

Business Rule Feature	Description	Categories of Benefits			
		Control	Quality	Cost	Flexibility
<b>Modular</b>	Rules allow modular definition of Business Knowledge as fine-grained (Individual Rules) or coarse-grained (Rule Sets)	Crucial	Marginal	Crucial	Crucial
<b>Understandable</b>	A natural-language form of expression for business rules simplifies understanding, review, and sign-off by the business owner	Marginal	Valuable	Marginal	Valuable
<b>Structured</b>	Defining an underlying formal structure for rule statements facilitates machine checking and processing.	Crucial	Valuable	Valuable	Crucial
<b>Integrated</b>	Links to other elements of a comprehensive business model help to make business rules an integral part of information systems.	Crucial	Valuable	Marginal	Valuable
<b>Declarative</b>	Declarative rule statements avoid imposing unnecessary constraints on subsequent implementation.	Valuable	Valuable	Not especially relevant	Crucial
<b>Unambiguous</b>	A set of clear and well-structured rule statements greatly reduces the possibility of ambiguity in the definition of business logic.	Marginal	Valuable	Valuable	Valuable
<b>Support BPR</b>	Separating Rules from presentation, process and data makes business (re)engineering faster and more predictable	Marginal	Not especially relevant	Valuable	Crucial
<b>Explicit Declaration</b>	Forcing business statements to be explicit instead of leaving them implicit contributes to improved system design and operational quality of service.	Crucial	Crucial	Marginal	Marginal
<b>Function Encapsulation</b>	Functional encapsulation enabled by business rules reduces long-term maintenance costs by localizing changes to well defined areas.	Valuable	Valuable	Crucial	Crucial
<b>Rapid adaptation</b>	Rules identify points of flexibility that can be adapted rapidly to meet new conditions, such as changes in legislation.	Not especially relevant	Marginal	Crucial	Crucial

<b>Handling Complexity</b>	Rules provide a systematic way of expressing some of the more complex functionality required of modern information systems, especially the intricate behavior demanded by such new features as customer relationship management.	Valuable	Marginal	Valuable	Marginal	
<b>Tangible Knowledge</b>	Making business knowledge explicit rather than implicit facilitates the process of knowledge management.	Crucial	Valuable	Marginal	Valuable	
<b>Future Enabling</b>	A good rule base provides a platform for future technology developments, such as intelligent agents, that are likely to become increasingly important in a networked business environment.	Marginal	Marginal	Not especially relevant	Crucial	
<b>Business Metrics</b>	Rules can help to define metrics that allow the business to understand the full implications of its business operations. Does it cost too much to implement? Do our constraints limit commercial opportunity too much?	Not especially relevant	Crucial	Marginal	Not especially relevant	
<b>Provide Explanation</b>	Rules can be used as a basis for explaining business decisions. This is useful when it's necessary to demonstrate compliance with regulatory requirements. For example, it be be a requirement that an applicant must be given a reason for rejection of a loan application.	Not especially relevant	Crucial	Not especially relevant	Marginal	
<b>Support Integration</b>	Access to explicit rules can ease the understanding and integration of heterogeneous information systems, such as those of customer and supplier or companies that are attempting to merge.	Marginal	Marginal	Valuable	Valuable	
<b>Support Risk Management</b>	Rules support the organization's risk-management process by clearly stating business rules that can be linked directly to the risks they are meant to address.	Crucial	Valuable	Crucial	Not especially relevant	

<b>Promote Re-Use</b>	This can be at several levels. For example, a large collection of rules could be packaged as a generic description of the logic underlying a particular business area, such as retail banking, requiring only a small amount of customization to be usable by most businesses in that sector.	Valuable	Marginal	Crucial	Valuable	
<b>Force Issues</b>	The process of rule discovery can force issues into the open by insisting on clear definitions of areas that may otherwise be left vague because they're difficult, hot political issues, or have been overlooked.	Valuable	Valuable	Marginal	Not especially relevant	
<b>Benefit Category Definitions</b>						
<b>Control</b>	What we're after here is the ability to give a reasonably confident prediction of the likely extent of the rules element of a business model and a good view of the instruments and levers that we can use to steer a rulecentric exercise to its desired destination.					
<b>Quality</b>	Quality has a multitude of interpretations. The one we should focus on is fitness for purpose. We're looking for features that help us to build information systems that do what they're supposed to do, coupled with ways of measuring that this is indeed the case.					
<b>Cost</b>	We need to be concerned about both short-term costs during development and long-term costs during maintenance. Business rules can help to contain or even reduce the costs of implementing a given level of functionality.					
<b>Flexibility</b>	This is a key area for business rules. We want to open up ways of dealing with externally imposed changes, opportunities for honing our competitive edge, and strategies for reengineering our business to a more effective commercial instrument.					