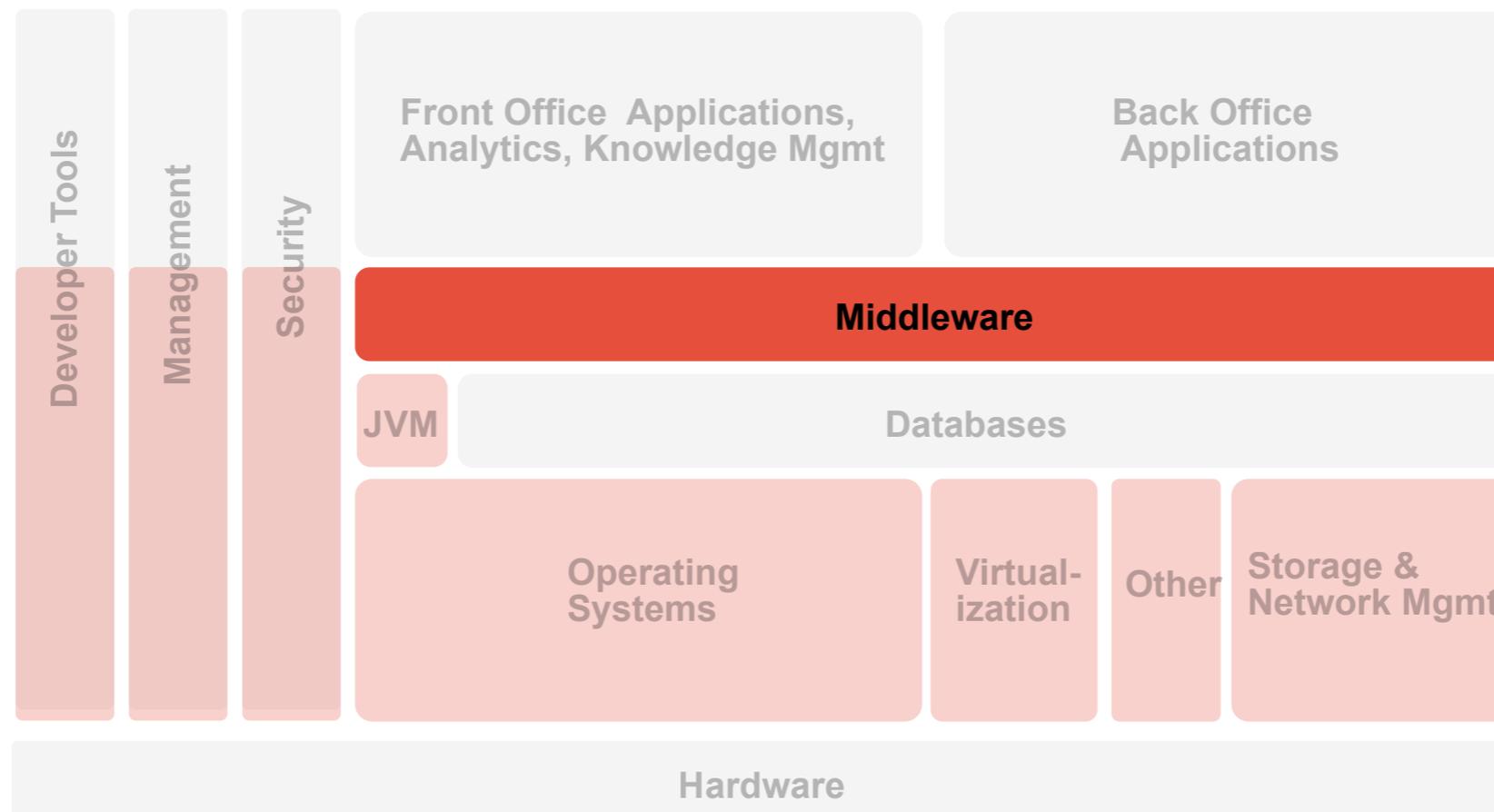
Success with operating systems now extended to middleware



