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## **R adopts Vitria's Operational Intelligence solution M<sub>3</sub>O Operations Book**

*This new product will allow the Galician fibre optic communications operator R to increase its capacity for real-time monitoring of projects in its Operations department.*

**Madrid, XX November 2009** – [R](#), the Galician fibre optic communications company, has placed its trust in [Vitria Technology](#) again, choosing its M<sub>3</sub>O Operations Book, which will provide the visibility and efficiency needed to understand the business's operating performance in real time and to respond accordingly.

M<sub>3</sub>O Operations Book, one of Vitria's Operational Intelligence products, offers companies a complete user interface and allowing them, in real time, to get right to the source of operating and business information, evaluating and analysing this information in context. Operations Book also gives companies vision and insight into the daily operations that matter most to business success.

### **Operational Intelligence at companies' service**

In more detail, Operational Intelligence will allow businesses not only to see what is happening, but also understand why it is happening, what it will impact, and how it has been previously handled. Thanks to the solution's Complex Event Processing (CEP), companies will be able to see whether, for example, a particular change in a web promotion is having an immediate impact on the best customers, or whether customer cancellation rates are rising in line with activation times.

Through this new 100% Web 2.0 solution, [R](#) will be able to develop various layers of real-time monitoring and corresponding dashboards within different projects, giving them an unprecedented view of their business activities. In particular, operations managers at the Galician company will enjoy a unified view of metrics and SLAs, allowing them to react immediately should a problem arise or a decision need to be made.

With this contract [R](#) will join Vitria's worldwide base of clients already benefiting from Vitria's Operational Intelligence Solutions. Through this agreement the Galician company has once again demonstrated its commitment to Vitria, which has been providing the company with integration

solutions for many years with great success, through Vitria BusinessWare, Vitria Order Accelerator and Exception Manager Solution, Vitria's award-winning event management solution.

**Guy Bouchon**, Vitria's Managing Director in Spain, said: "*We are truly proud that [R](#) continues to place its trust in Vitria and remains committed to the new solutions we offer. This is a great success for our company, as it confirms once again that we are able to implement efficient, trustworthy solutions for our clients, bringing them real advantages quickly and simply*".

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## **NOTE TO EDITORS**

### **About R**

R, the Galician fibre optic telecommunications company, offers telephone, high-speed internet, multi-channel interactive digital television and mobile phone services. The company currently has more than 232,000 clients and up to now has invested €681 million in this project for Galicia. For more information go to: [www.mundo-r.com](http://www.mundo-r.com) or send an email to: [comunicacion@mundo-r.net](mailto:comunicacion@mundo-r.net)

### **About Vitria**

Vitria Technology is the industry's leading privately-held business process integration technology company. Known for its innovation in the integration and process management space, the company offers Vitria M<sub>3</sub>O, the most flexible BPM & BEM integration suite on the market, plus the award-winning BusinessWare® B2B integration platform – delivering both state-of-the-art legacy, and SOA-based process integration solutions for the enterprise. Vitria's customer base includes Global 2000 organisations such as AT&T, Bell Canada, BellSouth, The Blue Cross Blue Shield Association, BP, BT, DaimlerChrysler Leasing, Generali, Nissan, Reynolds & Reynolds, RBC Financial Group, Sprint and the U.S. Department of Defense and Veterans Health Administration.