VITRIA ®

Vitria Operational Intelligence for Real-time Business Process Monitoring

SITUATION

Successful business operations and satisfied customer interaction depend on processes; specifically on intelligent, measurable processes which can be improved, personalized and extended over time. Increasingly these processes are automated causing a loss of visibility into what is taking place. In our data driven economy it is critical to personalize customer-facing processes using data and analytics to optimize and monitor process execution based on the latest situational context and information. This high degree of automation coupled with the desire to incorporate analytic intelligence is driving a renaissance in the adoption of real-time process monitoring and real-time analytic technologies. These technologies serve as the solution to both:

- Managing the execution of business processes by exception
- Introducing data-driven, situationally appropriate actions into processes as they execute

Real-time process monitoring is quickly becoming the source of truth for the current state of the business and a feedback loop that drives the next best action during the execution of business and IT processes.
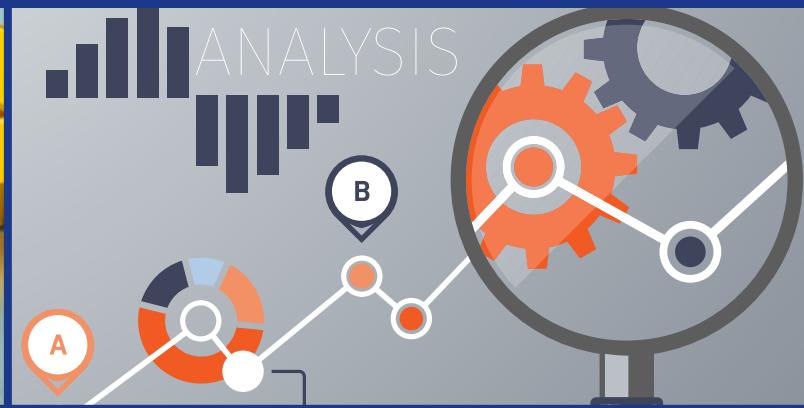
CHALLENGES

Current limits on real-time business process visibility and the subsequent lack of real-time insight into business operations create a number of significant challenges:

- Orders are mishandled or customer expectations are not met
- Lack of real-time monitoring prevents businesses from being able to optimize the customer experience
- Opportunities for improved customer experience and the upsell or cross-sell of new services are missed
- Manufacturing and Supply Chain processes are delayed, leading to waste, excess inventory or expediting costs
- IT and systems are not visible in the context of the processes they support
- Everything is managed after the fact through reporting when it could be monitored in real-time and the exceptions managed during the window of execution when the opportunity or problem could best be addressed

- It becomes impossible to leverage all available data to optimize execution or personalize a customer interaction
- This all results in sub-optimal execution on many levels

Reporting tools aren't good at monitoring real-time processes and they are not designed to perform meaningful analytics on streaming data. Most aren't designed to be an "always on" source of context to automated processes so they cannot be used as a feedback loop to change the execution of a running process.

ERP applications and specialized supply chain portals take too long to implement and aren't general purpose enough to be used for real-time monitoring of diverse systems and processes. In addition, these solutions aren't designed to ingest today's new sources of streaming data or IoT sensor data and they don't integrate well with third-party analytic tools.

SOLUTION

The Vitria Real-time analytics platform coupled with our best practice approach to implementing a real-time analytics pipeline make it possible to deliver results quickly and reliably for an infinite variety of analytic monitoring use cases.

Vitria's platform for real-time analytics and business process monitoring consists of four main categories of capability:

- Real-time Action (BPM)
- Real-time Analytic Engine(s)
- Real-time Visualization
- Unified modeling tools

Specifically for real-time process visibility, the platform includes track and-trace modeling of virtual process flows, real-time status, decision support and interactive user interfaces that enable both visibility as well as the ability to take automated or semi-automated corrective action.

As opposed to "bolt-on" point solutions from proprietary vendor suites, Vitria requires little or no disruption of, or changes to, existing processes whether they are manual, app-centric or automated. Business benefits can now be realized without incurring traditionally prohibitive costs and risks.

Easily integrates into process data that reside in underlying applications, databases and log files. Processes can be monitored in real-time allowing your business processes, multi-channel customer interactions and IT system health to be measured and managed by exception.

Real-time visualizations provide at-a-glance insight into key performance indicators (KPIs), highlights process exceptions, applies analytics to patterns of interest and allows drill down to the transaction level on all aspects of the business.

Unified modeling tools to make it easy for IT professionals, systems integrators, business analysts and end users to implement solutions quickly and in a vendor neutral, flexible way.

KEY BENEFITS:

- Manage your business by exception and in real-time
- Real-time visibility and active real-time analytics on multi-step and multi-channel processes
- Orders are handled properly and customer expectations are met
- Opportunities for improved customer experience and the upsell or cross-sell of new services are realized
- Manufacturing processes are on time, waste is reduced, and inventory is managed optimally
- IT and systems are visible in the context of the processes they support
- All available data sources are leveraged including, streaming data and IoT sensor data, in operational processes

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.