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

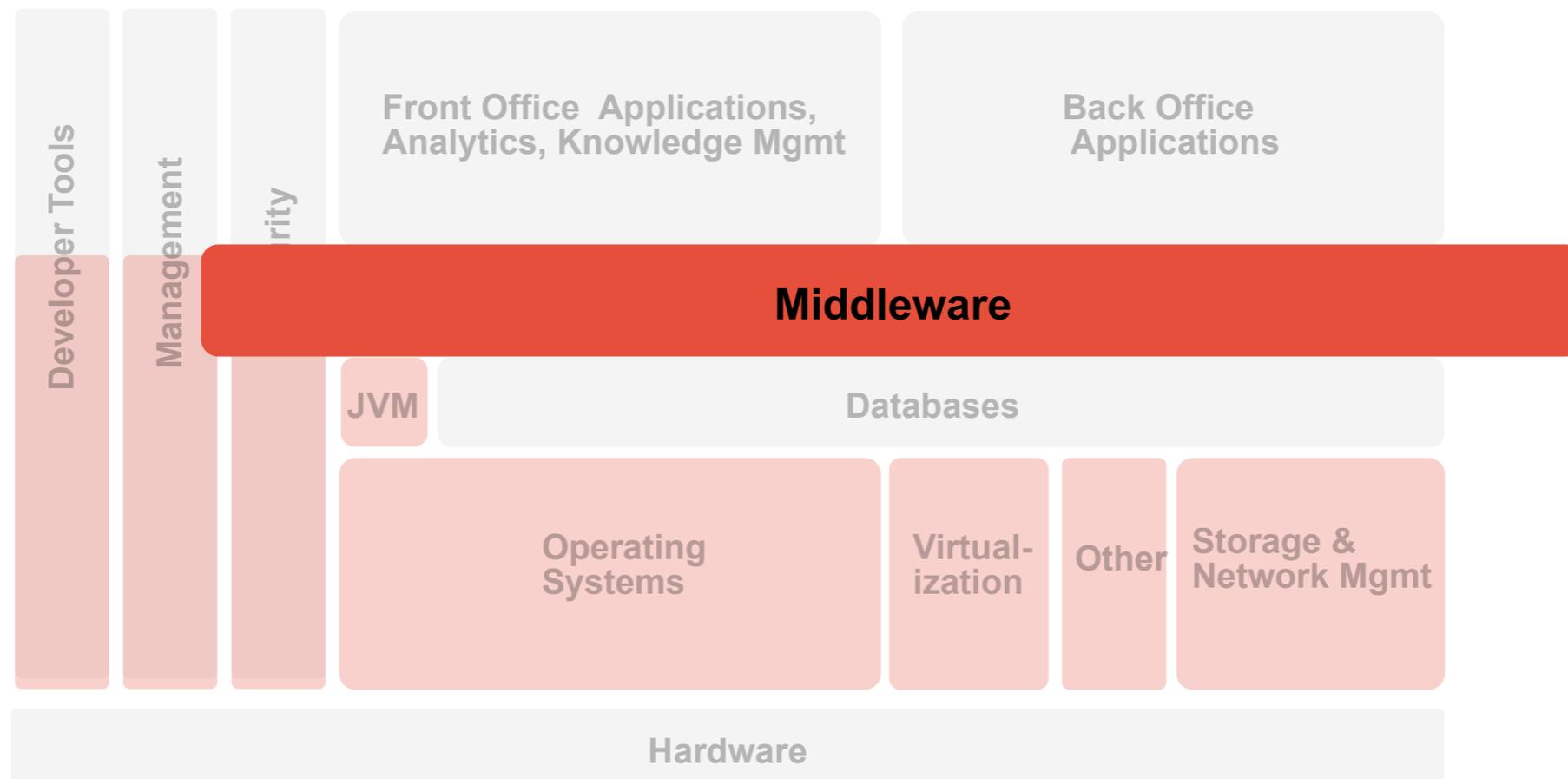


Success with operating systems now extended to middleware



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

Success with operating systems now extended to middleware

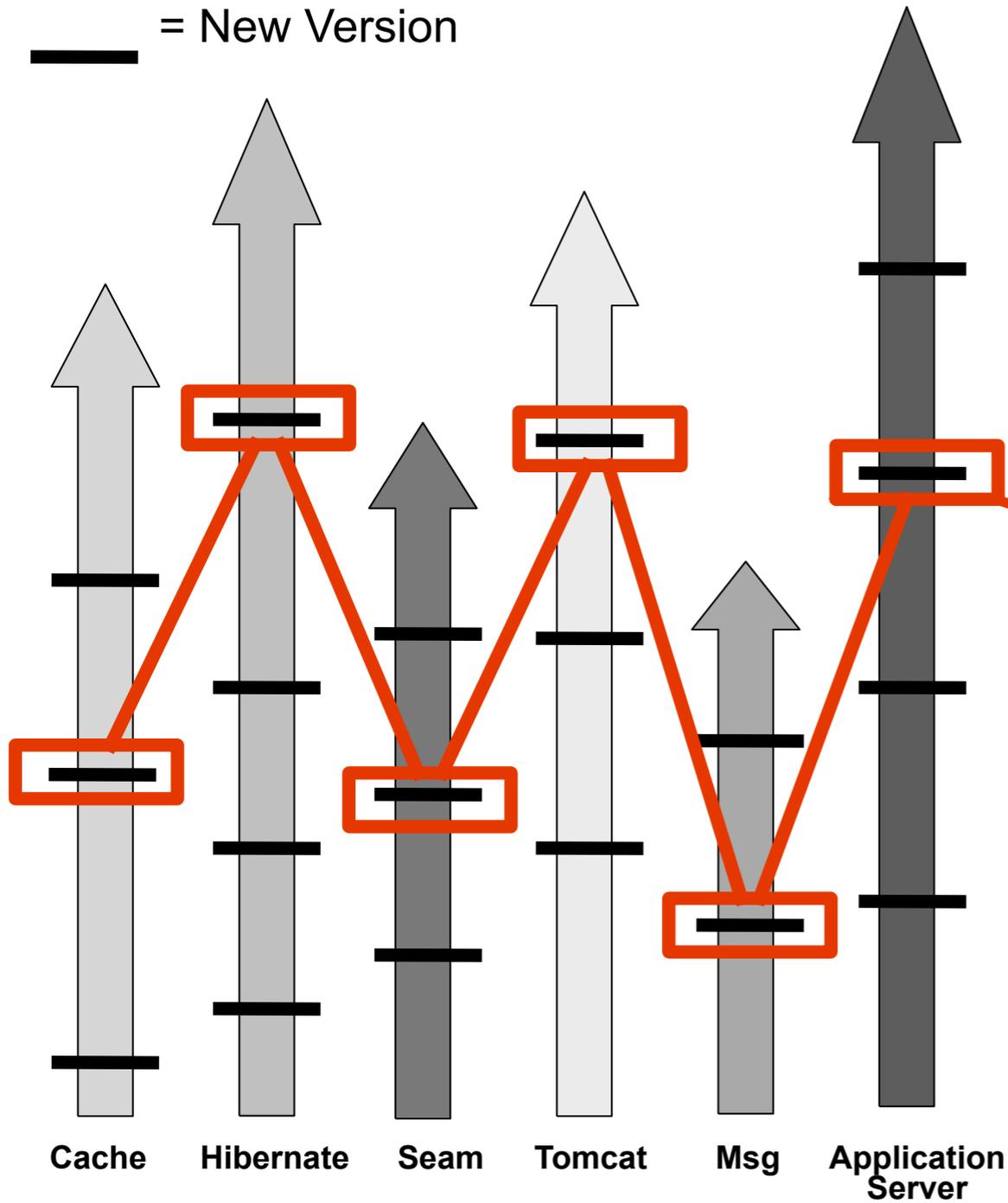


- Lower TCO. Higher value. Great flexibility.
- Proven open source, ready for mission-critical enterprise use



JBoss Enterprise

The Platform Solution



Challenge:

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

Solution: JBoss Enterprise Platforms

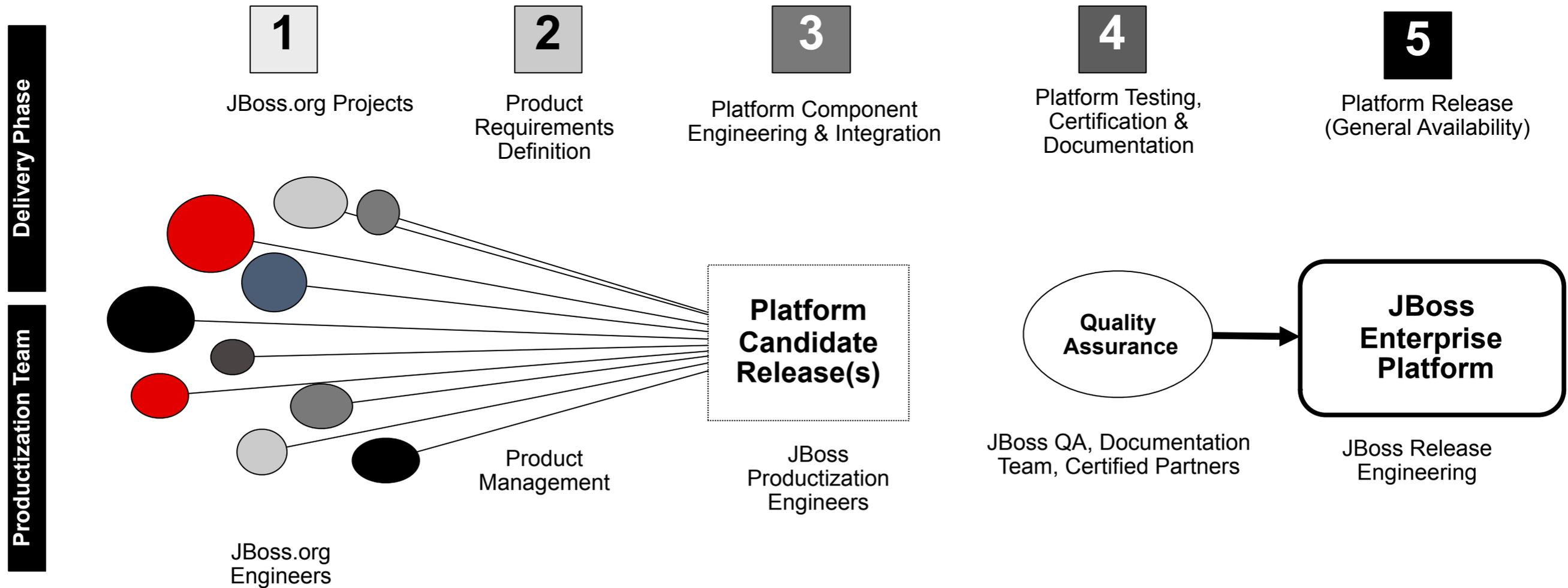
- Single, integrated, certified distributions
- Extensive Q/A Process
- Industry-leading Support
- Documentation
- Secure, Production-level Configurations
- Multi-year Errata Policy

Multiple *projects*, all with different release schedules, versions, dependencies, etc.

JBoss Enterprise Middleware

What makes up a certified platform?

- Each JBoss Enterprise Middleware platform goes through a 5 phase delivery methodology that involves many traditional elements of the software development lifecycle:



CIO INSIGHT VENDOR VALUE 2009

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

#1 IN VALUE.
AGAIN.

CIO INSIGHT

Strategies for IT Business Leaders

#1 FOUR YEARS
RUNNING
IN ENTERPRISE SOFTWARE

92% said they
will buy
FROM RED HAT AGAIN.

