



EBUSINESS SOLUTIONS FOR THE

ENERGY INDUSTRY

ENHANCING your Competitive Position in the ENERGY Industry

To thrive in today's dynamic global marketplace, energy companies are re-evaluating how they do business. As a result of deregulation, convergence with the telecommunications industry, the formation of exchanges and trading communities, and the consolidation of companies via mergers and acquisitions, energy companies recognize the need for change. The rush to attract new customers while maintaining high current customer satisfaction is a necessity for survival. Companies must reduce costs, speed time-to-market of new products and services, and adapt new business processes to stay ahead of the competition. How is your organization going to meet the challenges of today's energy industry?



"Vitria allows internal and external systems to be integrated quickly and effectively, and it will enable integrations to be achieved significantly faster than using our existing techniques. We feel that currently Vitria could deliver architecture integration for BP more effectively than any of their competitors."

*John Leggate
Group Vice President
for Digital Business, BP*

THE VITRIA SOLUTION

At Vitria, we understand the needs of the energy industry. And we offer effective solutions that address these needs. Our ebusiness platform, BusinessWare,[®] enables energy companies to conduct business electronically across corporate networks and over the Internet. By managing the flow of information across internal IT systems and the IT systems of their partners and customers, Vitria BusinessWare automates mission-critical business processes—such as service provisioning and interactions with exchanges. BusinessWare also provides energy companies complete control and visibility of business operations across the extended enterprise. Vitria's proven technology lets companies offer their customers more product choices, faster delivery, lower prices, and higher quality.

What makes BusinessWare the leading and most comprehensive ebusiness platform? BusinessWare provides the four critical platform requirements: Business Process Management, Business-to-Business Communications, Enterprise Application Integration, and Real-Time Analysis.

This ebusiness solution provides industry leading, out-of-the-box functionality for modeling, automating, and monitoring long-lived, multi-step business processes within and across the extended enterprise.

THE VITRIA SOLUTION FOR THE ENERGY INDUSTRY

PETROLEUM COMPANIES

Vitria provides petroleum companies solutions for the following:

- Integrating legacy applications such as enterprise resource planning systems across diverse geographies, and deploying new applications
- Integrating with material and energy exchanges
- Electronic bonding with ASPs

WHOLESALE ENERGY MARKETERS

For wholesale energy marketers, Vitria solutions integrate legacy applications for natural gas and power trading with the following:

- Energy and transmission exchanges
- New applications such as credit management and risk management
- Real-time market feeds

RETAIL ENERGY SERVICE PROVIDERS

Vitria's products allow retail energy service providers to bond electronically with the following:

- Distribution companies
- Power and gas producers and exchanges
- Wholesale bandwidth providers and exchanges
- Metering and billing ASPs

Customer PROFILES

UTILITY.COM PUTS THE ENERGY INDUSTRY ONLINE

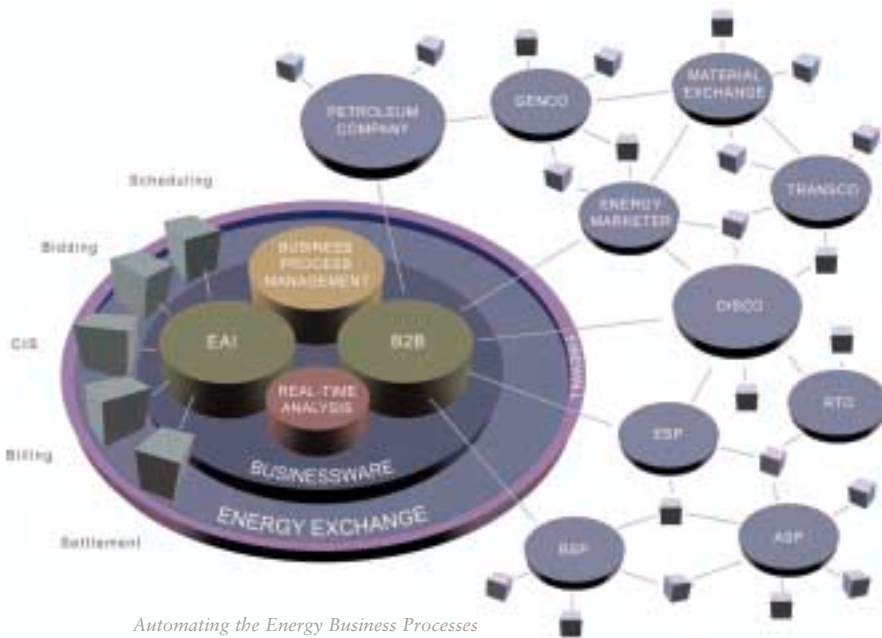
Utility.com is delivering retail services such as electricity, gas, Long Distance, Internet access, and DSL to consumers and small businesses. By using Vitria's BusinessWare, Utility.com is linking its Web site to a variety of internal billing, customer care, customer information and accounting systems, enabling customers to access detailed information.

