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# Developer's Guide

Creating Business Information

12/18/2025

# Creating Business Information

You must create business information for your application following either the Simple Engagement Model, the Advanced Engagement Model, or a combination of both.

- The **Simple Engagement Model** derives categories from the content of the System events. With this model, you do not need to create Business events; instead, you create rules and category information based on the available out-of-the-box system events.
- The **Advanced Engagement Model** uses Business events defined in the Browser Tier Domain Specific Language (DSL) to create event-related rules. Once the business event is generated by the DSL, all the event attributes are available for complex event processing and for use by the SCXML strategies.