#1 OVERALL
IN 3 OF THE LAST 4 YEARS

#1 MEETING
COMMITMENTS
ON TIME AND ON BUDGET

#1 MEETING
EXPECTATIONS
FOR LOWERING COST

RANK 2009	RANK 2008	RANK 2007	RANK 2006	VENDOR	AVERAGE OF ALL RATINGS 2009 (%)	VALUE (%)	RELIABILITY (%)	PREFER TO STAY WITH VENDOR (% YES)
1	2	1	1	Red Hat	85	85	86	92
1	1	2	-	Google	85	85	85	97
3	-	-	-	WebEx <small>(Cisco)</small>	79	78	80	89
4	3	3	2	Citrix	76	75	77	89
5	4	4	-	Adobe	73	72	73	93
6	7	6	4	Microsoft	71	71	70	90
7	6	-	-	Salesforce.com	70	70	70	89
8	5	7	3	Novell	67	66	68	68
9	8	8	6	Oracle <small>(including PeopleSoft)</small>	62	60	65	82
10	9	5	5	SAP	53	51	55	79



Industry Leading Support

24x7, throughout the application lifecycle



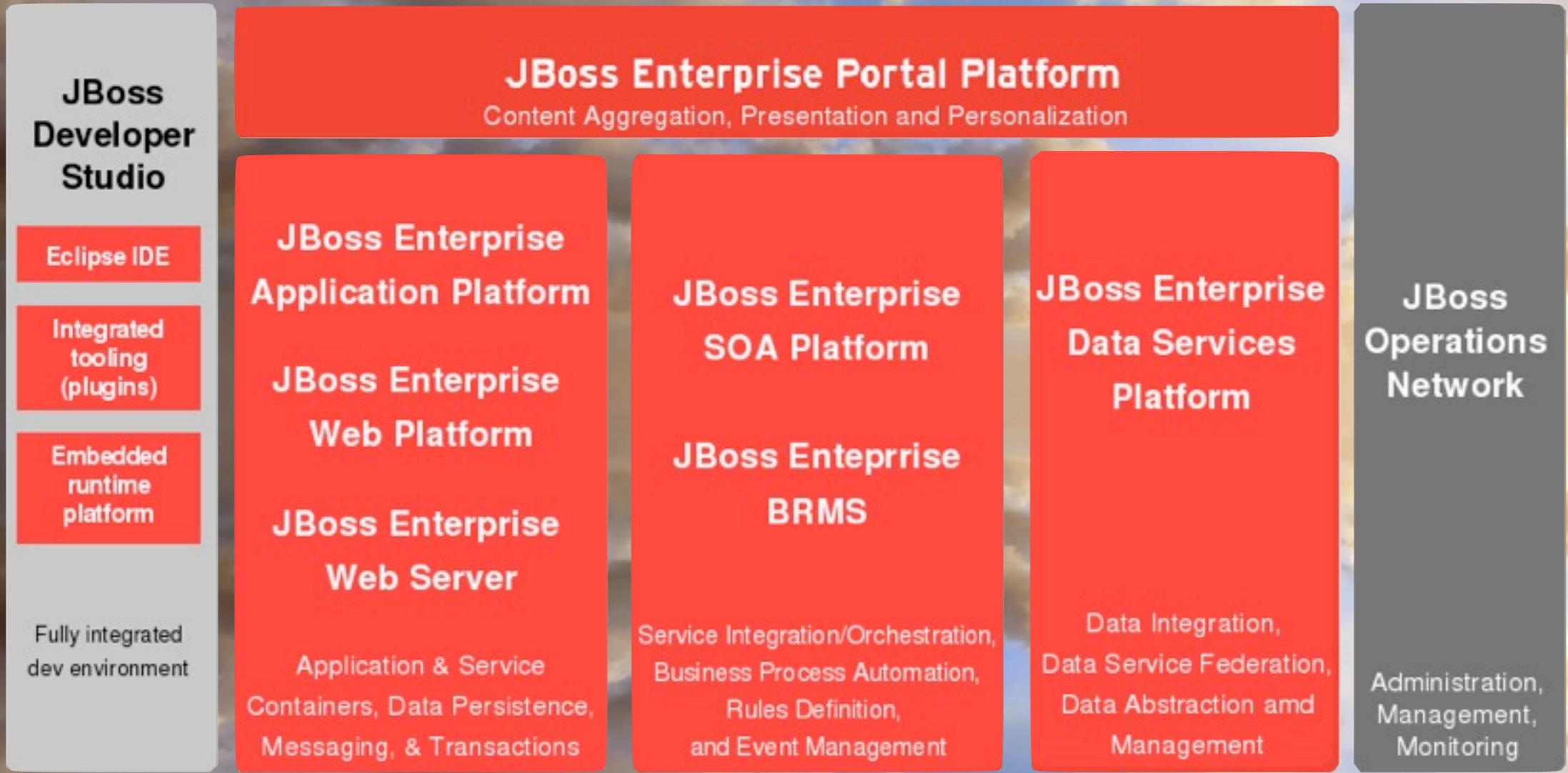
*“We’ve found a high-quality, easily scalable server that can match our business growth, as well as **superior professional service from the expert developers behind the technology.**”*

– Michael McDonald, Director of Technology

JBoss Technical Support	Developer Professional	Developer Enterprise	Production Standard	Production Premium
Hours	M-F 9-9 (North America) M-F 9-5 (Rest of World)	24x7	M-F 9-9 (North America) M-F 9-5 (Rest of World)	24x7
SLA	2 Business Days	4 Business Hours	1 Business Hour (Sev 1)	1 Hour (Sev 1)
Type of Access	Web & Phone	Web & Phone	Web & Phone	Web & Phone

