VITRIA®

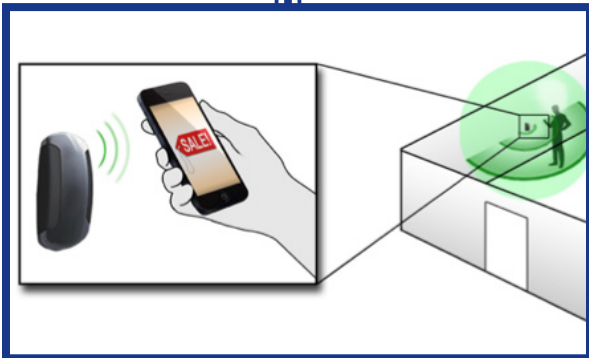## Vitria IoT Analytics Platform for Customer Tracking

Companies who serve consumers are constantly looking for ways to better serve their customers through differentiated experiences. Loyalty apps, iBeacons and cameras create a new frontier of opportunities for consumer engagement, but only if the information can be leverage at speed and scale for a truly personalized experience.

The Challenge

Loyalty apps on consumers' mobile devices have become almost ubiquitous. However, the full potential of this valuable resource, as well as technologies such as iBeacons and video analytics, has yet to be unlocked by retailers.

Ingesting and leveraging the vast amounts of data being generated by these devices for real-time customer-specific interactions has until recently been close to impossible due to technology limitations. As such, most retailers are limited to basic location-based coupons & offers when customers are in store.

The Solution

Vitria's comprehensive IoT Analytics Platform includes a unified set of tools to monitor customer movement. It leverages streaming data from apps & devices and combines them in real-time with situational context on preferences, history and the environment to create personalized experiences at scale for all your customers.

Vitria's analytics can identify opportunities for individualized experiences based on a predicted action, analyzing up to 1M events per second from all your connected sensors and apps.
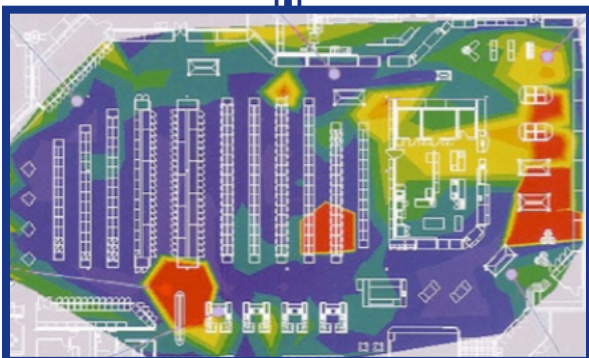
Benefits

Vitria's Platform delivers the following benefits for organizations who serve consumers through retail outlets:

- Deliver new & unique personalized experiences based on broad, real time contextual information
- Increased sales per square foot through better matching of your consumers & their situation to your available goods and services
- Increased revenue per customer from mass customization of the consumer experience of your brand to a "market of 1"

About Vitria Technology

Vitria's IoT Analytics Platform empowers enterprise and industrial customers to analyze faster, act smarter, and achieve better outcomes in their IoT and business operations. The company has a history of success in streaming analytics, business process management, enterprise application integration, and operational intelligence.

Vitria is now a leading player in the rapidly growing IoT (Internet of Things) analytics market. Customers include Fortune 500 companies and enterprises across a wide range of industries, including finance, manufacturing, telecommunications, utilities, retail and more. For more information, visit www.vitria.com.