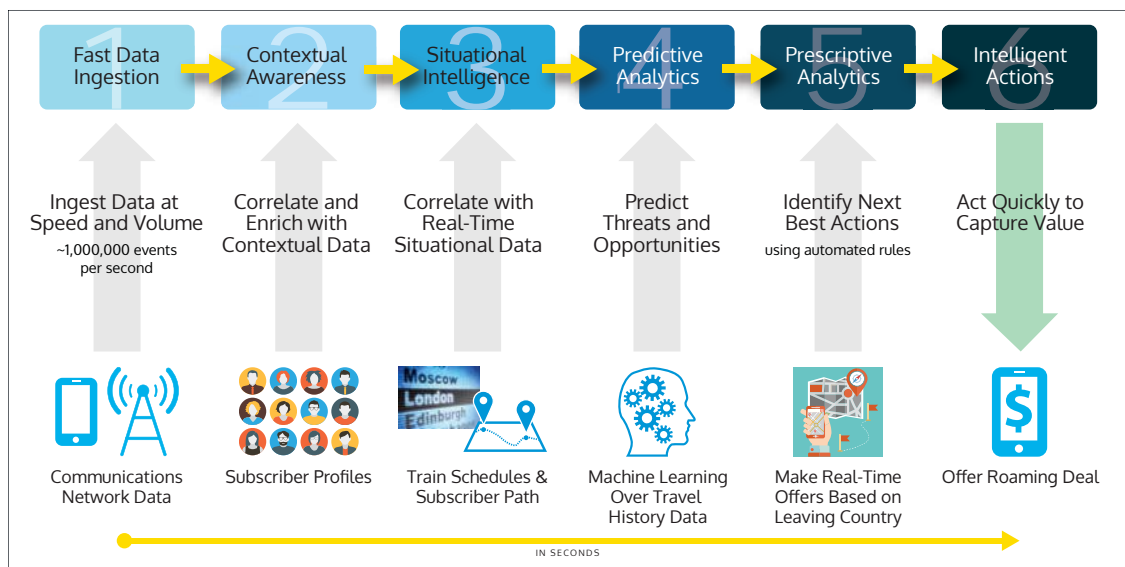


Vitria Analytics Value Chain for Wireless Subscriber Marketing Offers

CHALLENGE: Wireless service providers are under increasing competitive pressure to provide real-time location-based services and promotions to their subscribers.

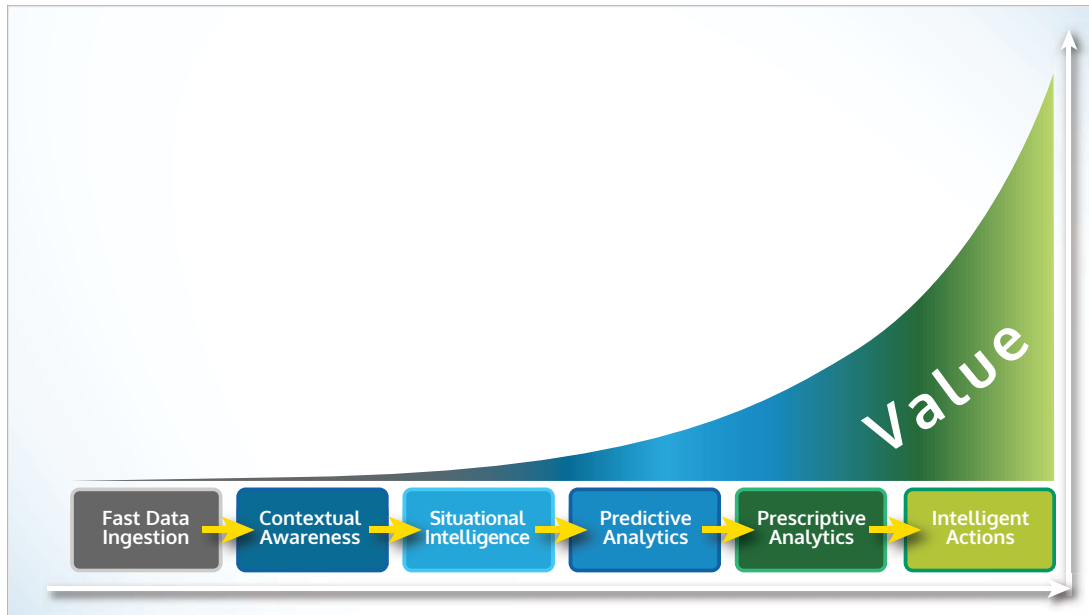
SOLUTION: Stepping through the analytics value chain concept used in Vitria's IoT Analytics Platform highlights specific solutions to these subscriber marketing challenges.



- 1) Vitria's platform ingests data from a wide range of data points in the network from IoT sensors and mobile devices. This data includes information on location, individual travel paths, and vehicle or transport locations.
- 2) This refined data is then correlated with contextual and historical data such as information on customer travel preferences, purchase history, and other historical data within the subscriber system.
- 3) The next step is to add real-time situational data to the stream to provide information that can inform real-time decisions. This could include data such as train schedules and subscriber travel path.
- 4) The next step is to predict travel destinations using predictive analytics that are based on machine learning. For wireless companies with detailed customer profiles, this often means predicting where subscribers destinations.
- 5) Prescriptive analytics that identify the next best action to take is the next key step in the analytics value chain.
- 6) This next best action could be a wide variety of actions – offering a roaming plan to save money or perhaps a real-time promotional offer that is targeted based on the predicted destination.

Vitria's Analytics Value Chain – The Key to Timely Outcomes in IoT

Analytics on the tremendous volume of data in The Internet of Things (IoT) offers great potential to create new business value – but it requires a unified approach to analytics. Analytics must be executed in real-time across the Analytics Value Chain (streaming, historical, predictive, and prescriptive analytics) with relevant contextual and situational data. This capability paired with the next best action creates the greatest value - as shown in the figure below. Vitria's Advanced Analytics Platform for IoT is the fastest way to achieve these results.



- 1) Ingesting data at speed and volume from IoT sensors and devices sets the stage for additional processing.
- 2) This data is then correlated with contextual and historical data to provide a baseline for advanced analytics. Contextual data can include information like geographic data or historical sales information.
- 3) Situational data and intelligence is the next stage of refinement and increased value. This includes information such as weather or customer location.
- 4) The next step is to predict failures, anomalies, or patterns using predictive analytics based on machine learning over historical and situational data.
- 5) The next step in the analytics value chain are to apply prescriptive analytics to determine the next best action. This could be a wide variety of actions such as better customer service or avoiding equipment downtime.
- 6) The final critical step in the value chain is to execute the real-time action to capture value.

About Vitria Technology

Vitria's advanced analytics solutions empower enterprises and industrial customers to achieve better outcomes faster in their business operations.

The company was founded in 1994 and has a long history of success in streaming analytics, business process management, enterprise application integration, and operational intelligence. Vitria is also a leading player in the rapidly growing IoT (Internet of Things) analytics market.