

XM Satellite improves customer satisfaction and operational excellence while lowering costs with Vitria BusinessWare

XM Satellite Radio Inc. is an emerging force in broadcasting, Its leading-edge products are sold in large national retail outlets to a rapidly growing customer base. It is a publicly traded company.

The accompanying interview was given by Mr. Jeff Beusse, Sr. Director of IT/Customer Support Applications at XM Satellite Radio to analysts at Gartner. In this interview, Mr. Beusse starts by talking about the challenges facing XM Satellite and how Vitria helped him address them. He then describes his future plans and challenges and finally he describes why he chose Vitria to be his partner in addressing these challenges. Here is a short description (in his own words) of the problems that Mr. Beusse was facing and how Vitria helped him address those.

Vitria's solution helped address three main challenges under the overarching goal of applying process integration technology to achieve business objectives. Our specific requirements were to build applications integrating two different systems: a CRM system for customer data management and a separate billing application to track financial transactions. We needed a product that would integrate with both these applications and provide the ability to handle all billing on one hand as well as integrate with the conditional-access satellite system for turning XM radios on and off. Vitria's products helped us achieve that goal. We chose BusinessWare because this was the only product in the market built with a process-based approach to modeling and integration between various applications. Rest of the products that were evaluated used message-based approach to modeling and integration.

The Vitria solution helped provide an integration backbone to run disparate applications crucial to the business success of XM Radio. These include applications which as disparate and decoupled as those handle billing processes versus those responsible for provisioning satellite channels and turning on and off satellite radios.

Mr. Beusse further says: "One of the key reasons XM Radio chose to use Vitria solution to implement their business requirements was the top notch support throughout the product evaluation and implementation phases. Vitria provided access to the most appropriate technical resources as the situation demanded."

The interview has been split into three parts:

Part 1: In this, Mr Beusse, describes the challenges facing XM Satellite and how Vitria BusinessWare helped address them

Part 2: In this, he describes his future challenges and goals

Part 3: Finally, he discusses why XM Satellite chose Vitria's solutions to address their business needs.