- 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



Web Browser

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



Spread sheet

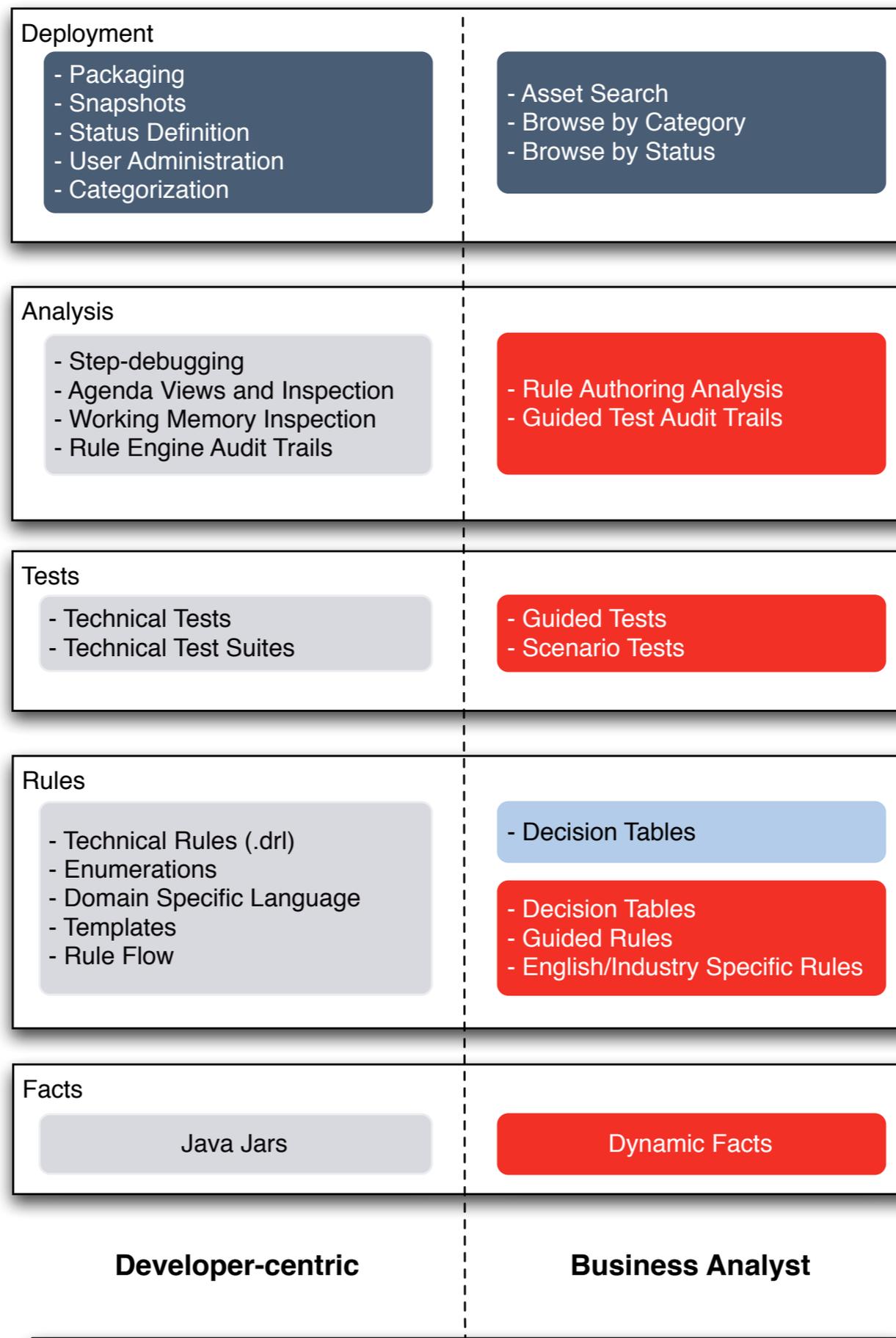
- Spreadsheet Decision Tables



JBoss Developer Studio

- 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



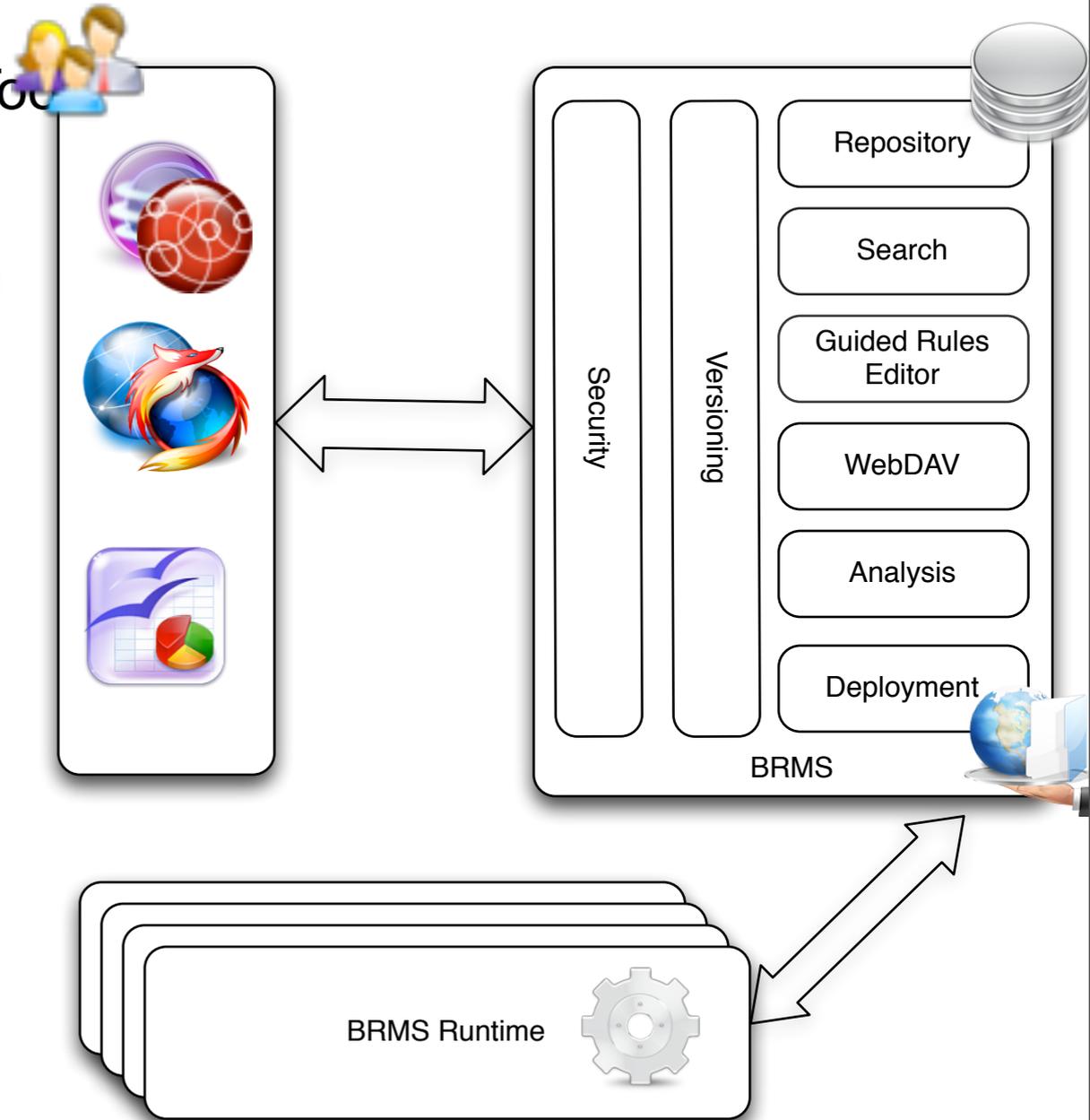


 Web-only Feature	 Modifiable via Developer IDE
 Modifiable via Web Browser or Developer IDE	 Modifiable via Excel/OpenOffice



JBoss Business Rules Management System

- Business Rule Editors
 - Web Based, SpreadSheet Based, Developer Tool
- 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

The image displays the Drools GUI within the JBoss Guvnor IDE. The main window shows a rule editor for a 'SimpleRule' with the following logic:

```

    WHEN
    Driver
    age less than or equal to 18
    THEN
    Reject Policy with explanation : 'Too Young'
  
```