WELLOGIX INC. DELIVERS COLLABORATIVE INTERNET SOFTWARE

Wellogix, Inc. implemented Vitria's ebusiness platform to automatically exchange information, improve collaboration and streamline workflow within their trading partners' e-commerce and back-office systems, providing well drillers and service providers with automatic, real-time access to a sophisticated application tailored to the specific requirements of the industry. Vitria's solution helped Wellogix drive down workflow costs for both well drillers and their service providers, while offering a low-cost venue for online collaboration and payment reconciliation.

"Vitria's comprehensive ebusiness platform...will enable Utility.com to support our business as we continue to expand our supplier base and grow our customer base for utility services across the country."

Chris King
CEO, Utility.com



Automating the Energy Business Processes

BUSINESSWARE BENEFITS

Energy companies that embrace ebusiness face unprecedented opportunities as they define new markets, unearth expanded revenue opportunities, as well as achieve higher levels of efficiency, customer loyalty, and customer satisfaction. Vitria enables companies to capitalize on these boundless opportunities.

Vitria energy solutions automate manual processes within the organization or with trading partners. Allowing legacy systems that previously did not talk to one another to now communicate, BusinessWare provides a robust set of common services that guarantee business transactions, security, and data integrity. By implementing BusinessWare into your organization, you can realize the following benefits:

- Seize new business opportunities and create entirely new categories of businesses, such as trading hubs and electronic exchanges.
- Respond to change rapidly—before your competitors.
- Form closer, more profitable relationships with partners and customers.
- Increase the efficiency of your operation and lower operating costs by automating and analyzing your business processes in real-time.
- Model and automate the business process to bring new products and services to market quickly.

GENERATION COMPANIES

Generation companies can use Vitria solutions to do the following:

- Seamlessly integrate plant control systems, plant workforce management, and financial systems
- Automate interactions with a variety of players, such as exchange and energy marketers

EXCHANGES

For energy, transmission, and material exchanges, Vitria provides the following:

- Fully automated, reliable standards-based interactions between buyers, sellers, and the exchange
- Similar interactions with metering and billing ASPs

TRANSMISSION AND DISTRIBUTION COMPANIES

Vitria enables electric and gas T&D companies to do the following:

- Integrate customer information systems with transmission and distribution engineering systems, workforce management, and financial systems.
- Automate data exchange and interactions with energy, transmission, and material exchanges

VITRIA BUSINESS NETWORK

The Vitria Business Network (VBN) is a network of Vitria-enabled trading communities along with their exchanges, hubs and trading partners. VBN takes electronic bonding to a whole new level in the energy industry.

More than simply making connections, bonding is about understanding the data that is being exchanged and agreeing on what process will be used (e.g., standards, approvals, supply rules). With the VBN, Vitria builds the infrastructure for electronic connectivity and process automation among all market participants, including entities along the supply chain, to enhance operations and speed performance.

For example, through its membership in the VBN, Utility.com will be able to bond electronically with its key partners and suppliers, as well as other pre-existing e-communities, thereby accelerating its ability to bring new products and services to market and streamlining its delivery chains.

VITRIA PARTNER PROGRAM

Vitria forges strategic alliances with world-class companies whose products and services help you realize the full potential of Vitria BusinessWare.

GLOBAL SYSTEM INTEGRATOR/CONSULTING PARTNERS

Such as Andersen Consulting, Deloitte Consulting, DMR Consulting, KPMG Consulting, PriceWaterhouseCoopers, and ThoughtWorks

NATIONAL AND REGIONAL SYSTEM INTEGRATOR/CONSULTING PARTNERS

Such as AMS, Blackstone Technology Group, BusinessEdge Solutions, Xtensible Solutions, and Xoriant

COMPLEMENTARY TECHNOLOGY PARTNERS

Such as Clarify, KENAN, Oracle, PeopleSoft, Portal, Remedy SAP, Siebel Systems, and Vantive

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