



This PDF is generated from authoritative online content, and is provided for convenience only. This PDF cannot be used for legal purposes. For authoritative understanding of what is and is not supported, always use the online content. To copy code samples, always use the online content.

# Developer's Guide

Create Business Information

# Create Business Information



**Purpose:** To describe the steps for the implementation of your Genesys Web Engagement model.

## Contents

- **1 Create Business Information**
  - 1.1 Choose a Genesys Web Engagement Model
  - 1.2 Define Business Information
  - 1.3 Next Steps

## Choose a Genesys Web Engagement Model

Genesys Web Engagement is delivered with predefined rules templates, DSL script, and routing logic that enable you to implement two web engagement models:

- **Simple model:** This model implements web engagement with minimal effort. In a few clicks, you can set up categories which define business information related to your web pages, for instance, a string to parse in the URL to generate an actionable event. Then, you create a set of rules based on categorized events, to process web engagement.



*Choose this model for a quick start with Genesys Web Engagement.*

- **Advanced model:** This model requires the development of DSL scripts to customize at the business event level. Then, you create a set of rules which define conditions, based on events internal (business) information, to process web engagement.



*Choose this model if you need a customized event flow.*

- For detailed information about the implementation of the Web Engagement models, read [Genesys Web Engagement Models](#).
- For detailed information about the application development process, read [Application Development](#).

## Define Business Information

Once you have chosen your web engagement model, you must create your specific business information:

Model	Task	Additional details
Simple Model	Creating Categories with Genesys Administrator Extension	You can delay this step and create categories once the servers are started. At runtime, Genesys Web Engagement Frontend Server checks the categories each time it receives a request from a browser.
Advanced Model	Creating Business Events	You must write your DSL business events before you build and deploy, or you must restart the servers if you decide to extend your business events later.

## Next Steps

 [Publish the CEP Rules Template](#)