The right-hand pane provides metadata for the rule, including its package, subject, type, and external link. Below this, a 'Scenarios for package: Sensis' section shows a 'Run all scenarios' button and a summary of test results:

Overall result: **FAILURE**
 Results: 90% (1 failures out of 23 expectations)
 Rules covered: 90% (90% of the rules were tested)
 Uncovered rules: Row 3 Advertiser value scoring

The bottom right pane shows a detailed view of the 'Adv scoring sanity test' scenario, listing various test cases with their status and failure counts:

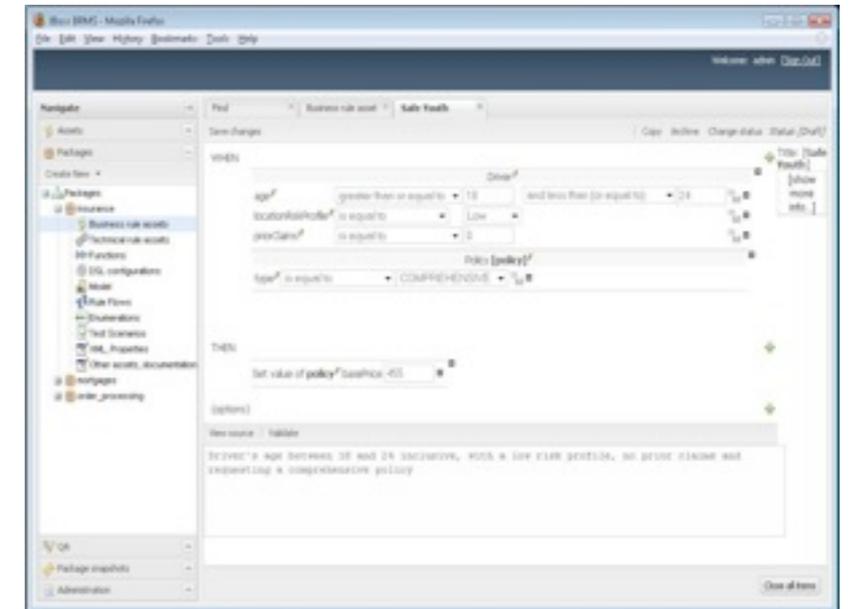
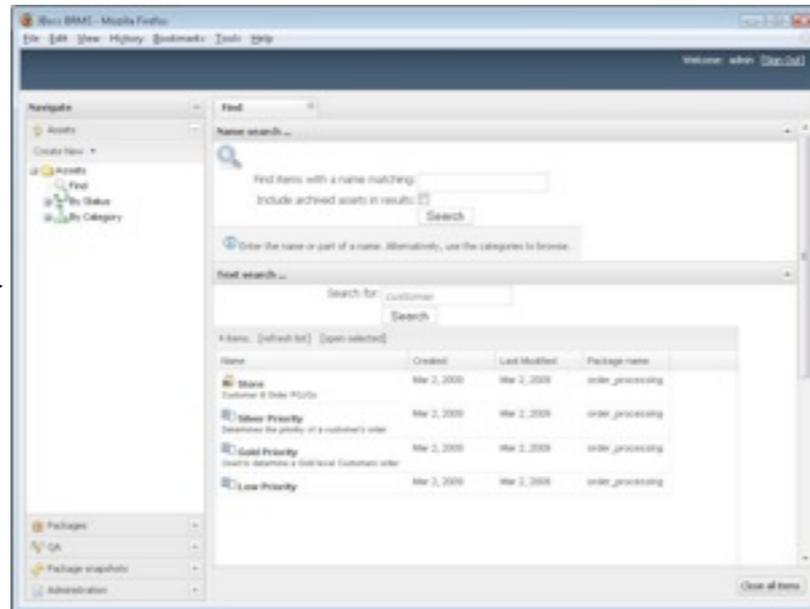
Scenario	Results	Failures	Open
Adv scoring sanity test	90%	1 failures out of 23	Open
Sydney advertiser ratings	100%	0 failures out of 3	Open
Basic assignment validation	100%	0 failures out of 4	Open
Overlapping assignments	100%	0 failures out of 5	Open
Allow email overlap assignments	100%	0 failures out of 5	Open
Consultant self assign authority	100%	0 failures out of 1	Open
GLD self assign	100%	0 failures out of 1	Open
No available consultants	100%	0 failures out of 2	Open

