

# Vitria: Taking Time and Cost Out of Supply Chain Operations



**V**itria is the leading provider of innovative integration solutions, having created the enterprise application integration market in 1994 and pioneered the use of business process management in 1997. Now Vitria is extending its leadership and introducing the first configure-to-fit and fast-start collaborative supply chain applications running on a collaborative platform.

## Collaborative Processes

Vitria solutions streamline business processes with high value chain dependency such as demand fulfillment, vendor managed inventory, and engineering change order management between suppliers, their OEM customers, and third-party logistics service providers while leveraging existing corporate infrastructure. Taking time out of these collaborative processes while driving up the quality of information available to all partners reduces companies' order-to-cash and order fulfillment cycle times, increases fill rate, reduces new product introduction cycle time, and improves customer lifetime value. Strategic financial measurements positively impacted by Vitria's collaborative applications include: operating margin, cash-to-cash cycle, return on assets, and inventory turns. Furthermore, Vitria's solutions leverage existing IT investments while improving the information quality delivered, thereby improving the ROI of existing IT systems.

Current generation supply chain management (SCM) applications address functional silos of requirements (such as demand planning or schedule and capacity optimization) within one company, creating silos of capability and information. Today's time-to-market pressure and customer demand for configure-to-order and build-to-order products require trading partners to collaborate to reduce the time and cost of meeting these market requirements. Collaborative applications by definition enable supply chain partners to work together to solve common problems. By automating collaborative processes, decision-makers across the supply chain can monitor orders and key performance metrics in real time and automatically manage excep-

tions to "business as usual." This requires trading partner activity information to be combined, integrated, and analyzed in real time so that time-to-decision can be accelerated. Once a decision is made, Vitria's applications also provide pre-defined processes to immediately implement the decision through a sequence of actions encompassing internal and external trading partner applications.

## Vendor-Managed Inventory

The Demand Fulfillment solution automates end-to-end customer fulfillment processes for both discrete and continuous fulfillment scenarios. Supply chains using vendor-managed inventory (VMI) structures are supported. The Demand Fulfillment solution integrates underlying information systems across trading partners and supports analysis of order data and monitoring of key performance indicators. Once decisions are made, Vitria's applications also provide pre-built event handling processes which immediately execute decision-appropriate actions across both internal and external trading partner applications.

Unique to VMI scenarios, this solution combines partner data from multiple warehouse and manufacturing locations into an integrative perspective on inventory, (both WIP and F/Gs). The solution also reduces the lag time between when a demand forecast is received and when it is detected by the materials management system. With this timely and accurate view of inventory, Vitria's powerful fulfillment engine creates and publishes materials movement plans resulting in increased inventory turns and lowered transportation costs.

Decision-makers, armed with this integrated perspective, will make better decisions faster, accelerating their time-to-action in response to critical business events, customer demands, new opportunities, supply chain problems and competitive threats. Condensing time between awareness and action contributes further to reduced order cycle time, increased fill rates, improved on time delivery performance, and improved customer retention and satisfaction.

Vitria is the leading provider of innovative integration solutions. Vitria created the enterprise application integration market, pioneered the use of business process management, and is now the first integration solution provider to solve supply chain integration challenges through collaborative applications.

### JoMei Chang

Chief Executive Officer

### Dale Skeen

Chief Technology Officer

### John Wheeler

Executive Vice President  
Worldwide Operations

### Vitria Technology

945 Stewart Drive  
Sunnyvale, CA 94086  
Phone 408.212.2700  
Fax 408.212.2720  
info@vitria.com  
www.vitria.com

### Business Contact

### Ramesh Manghirmalani

Director, Supply Chain Initiatives  
Phone 408.621.3314  
rmanghirmalani@vitria.com