

February 2009

### Idiom leads its competitors with Business Rules for BBQs

Idiom Ltd, a New Zealand based vendor of business rules software, exhibited at the International Business Rules Forum recently held at Orlando, Florida. Idiom was invited to speak as part of the new 'Enterprise Decision Management Summit' on the subject "Next generation Decisioning Methodology". But Idiom knew that it would take more than an interesting and insightful presentation to attract the discerning North American audience to its Exhibition booth.

For this Idiom needed something catchy, visibly attractive, and a real conversation starter. The iconic, genuinely NZ made tomato sauce bottle was it. All Idiom needed was to connect it to the Business Rules topic with the catchy slogan - "Idiom - business rules for BBQs".



Idiom founder Mark Norton, said "Our target was to have one of our tomato sauce bottles on every competitor stand at the exhibition. We nearly did it too, with virtually every stand sporting an Idiom branded, NZ made sauce bottle in public view. It was pretty clear that this small piece of NZ was the outstanding giveaway at the conference. And it helped our sales efforts because it usually required a conversation starting translation of 'tomato sauce' to 'ketchup' for the US audience".



With the highly visible tomato sauce bottle ensuring that even Idiom's competitors were lining up to take one, Idiom was able to attract a high volume of attendance, keeping all three representatives busy at the booth.

Idiom's presentation also received an above average review. Most people who visited the stall made positive comments about both Idiom's message and its product. According to Mark Norton, "We were particularly encouraged by the appearance of senior analysts from both Gartner and Forrester requesting formal product briefings of the Idiom product suite".

The Idiom icon is usually partnered with the slogan 'Business Rules for Business People'. This is a reference to Idiom's refrain that automation of decision making is the business person's natural interpretation of 'business rules', and that the technology inclined competitors who tout inference engines and other complex technologies are not really focused on the business audience.



But with the success of the tomato sauce icon, will it be long before the "Business Rules for BBQs" slogan appears alongside the Idiom logo?

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