Rules Development Lifecycle

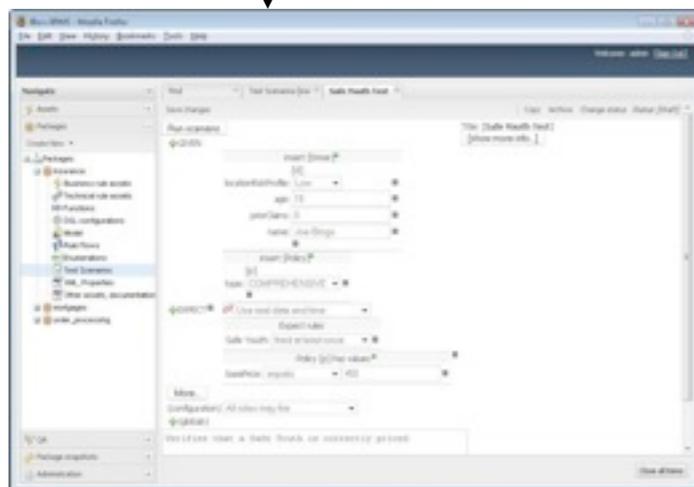


JBoss Developer Studio 2.0
Fact Model
DSL Template

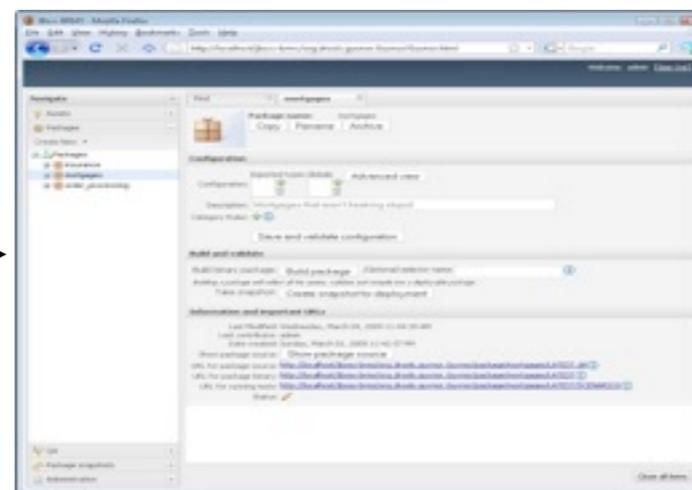
Check-In Artifacts to
Repository



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

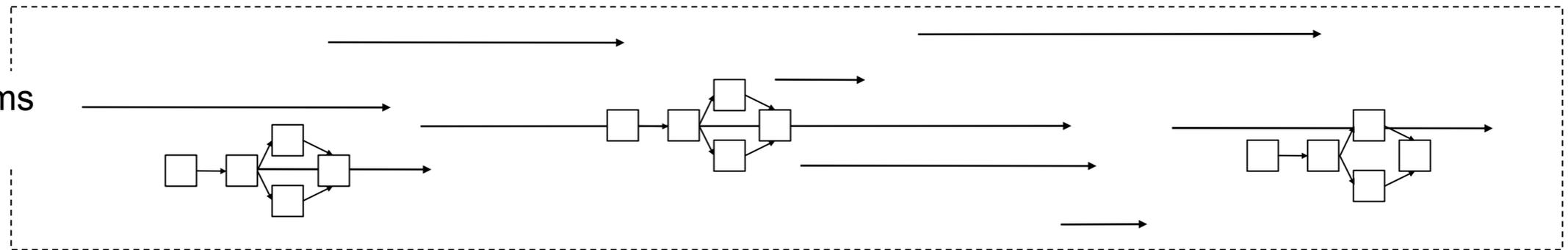
The screenshot displays the Eclipse IDE environment for developing a BRMS application using Drools. The main components visible are:

- Debug Console:** Shows the execution flow of the application, including thread information and method calls.
- Text Editor:** Contains the Drools rule code for `StateExampleUsingSaliency.drl`. The code defines three rules: `Bootstrap`, `"A to B"`, and `"B to C"`, each with specific conditions and actions.
- Rete Tree:** A graphical representation of the rule engine's internal structure, showing nodes and connections.
- Properties:** A table showing the current state of the application, including variables like `b` and `changes`.
- Global Data View:** Indicates that no global data is defined for the current session.
- Audit View:** Provides a detailed log of object assertions, activations, and modifications.
- Agenda View:** Shows the current state of the agenda, including active items and their associated rules.
- Working Memory View:** Displays the current state of the working memory, including objects and their properties.



