

What is an SBVR Business Vocabulary?

- What is “Semantics of Business Vocabulary & Business Rules”?
 - a new OMG specification for business vocabulary and policy tools used by business people
 - to support their business governance, communications, and knowledge management activities
- Who creates and manages a Business Vocabulary?
 - Business people within the business community that owns the vocabulary with one person serving as the Business Vocabulary Champion
- How does a Business Vocabulary relate to Business Policy and Business Rules governing business actions?
 - The entries in the Business Vocabulary provide 90% of the meaning of a business policy or rule statement.
 - How the entries are put together with ‘rule words’ provides the last 10%

What Could my Organization Use an SBVR-based Business Vocabulary for?

- What business governance (“how we’ve decided to run our organization”) & regulatory compliance documentation does my organization create?
 - How close is it to the requirement that it be ‘not easily misinterpreted’?
- How important is Globalization/Localization in our product/service documentation, websites and software applications?
 - How much do you spend on translation?
 - Do our translators already use term-bases?
- How big a problem is finding information in unstructured text documents in our organization?
 - How much time do we spend looking for such information?
- How important is it for our organization to be flexible in the marketplace?
 - How much are we constrained because our computer systems won’t let us change our business policies quickly enough?

How Do I Convince Business Managers of the Benefits They Would Gain?

- Who are our decision-makers for the cost and quality of our:
 - governance (“how we’ve decided to run our organization”) and regulatory compliance?
 - globalization/localization?
 - taxonomies & browse trees for document browse and search?
 - quick response to the marketplace, especially lost opportunity costs
- What are our current business drivers in these areas?
- How can we quantify the benefits of using a Business Vocabulary to improve these business activities?