Title of the Invention: **Selectively triggering execution of services in a computing environment**

Abstract Title: **Selectively triggering execution of services in a computing environment**

Rule-based triggering of execution of services is provided. An advisor program identifies an application attribute(s) about which data is to be obtained, based on the presence of the application attribute(s) in one or more logical expressions of one or more rules. The one or more rules are developed and managed separate from the program code of the application and use at least one identifier employed by the application in identifying application attributes. Data about the application attribute(s), for instance user behavior with respect to the application attribute(s), is obtained, and the logical expression(s) of the rule(s) are evaluated based on the obtained data to determine whether to trigger execution of one or more services specified in the rule(s).