Product Spotlight
Vitria M$_3$O

ebizQ Summary

Running a successful company today often requires an IT strategy that can harness two diametrically opposed forces in a way that creates value and empowers the business to grow. For example, how can IT solutions provide strategic control while enabling operational flexibility? Or how can an IT organization create a dynamic yet reliable environment? Or how can different technologies and perspectives be integrated so that individuals can work together and collaborate?

Answering those questions correctly enables business agility. And that's where Vitria's new product, M$_3$O, comes in. M$_3$O is the convergence of business process management, event processing, and Web 2.0 into a solution that empowers business analysts, managers and policy makers. M$_3$O allows organizations to model, manage, monitor and optimize business processes using a collaborative approach between business and IT. The product's BPM and modeling foundation brings a process focus to the solution, while its Web 2.0 functionality enables a rich user experience with advanced visualization and collaboration support. Finally, M$_3$O 's event processing capabilities support a more dynamic, adaptable and responsive enterprise.

M$_3$O is a model-driven solution—the model is the application. The product automatically tailors modeling environments and displays based on a user's role, and all models, data, rules and information are stored in a common repository.

An important architectural underpinning of M$_3$O is its Web 2.0 interface and modeling tools. Process modeling is supported by a highly collaborative environment which allows business and IT to work on the same models simul-

VITRIA®

Product:	M$_3$O
Type of Product:	BPM Suite, Monitoring, Event Processing
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Founded:	1994
Ownership:	Private
Total Employees:	200
Number of Customers:	200+

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taneously using the same tools. The Web 2.0 influence is also highly evident in M_3O's advanced visualization and team messaging capabilities.

Another important focus of M_3O is bringing event processing into the mainstream. If you look around, it's easy to see why event processing and exception management solutions are increasingly critical components of an IT infrastructure. From airlines managing their responses to weather or mechanical-related events, to business policy exceptions in order management software, businesses (and IT solutions) need to deal effectively and efficiently with unanticipated events. As a result, business applications and processes need to be event-driven—a term that's too often associated with technologies such as messaging or the complex event processing systems used for algorithmic trading on Wall Street.

Vitria's goal is to bring event processing mainstream and make it accessible to business users through M_3O's policy-based event management functionality.

Product Description

M_3O is a combination of Web 2.0, BPM, and event processing technologies which enable a rich user experience, tighter collaboration between business and IT, advanced real-time Business Activity Monitoring (BAM), and the management of business events by business managers.

From a product perspective, there are four base components in M_3O: BPM, workflow, event management, and monitoring. In addition, customers will be able to extend the functionality by adding M_3O bundles Exception Manager and Operations Book, which contains advanced BAM. M_3O can be deployed either on a single server or in a highly distributed manner across a wide geographic area. Let's take a closer look at each component:

BPM. M_3O helps eliminate the business/IT gap by providing advanced modeling and collaboration capabilities that help everyone from process owners to software engineers collaborate on the design, development, and optimization of business process models. M_3O's models are linked together in a logically unified repository, so that when documents or definitions change, the associated processes can automatically change without affecting the user's view. Using M_3O's Web 2.0-style user interface, models are rendered based on role—so business analysts see the model layers that are appropriate for them (abstractions of IT resources), while IT analysts will have a different view. M_3O supports the BPMN standard. Because M_3O is an engine as well as a design-time modeler, these BPMN models will also execute.

Workflow. Orchestrating human interactions and work through a business process is crucial to end-to-end process management. With M_3O, users model workflows by dragging a BPMN workflow activity state onto the modeling palette and specifying the details of the human interaction. . For more advanced workflow user interfaces, M_3O provides a form builder. To manage the complex work that accompanies these processes, M_3O provides policy-based task assignment based on roles, skills, workload and other attributes, and rules-based validation of data entry.

Event Management. M₃O's event management capability makes the management of events accessible to business analysts by abstracting away a lot of the technical implementation details. At the basic level, event management does three things: first, it sources events and exceptions from a company's existing application, data, process, and messaging infrastructure; second, and what makes it unique and accessible to analysts, is that it applies configurable policies in business language against the events to determine the correct resolution path or paths; and, third, it fires off the right model to provide for either guided or automatic resolution of the event.

