BUSINESS THRIVES
AT THE INTERSECTION OF THE CLOUD AND THE IOT

With the coming explosion of IoT data, organizations see the advantages of cloud-based, real-time data analytics.

CLOUD SERVICES AND THE INTERNET OF THINGS (IoT) represent two discrete technologies. Yet in many ways they overlap, complementing each other and extending their respective capabilities. The cloud provides the services and networking necessary to facilitate the flow of information, while the IoT generates enormous amounts of data through on-premise or remote sensors that function like mini-computers.

This intelligent device network is projected to become the engine that will automate everything from consumer smarthomes and autonomous vehicles to commercial robotics in heavy industries and health care delivery. In general, deploying simple on-premise or remote IoT sensors is relatively easy for most organizations. But when they decide to undertake complex end-to-end IoT initiatives, a number of challenges arise that only the cloud can alleviate.

For example, the high cost and complexity of back-end hardware and networking can strain an organization's IT resources, with spikes in IoT traffic often overwhelming on-premise infrastructure. If a company does have sufficient hardware and networking in place, however, periods of minimal data flow can result in idle equipment, wasted resources, and unnecessary costs. Pay-as-you-go cloud services enable organizations to maintain a steady state in terms of resources.

And that's especially important as the growth of IoT data is projected to skyrocket in the not-so-distant future. According to the Cisco® Global Cloud Index (GCI), data created by IoT devices will be 269 times higher than the amount of data transmitted to data centers from end-user devices (i.e., smartphones, tablets, laptops), and by 2019, IoT-generated data will be 49 times higher than all data center traffic.*

As a result, organizations are turning to cloud-based, real-time data analytics platforms to quickly gain actionable insights from increasingly large pools of information. "More and more analytics need to be real-time in digital business, to enable new ways of engaging customers and new business models," says Dale Skeen, CTO and co-founder of Vitria Technology. "Companies require a platform where data changes can propagate immediately throughout the analytics value chain, enabling the right action at the right time."

The complexity of the IoT combined with high expectations created by mobile and 24/7 IT environments is a challenge that Vitria has embraced as a market leader in IoT analytics. The company provides an integrated real-time analytics platform and the necessary support, services, and tools to address the growing market for operational and IoT analytics.

"The sheer volume and the real-time nature of IoT data are daunting challenges," says Skeen. "With Vitria, companies can get started quickly, rapidly experiment, and evolve. This empowers companies to build out, step by step, their analytics value chain, which becomes a strategic digital asset of the analytics-driven business." ●

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* SOURCE: CISCO GLOBAL CLOUD INDEX: FORECAST AND METHODOLOGY, 2015–2020

VIA BY VITRIA
CLOSING THE GAP BETWEEN TECHNOLOGY PROMISE AND REAL-LIFE SOLUTIONS

TECHNOLOGY IS FUELING THE NEXT WAVE OF INNOVATION, helping companies across all industries—from heavy industry and manufacturing to retail, communications, and services—quickly respond to new-world business demands. In the face of ongoing transformation, businesses can harness the scalability and computing power of the cloud, real-time analytics, and sensor data from Internet of Things (IoT) devices to derive highly accurate, comprehensive business insights.

Business operations today play a critical role in leveraging this information to boost productivity, improve services, predict revenues, and provide exceptional customer service. But, until recently, they have had limited visibility and insights, relying solely on historic patterns to make future predictions.

"The availability of new sources of data, coupled with the ability to analyze and act in real time, is putting operations at the forefront of digital business. The biggest pool of IoT data, or the most accurate AI algorithms will have limited value if not embedded in real-time operations," according to JoMei Chang, CEO and Co-Founder of Vitria Technology. "Making use of analytic insight to drive action during everyday operations is the key to improving business outcomes."

Companies have historically lacked the ability to quickly turn insights into action. With real-time visibility and advanced analytics, however, businesses can optimize their operations on the fly. Whether it's increasing revenue by improving supply chain efficiency, improving the customer experience through self-healing networks, or increasing manufacturing yields through predictive maintenance, real-time data analytics is the key to accelerating innovation.

VIA by Vitria offers the duality of a complete analytics solution combined with a comprehensive analytics platform. By transforming data from various sources into real-time actions, VIA empowers business operations and line-of-business (LoB) users to realize real-time analytics value within days, not months.

It also provides the agility to innovate and accommodate changing business demands.

"At Vitria, we believe rapid experimentation fuels innovation," says Dale Skeen, CTO and Co-Founder of Vitria Technology. "Nothing accelerates innovation faster than empowering both citizen analysts to explore and citizen developers to craft new analytic solutions."

By providing the ability to initiate analytics projects quickly and at scale, VIA closes the gap between technology promise and real-life solutions.

"Making use of analytic insight to drive action during everyday operations is the key to improving business outcomes."

"As companies navigate the complex road to digitalization they seek a fast and agile route," adds Skeen. "VIA empowers the analytics-driven business with agile analytics to achieve business certainty."

Businesses rely on operations. Operations rely on VIA. Top businesses across industries—such as telecom operators O2 and Ericsson, and retail chain Starbucks—choose VIA to boost business efficiency and make their operations smarter. ●

◆ **VITRIA®**