CLAIMS:

1. A monitoring apparatus, comprising:

one or more communications interfaces configured to receive an input data stream of electronic data messages including transaction data and reference data, and a set of parameters associated with the computer-executable, control logic rules;

one or more event data processors, coupled to the one or more communications interfaces, configured to process the received input data stream of electronic data messages using a first version of the computer-executable, control logic rules and the set of parameters to calculate a first electronic monitoring status data message; and

an electronic data message memory coupled to the one or more event data processors,

wherein the one or more event data processors are further configured to:

receive injected dynamically-modified computer-executable, control logic rules to implement and execute computer-executable, control logic rules that are dynamically-modified and different from the first version of the computer-executable control logic, wherein the injected dynamically-modified computer-executable, control logic rules are modifiable in real time and modify the first version of the computer-executable, control logic rules without having to provide a new version of the computer-executable, control logic rules in the monitoring apparatus;

generate a second electronic monitoring data message based on the dynamically-modified computer-executed, control logic rules;

store the second electronic monitoring data message in the electronic data message memory; and

output the second electronic monitoring data message for display on a graphical user interface display that shows an electronic visualization of monitored information obtained from the second electronic monitoring data message as a monitor dashboard.

2. The monitoring apparatus of claim 1,

wherein the monitoring data message relates to an entity being monitored, and

wherein the reference data corresponds to static data associated with the monitored entity as compared to the set of parameters

3. The monitoring apparatus of claim 1, wherein the one or more event data processors are configured to select the computer-executable, control logic rules for execution based on one or both of the reference data or the set of parameters.

4. The monitoring apparatus of claim 1, wherein the set of parameters includes limits for the computer-executable, control logic rules.

5. The monitoring apparatus of claim 1, wherein the dynamically-modified computer-executable, control logic rules are based on a domain-specific language (DSL) and includes DSL-based rules.

6. A non-transitory computer-readable storage medium storing computer-readable code for monitoring which, when executed by a computer having one or more event data processors, performs functionality comprising:

receiving an input data stream of electronic data messages including transaction data and reference data and a set of parameters associated with computer-executable, control logic rules;

processing the received input data stream of electronic data messages using a first version of the computer-executable, control logic rules and the set of parameters to calculate a first electronic monitoring data message;

receiving injected dynamically-modified computer-executable, control logic rules to implement and execute computer-executable, control logic rules that are dynamically-modified and different from the first version of the computer-executable control logic rules, wherein the injected dynamically-modified computer-executable, control logic

rules are modifiable in real time and modify the first version of the computer-executable, control logic rules without having to provide a new version of the computer-executable, control logic rules in the monitoring apparatus;

generating a second electronic monitoring data message based on the dynamically-modified computer-executable, control logic rules;

storing the second electronic monitoring data message; and

outputting the second electronic monitoring data message for display on a graphical user interface display that shows an electronic visualization of monitored information obtained from the second electronic monitoring data message as a monitor dashboard.

7. A method for monitoring, comprising:

receiving, via a communications interface, an input data stream of electronic data messages including transaction data and reference data, computer control logic, and a set of parameters associated with computer-executable, control logic rules;

processing, by the one or more data event processors, the injected computer-executable, control logic rules and the received input data stream of electronic data messages using a first version of the computer-executable control logic rules and the set of parameters to calculate a first electronic monitoring data message;

receiving injected dynamically-modified computer-executable, control logic rules to implement and execute computer-executable, control logic rules that are dynamically-modified and different from the first version of the computer-executable control logic rules, wherein the injected dynamically-modified computer-executable, control logic rules are modifiable in real time and modify the first version of the computer-executable, control logic rules without having to provide a new version of the computer-executable, control logic rules in the monitoring apparatus;

generating, by the one or more data event processors, a second electronic monitoring data message based on the dynamically-modified computer-executable, control logic rules;

storing the second electronic monitoring data message; and

outputting the second electronic monitoring data message for display on a graphical user interface display that shows an electronic visualization of monitored information obtained from the second electronic monitoring data message as monitor dashboard.

8. The method of claim 7,

wherein the monitoring data message relates to an entity being monitored, and

wherein the reference data corresponds to static data associated with the monitored entity as compared to the set of parameters.

9. The method of claim 7, further comprising selecting the computer-executable, control logic rules for execution based on one or both of the reference data or the set of parameters.

10. The method of claim 7, wherein the set of parameters includes limits for the computer-executable, control logic rules.

11. The method of claim 7, wherein the dynamically-modified computer control logic is based on a domain-specific language (DSL) and includes DSL-based rules.