

New Release Assessment

# Red Hat JBoss Enterprise BRMS 5.1 Provides Advanced Analytics to Business Users

December 7, 2010



**Charlotte Dunlap**  
**Current Analysis**  
Senior Analyst,  
Application  
Platforms

## Summary

### Product Snapshot

|                        |   |
|------------------------|---|
| <b>Product Name</b>    | Red Hat JBoss Enterprise BRMS 5.1   |
| <b>Product Status</b>  | Update  |
| <b>Product Type</b>    | Software  |
| <b>Licensing Model</b> | Per-user, per-year subscription   |
| <b>New Features</b>    | <ul style="list-style-type: none"><li>• Active decision management: enhanced through a CEP preview</li><li>• Auditability: enhanced through new UI features</li><li>• Open Choice deployment options from full JEE to lightweight implementations</li><li>• Performance improvement</li><li>• Ease-of-use productivity tool improvements, simplified rules services to applications</li></ul> |
| <b>Target Customer</b> | Enterprise customers, particularly development staff and IT administration working in mid- to large-scale companies   |
| <b>Rival Products</b>  | IBM WebSphere ILOG BRMS, FICO Blaze Advisor BRMS, Pegasystems PegaRULES, Oracle Fusion  |

## Current Perspective

Red Hat has been involved in rules engine development for some time now, building and contributing to the popular Java open source rule engine, Drools, for several years. Recently, the company acknowledged that customers are really looking for a complete business rules management system (BRMS) standalone product, including management tools, repository, and analyst authoring tools. Red Hat released its BRMS product last May, but this week's release of Red Hat JBoss Enterprise BRMS 5.1 represents a significant update (considered second-generation by the company). The update includes a standalone BRMS product; a high performance business rules engine to support live queries, timers & calendars, and decision tables; a rich new business rules management user interface based on GWT 2.0 with support for real-time collaboration and new templates and editing techniques; and updated JBoss Developer Studio tools.

One of the most significant changes to the JBoss Enterprise BRMS 5.1 version is that Red Hat is really going after the non-technical business user, representing a strategic change in its target audience. The company is able to do this based on the sophistication of the product's maturing

**Report:****Red Hat JBoss  
Enterprise BRMS 5.1  
Provides  
Advanced Analytics  
to Business Users**

Application Platforms

rules engine, which makes it easy to use rules development, management, and repository tools. Business users can utilize these tools to manage business rules and policies, and they are able to make active decisions around business opportunities or possible threats.

Red Hat's newest version of BRMS marks a significant competitive threat to IBM, FICO, and Oracle, because it emphasizes ease of use, simplified rules, SOA and cloud deployment, performance enhancements, and a pricing structure showing it can be significantly more affordable than competing BRMS products. This version also includes a preview of complex event processing (CEP) capabilities which will be followed by widespread support by early next year. The tool's advanced decision management analytics will attract customers looking to improve revenue streams by implementing rules management tools that automatically recognize events that trigger up-sell opportunities, for example. Due to this, Red Hat is better positioned not only to compete with the comprehensive SOA offerings from leading application platform providers, but also to demonstrate critical differentiators, including its open source option, lower TCO, ease of use, and a mature rules engine.

**Evaluation Criteria****Services/Support: Competitive**

Red Hat has made important strides in the area of service and support of its products, especially since its acquisition of Amentra in 2008, which has helped the company expand into the world's four major regions. Amentra and its systems integrators (SIs) provide design, implementation, and development services as well as BRMS workshops around this product. Other business partners that support this product include HP, Accenture, and EDS, as well as regional partners.

**Packaging/Pricing: Threatening**

Red Hat JBoss BRMS 5.1 is available through an annual subscription service. The company has changed its pricing structure around BRMS from a CPU-based model to a core-based one; previously offering the product under four and 32 CPUs, Red Hat now offers it under 16-core and 64-core subscriptions (including standard and premium versions of each). The move will better serve those customers using rules services in virtualized or cloud environments, because the core is easier to measure in these environments. Furthermore, since IBM and Oracle also sell through the core-based model, it will be easier for customers to compare Red Hat's BRMS offering against competitors.

**Go-to-Market Strategy: Threatening**

Red Hat is better able to compete against full-suite SOA providers since it began offering its BRMS product last year. This year's second-generation upgrades include sophisticated analytics and active decision management capabilities that will appeal to business users. The company's go-to-market strategy is about helping business users respond to change more rapidly and understand the IT infrastructure to implement rules properly. Its messaging includes superior performance and lower pricing when stacked up against competing products, including IBM WebSphere ILOG BRMS and FICO Blaze. As an open source provider, the company is also emphasizing its Open Choice strategy, which lets users run the BRMS product on JBoss EAP or other supported platforms.

**Product Maturity: Threatening**

At the core of Red Hat's BRMS product is Drools, a leading Java open source project with which

**Report:****Red Hat JBoss  
Enterprise BRMS 5.1  
Provides  
Advanced Analytics  
to Business Users**

Application Platforms

Red Hat has been working since 1999. Red Hat is on its fifth generation with its rules engine, and it has received the benefit of major community input, especially in the area of product performance. Red Hat considers its Web-based BRMS 5.0 release of last year its first-generation product aimed at application developers, and its 5.1 product is considered its second generation aimed at business users and developers.

**Market Presence: Threatening**

Over the past year, Red Hat has increased its market presence in the BRMS arena, finding the most significant opportunity and penetration in the insurance (premiums and policies), financial institutions (trading and live pricing), and government (providing regulations checks and fraud checks) industries. The company has also positioned its new BRMS product as a complement to the Red Hat Enterprise Messaging product, where customers are able to lay rules on top of their messaging infrastructure. This enables the company to enhance its core platforms through intelligent messaging, which includes sophisticated capabilities such as CEP.