

Vitria Brings the Power of Web 2.0 to BPM Enabling Business Analysts to Directly Model, Manage and Execute Their Business Processes

Vitria M₃O - Makes True Collaboration with IT a Reality

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Press Contacts:

Mark Roth

Vitria Technology

(973) 218-2624

mroth@vitria.com

Sunnyvale, Calif. – February 5, 2008 -- Vitria Technology, Inc., a leading provider of BPM solutions, today announced the industry's first Web 2.0 BPM suite that empowers business users to directly model, manage, monitor and optimize their business processes – Vitria's M₃O. Business analysts can now model and execute business processes in a rich web-based environment in direct collaboration with their IT counterparts, significantly reducing the development cycle, saving companies millions of dollars and enabling a truly agile enterprise.

Until now, the modeling and collaboration capabilities of BPM solutions were constrained by a technological gap that kept business analysts and IT professionals separated. Converging BPM, Web 2.0 and Event Processing has enabled M₃O to bridge that gap. The product empowers the business analysts to play a key role in building and managing their own process models without having to spend days or weeks with IT to construct and finally complete a process. With this enabling technology, both business and IT can be more agile and responsive to changes in the business, reducing implementation times for mission-critical processes from weeks to days.

Vitria is also introducing M₃O's Exception Manager which utilizes all of M₃O's capabilities to automatically resolve process exceptions across the enterprise. Exception Manager is built on three generations of product knowledge in exception management and leverages the benefits of business-level modeling, policy-driven automated resolution, and standards-based technologies in a high performance, enterprise-class solution.

"Vitria has brought together the ability to model, manage and monitor business processes in an extremely slick and easy to use Web 2.0 interface – think iPhone meets dashboards," said Beth Gold-Bernstein, Chair of the EBizQ "In Action" Conference Series. "The visualization capabilities provide a true synergy, enabling knowledge workers to (*model and*) link information and create new views or dashboards more easily than trying to explain to IT what it is they want. In fact after using M₃O the knowledge workers will be the ones to unleash the true synergy of BPM, Web 2.0 and event processing in the enterprise." M₃O's rich Web-based user experience, event-driven process management capabilities, and unified modeling and runtime environment provide a platform for growth and agility that would otherwise be unattainable to businesses today.

"As the originator of BPM, Vitria has always seen the value of collaboration within the development of business processes," said Dr. JoMei Chang, CEO, Vitria Technology. "With the introduction of such a unique and scalable product, we are again taking the lead in creating the next generation of BPM which will enable business and IT to work in a truly collaborative manner on an enterprise level."

M₃O and Exception Manager are currently available for Early Access for qualified customers and partners. Both products will be released at the end of March. M₃O and Exception Manager run on J2EE platforms and are integrated with Vitria's award winning BusinessWare[®] software, extending the range of enterprise initiatives from legacy integration to SOA-based process integration.

Visit Vitria at the Gartner's BPM Summit Solution Showcase in Las Vegas today and tomorrow to get a first-hand experience how M₃O can truly make businesses more agile.

About Vitria

Vitria Technology, Inc. is the industry's leading privately-held BPM and integration technology company. Known for its innovation in the integration and process management space, the company offers Vitria M₃O, the most flexible BPM integration suite on the market, plus the award-winning BusinessWare® EAI platform. Together they deliver state-of-the-art legacy and SOA-based process integration solutions for the enterprise. Vitria's customer base includes global 2000 organizations such as AT&T, Bell Canada, BellSouth, Blue Cross Blue Shield Association, BP, BT, DaimlerChrysler Leasing, Generali, Nissan, Reynolds & Reynolds, RBC Financial Group, Sprint, U.S. Department of Defense and Veterans Health Administration.

For more information call +1-408-212-2700, email info@vitria.com or visit www.vitria.com.