

G2 ReTHINK

G2 ReTHINK FOR RULE-DRIVEN BUSINESS PROCESS MANAGEMENT

Instead of taking hours or days, the pace of business data, such as for orders, payables, invoices, claims, inventories, and shipments is now instantaneous. With this blink-of-an-eye pace comes far greater complexity. Organizations are being challenged to design and operate their business processes at new levels of agility and performance. Traditional business process management tools too often fall short.

Gensym's G2 ReThink software manages the increasing speed and complexity of business processing through rule-driven and graphical modeling, simulation, analysis, and automation.

GET ANSWERS TO CHALLENGING QUESTIONS

G2 ReThink quickly answers questions such as:

- Where are the bottlenecks in my business and how can I redesign flows, policies, and practices to eliminate them?
- How can I ensure my business processes are agile enough to handle varying demand and resource levels in the future?
- What resources will we need to meet required service levels for new business?

THE G2 ReTHINK DIFFERENCE

Unlike traditional business process management tools, G2 ReThink combines modeling, simulation, and rules to support the entire business process management lifecycle from analysis, to design, to development, to online deployment for automation of decisions, to continuous adaptation and improvement.

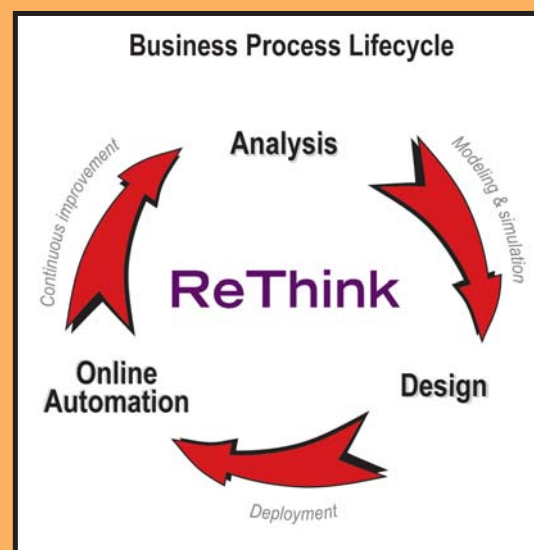
As a business process modeler, G2 ReThink enables users to readily model a business as it runs today. Users define key performance metrics and apply simulation to determine how business operations measure up against those metrics. With simulation, users analyze the performance of business alternatives.



BUSINESS BENEFITS

G2 ReThink enables greater business agility and performance by:

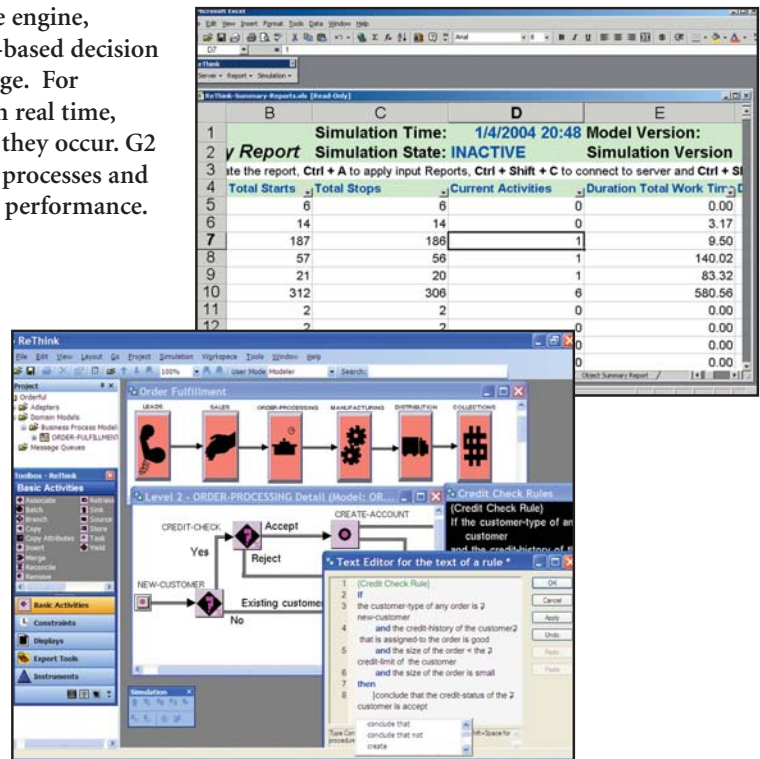
- *Increase agility* – through immediately adaptable business process flows and rule logic for policies and practices.
- *Boost performance* – through simulation for what-if analysis and design of flows, policies, and practices.
- *Sustain performance* – through automation of decision making via on-line deployment of business models and rules.
- *Cut project risks* – through an intuitive, graphical, and highly productive environment that embraces the entire business process management lifecycle from conception to deployment.



Because it is built upon Gensym's leading G2 real-time rule engine, G2 ReThink readily represents and simulates complex rule-based decision logic within process flows using an intuitive natural language. For deployment, G2 ReThink can monitor business processes in real time, alerting operations staff to potential problems before or as they occur. G2 ReThink is ready to automate online execution of business processes and rule-driven decisions to deliver greater business agility and performance.

G2 ReThink advantages as a complete rule-driven business process management environment include:

- *Intuitive modeling* – highly interactive and graphical modeling of flows facilitates involvement by all stakeholders and shortens time-to-completion of projects.
- *Natural language rules* – enables business analysts to understand, edit, and maintain decision logic for policies and practices.
- *Realistic simulation* – captures dynamics of operations for realistic analysis of alternative designs and validation of rule logic.
- *Immediate updates* – no stopping for compilation, even when deployed, enables high levels of agility and real time execution.
- *Team analysis* – Shareable graphical clients with full, concurrent interactive access to all capabilities in combination with readily exportable reports unlocks the power of team analysis and decision making.
- *Ready for deployment* – Proven, highly reliable, robust, and high-performance G2 engine is ready for online, real-time automation in the most demanding environments and provides adapters to enterprise systems and support for IT standards including those for Windows, Java, messaging, and Web services.



ABOUT GENSYM

Gensym Corporation is a leading provider of rule engine software and services for mission-critical solutions that automate decisions in real time. Gensym's flagship G2 software applies real-time rule technology for decisions that optimize operations and that detect, diagnose, and resolve costly problems. With G2, the world's largest organizations in manufacturing, utilities, communications, transportation, aerospace, finance and government maximize the agility of their business and achieve greater levels of performance.

Major users include ABB, Alcan, BP, Dow Chemical, DuPont, El Paso Energy, Eli Lilly, Ericsson, ExxonMobil, Ford, Hitachi, HP, JEA, Lafarge, Motorola, Nokia, Panama Canal, Siemens, Tokyo Electric and Power, Toyota, the U.S. government and many others.

Gensym and its numerous partners deliver a range of services throughout the world, including training, software support, application consulting, and complete solutions.

For more information, visit Gensym at www.gensym.com, or call 1-800-896-3030 (U.S. and Canada) or +1-781-265-7100 (worldwide).