Abstract: In this talk, we will explore some of the key features that make rules - and decisions in general - more consumable by their target audience, the business user. We will cover the modeling and authoring experience, but also steps that are too often ignored, from authoring to testing to simulation, all the way to actual deployment in production. We will pay special attention to the bottom-up and top-down approaches, especially when it comes to defining the data model that the decisions are written against. Finally, we will open the discussion to potential techniques that can help put the focus again on the user we want to empower: the business analyst.

Keywords: authoring, modeling, design thinking, consumability, user experience

Takeaway: It's not just about a smarter language or a faster engine. Offering a predictable end-to-end experience, with highly consumable features, is key to business acceptance.

Audience: all

Technology: languages, user experience, design thinking, top-down modeling

Bio: With a background in fundamental Computer Science and Artificial Intelligence, Guilhem Molines has been involved with decision technology for more than two decades, both on the field as a consultant and as an architect of the ILOG, then IBM product team behind ODM (Operational Decision Manager). With a special focus on the modeling and authoring experience, Guilhem is always in close contact with users and practitioners and willing to find innovative ways to make the authoring of decisions an easier task for the industry.