Monitoring. Organizations continue to struggle with the need to extract process intelligence from high volume, disparate sources of information that include historical repositories as well as real-time event streams. M₃O's advanced monitoring and BAM capabilities are accessible through Web 2.0-type visual interfaces that are designed to make it possible for business users to easily analyze and turn real-time and historical data and events into process intelligence. In addition, M₃O provides an easy system for organizing process metrics and governance information through the use of "pages" of metrics or KPIs that can be easily aggregated into "chapters" or registered as complete "books."

Repository. Orchestrating human interactions and work through a business process is crucial to end-to-end process management. With M₃O, users model workflows by dragging a BPMN workflow activity state onto the modeling palette and specifying the details of the human interaction. . For more advanced workflow user interfaces, M₃O provides a form builder. To manage the complex work that accompanies these processes, M₃O provides policy-based task assignment based on roles, skills, workload and other attributes, and rules-based validation of data entry.

Interoperability. At the foundation of M₃O is a complete set of interoperability capabilities, including connectivity, messaging and transport, Web services, a bundled J2EE application server, and transformation.

Pricing

The pricing model for M₃O is server-based, based on the number of cores. Small configurations start at an average of $60,000-$70,000 while average ones are estimated to run from $100,000 to $200,000, depending on which components are selected. The available products include M₃O BPM, Exception Manager, Operations Book and Enterprise Service Bus.

Competitive Landscape

From a business process management perspective, key competitors for M₃O include enterprise-capable BPMS vendors that provide BPM solutions with a broad breadth of functionality, such as IBM, BEA, and Software AG. However, in M₃O, Vitria is really combining technologies (Web 2.0, Event Processing and BPM) in unique way that sets them apart from current BPMS solutions.

Distribution Channels

Vitria has a direct sales model in North America, Latin America, Europe, and most of Asia. Where it does not have a direct presence, Vitria uses a close partner-based model.

Industry Focus/Major Customers

Major industry focuses for Vitria's M$_3$O include: telecommunications, financial services and insurance, government and healthcare. However, ebizQ estimates approximately 1/3 of M$_3$O sales will come from other markets.

Key Customers:

- » AT&T
- » British Petroleum
- » Department of Veterans Affairs
- » Deutsche Bank
- » Federal Express
- » Lincoln Financial Group
- » Hatrford Insurance

Partner Strategy

Vitria has a strong partner network, including technology and go-to-market partners such as Red Hat. In addition, M$_3$O is platform agnostic and supports BEA and IBM platforms. Service partners include BearingPoint, and CapGemini.

Usage Scenarios

Exception handling. M$_3$O can reduce operational costs by using its event capabilities to manage exceptions more efficiently at a lower cost.

Event Management. M$_3$O provides real time alerts and process management for fast response to unanticipated events, such as weather, or equipment failures. The product has a complete infrastructure from foundational services to event processing support. It is a one-stop-shop for customers' current and future needs.

Policy-Based Management. M$_3$O tracks whole event life cycle and implements policies that can be defined by business analysts. It also provides monitoring information as a set of metrics that can easily be displayed in different types of views on a dashboard.

SDLC Collaboration. Because of its Web 2.0 environment, collaboration capabilities, and the fact that the model is the application, M3O can be used to streamline interactions between business and IT during the software development lifecycle.

Order Management. Overall order processing including provisioning and product-based adjustments in specific processing steps

Workflow Orchestration. Integration of complex workgroup interactions and manual tasks within the process lifecycle.

Supported platforms

M₃0 is platform agnostic, supporting multiple ESB and application servers, including ones from IBM, BEA, and RedHat.

Conclusion

Vitria's M₃O is a significant step forward in next generation business process management solutions. M₃O's unique combination of rich Web 2.0 interface, standards-based process management capabilities, an integrated repository designed for role-based collaboration, and business-oriented event processing and business rules management provide a scalable, dynamic and agile environment for powerful business and IT solutions.

M₃O is well suited to medium-to-large organizations that need to balance control with agility. Its event-based BPM capabilities enable both sophisticated process control and greater flexibility for handling the wide range of events and exceptions facing companies. As a result, the solution is particularly well suited for organizations (such as telecommunications and financial services companies) that have strong need for exception management and automated resolution.

The extremely slick and easy to use Web 2.0 interface (think iPhone meets dashboards and BPMN) puts a great deal of power into the hands of knowledge workers. The advanced visualization capabilities enable knowledge workers to link information and create new views or dashboards faster than they could explain to IT what it is they want. This will ultimately enable new innovation in the organization.