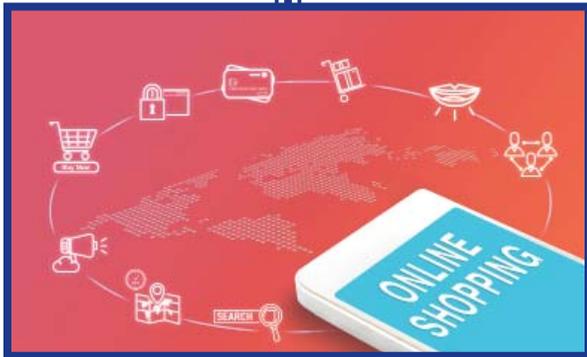


Vitria IoT Analytics Platform for Retail Operations Command Centers

To compete and win today, retailers must execute flawlessly in omni-channel models that operate 24x7x365. Managing these complex operations requires constant vigilance to ensure customers are able to consistently get the products & services they want - wherever and whenever they choose.



The Challenge

Limitations in traditional technologies have led to most retailers finding themselves reacting to issues like stock outs, mobile app problems and broken equipment only after they are reported by customers or store associates – hurting both reputation and sales.

The Internet of Things (IoT) creates a significant opportunity for forward-thinking retailers to change the game by using connected devices & sensors to constantly monitor all aspects of operations – but only if they have the strategy & platforms to do so effectively.

The Solution

Vitria's IoT Analytics Platform includes a unified set of tools to monitor, manage and implement preemptive business actions to drive your retail operations. It can connect to and fuse information from business systems and connected Things into a seamless Command Center for various roles in retail management.

Predictive & prescriptive analytics in the platform leverage historical and real-time data to recommend actions to manage exceptions and identify opportunities to maintain service levels.

Customer Benefits

Vitria's Platform delivers the following benefits for senior executive and operations managers in retail:

- A comprehensive view of business operations that is constantly updating based on data from connected systems and Things
- Better business decisions are made faster by leveraging sophisticated analytic techniques in the execution window
- Management attention focuses on the future as the Command Center minimizes exceptions and addresses them faster



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.