ESP + CEP via ESB, Rules & JON

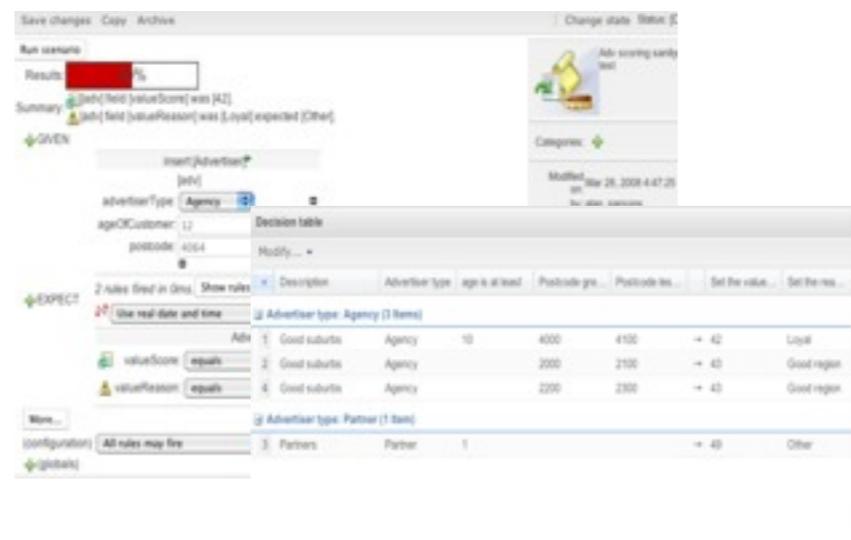
Many Streams
Or Flows



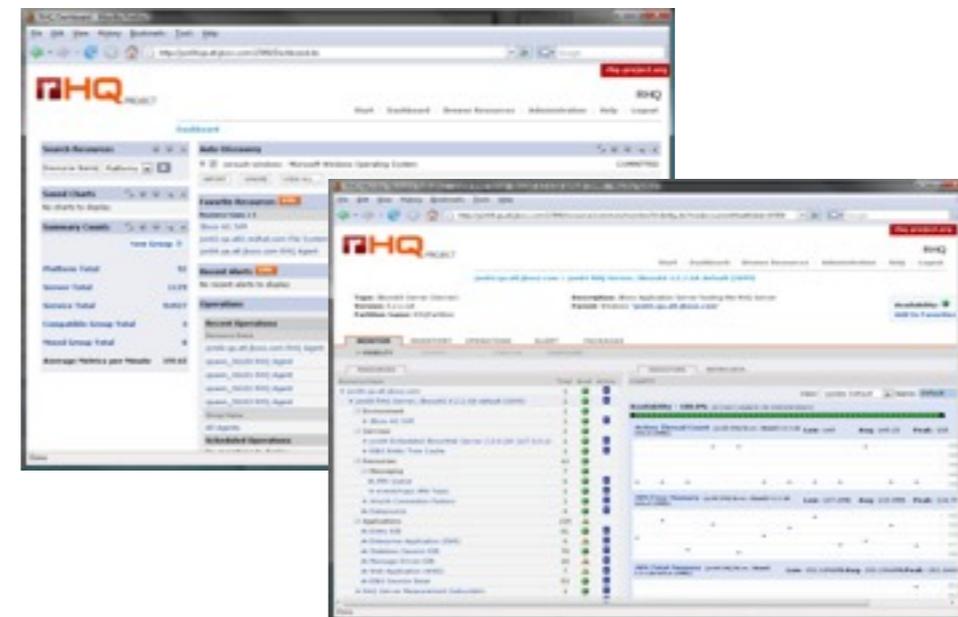
ESB: consumption, capture, transformation, routing, orchestration
Rules: selection, aggregation, correlation, generation and publication



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

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)



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

JBoss Training



- JBoss Application Administration - JB336
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- JBoss Seam Development - JB311

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JBoss Training



- JBoss Application Administration - JB336
 - JBoss Certified Application Administrator (JBCAA)
- JBoss Seam Development - JB311
- JBoss Enterprise Application Development - JB295

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JBoss Training



- JBoss Application Administration - JB336
 - JBoss Certified Application Administrator (JBCAA)
- JBoss Seam Development - JB311
- JBoss Enterprise Application Development - JB295
- Advanced JBoss Enterprise Development - JB325

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

JBoss Training



- JBoss Application Administration - JB336
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- JBoss Enterprise Application Development - JB295
- Advanced JBoss Enterprise Development - JB325
- JBoss Enterprise SOA - JB341

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

JBoss Training



- JBoss Application Administration - JB336
 - JBoss Certified Application Administrator (JBCAA)
- JBoss Seam Development - JB311
- JBoss Enterprise Application Development - JB295
- Advanced JBoss Enterprise Development - JB325
- JBoss Enterprise SOA - JB341
- JBoss Enterprise BRMS - JB455

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

JBoss Training



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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

