



Instant Response and the Real-time Enterprise: The Business Value of Vayusphere's IRiS Solutions

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Executive Summary

The ability to accurately and quickly service revenue-producing assets that support customers or partners – for example communications, logistics and services networks, and manufacturing production lines – has become an essential element in most companies' competitive positions. Slow, inaccurate, or incomplete responsiveness can destroy customer and partner satisfaction and lead to a loss of top and bottom line revenue, as well as lost upsell and cross-sell opportunities.

Vayusphere's IRiS platform and applications solve these problems by supporting what the company calls the Instant Response Cycle, which is based on locating the most qualified person available to deal with the real-time problem or opportunity, notifying the target individual (or individuals) that they are charged with resolving the situation, providing the target individual(s) with the on-line tools to investigate the problem, as well as providing the on-line tools to resolve the problem.

This instant response cycle can provide return on investment along three parameters: revenue enhancement and preservation, lower overall service costs, and lower IT costs.

IRiS can also be used to enhance upsell and cross-sell revenues, and companies in service-oriented businesses can expect improvements in overall revenues per employee as instant response is deployed. Some customers will be able to enhance revenues by earning SLA service bonuses or charging for premium support services.

In specific markets such as financial services, the ability to meet legal and fiscal requirements for maintaining records of communications between brokers or agents and customers can also provide an important ROI. Vayusphere is also targeting manufacturing, transportation and logistics companies, all of which have similar requirements for real-time, context-rich responses.

Enterprise Applications Consulting's (EAC) review of Vayusphere shows that the company's products and market focus are a timely addition to an enterprise applications market that needs to provide additional value for existing infrastructures and business processes without incurring heavy costs or onerous implementation times. The real-time challenge can be met by providing instant response technology. Vayusphere is positioned to become an important provider for this increasingly important market.

Introduction: Meeting the Real-time Requirements of Dynamic Enterprises

Companies that depend on providing comprehensive, on-time, value-added services to their customers and partners have an increased competitive burden in tough economic times. The ability to accurately and quickly service revenue-producing assets that support the customer or partner – for example communications, logistics and services networks, and manufacturing production lines – has become an essential element in most companies' competitive positions.

Real-time notification is a key part of the solution to this problem, but it must be more than just a static, one-way service. What is also needed is a means for the relevant individual to understand the nature of the problem and access the tools needed for completion or resolution: the context of the notification. This ability to interact, which includes real-time notification and full access to the context and the options for resolution, will in turn define a new competitive edge for a wide range of prospective companies. EAC believes that meeting this need for real-time, context-specific notification and response will become an important factor in the success, or failure, of companies in a wide range of industries.

One of the companies pioneering this notion of real-time, context-specific connectivity and response is Vayusphere. Based in Mountain View, California, Vayusphere has recently come to market with a set of applications and a software platform – IRiS – targeted at meeting this growing need. The company bases its IRiS offering on instant messaging systems now in use in many enterprises and adds the applications connectivity, message management, location and availability detection technology to build a comprehensive solution for what the company terms the *instant response* market.

EAC was commissioned to take an early look at Vayusphere's technology and business model and initial customer prospects. EAC's research shows that Vayusphere's current and future offerings place it in an excellent position to meet the growing demands of real-time, context-specific instant response and provide prospective customers with a demonstrable return on their investment of both Vayusphere's IRiS applications and the enterprise applications infrastructure that supports existing real-time business processes. EAC believes that the instant response market pioneered by Vayusphere represents a worthwhile means for companies to improve real-time

responsiveness, better support their customers and partners, and leverage new business opportunities.

This white paper describes the instant response market as defined by Vayusphere and details the business drivers and functional requirements for instant response systems. An overview of the IRiS technology and applications is provided, followed by a discussion of possible return on investment scenarios for different business processes and industry sectors.

The Business Value of Instant Response Cycle:

People, Processes, Applications

The business drivers behind the *instant response market* are well known, despite the newness of the term and its technology, and they help define the real world value of the Vayusphere offering. The most obvious business drivers are associated with the problems of keeping key revenue-producing assets on-line and in production. Whether a company provides telecommunications networks, contract manufacturing, or logistics services, the cost of a delayed or incomplete response can be measured in lost revenues, poor customer satisfaction, and even contractual or legal sanction. Faster, more complete responsiveness is also able to drive down the cost of maintaining a service network and field services team, as well as improve overall service efficiency and responsiveness.

The current real-time alert and notification solutions on the market are limited by their inability to provide a comprehensive platform for what Vayusphere calls the *instant response cycle*.

Vayusphere sees the instant response cycle as a process flow consisting of four key components:

- Find the most qualified person available to deal with the real-time problem or opportunity.
- Notify the target individual(s) that they are charged with resolving the situation.
- Provide the target individual(s) with the on-line tools to investigate the problem.
- Provide the target individual(s) with the on-line tools to resolve the problem.

EAC's review of existing instant response solutions shows that most are capable of supporting only a portion of the first two processes. The majority of real-time alert and notification systems are able to notify key personnel – via pager, instant message, or email – that a given problem or opportunity exists. For example, most call center systems can push a trouble ticket alert to the pager or instant message device used by field service technicians. At the very best, however, that alert contains basic information about the problem, the location of the problem, and the type of asset or the customer's name. These systems have no means to ensure that the target individuals are actually available, that they are being reached on the appropriate device, or if they are necessarily the best possible resource to contact. Most of these systems don't provide a way for the receiving individual to communicate directly back to the sending individual or device, and there is no ability to provide direct access from the receiving device to the tools needed to investigate or resolve the problem. The current state of the market is that the instant messaging and real-time alert systems in use today are unable to support the business needs of companies that depend on real-time availability and support for their key assets, customers, and partners.

Vayusphere is targeting this functional gap with its IRiS instant response solution. In the IRiS workflow, an application or device that requires instant access to a specific individual – defined either by that person's title or skill set – or any of a set of qualified individuals, sends a message to an instant response server. That instant message can either be a simple "call the office" message or a more complex message or notification. The server takes the incoming message and checks to see which individuals are available and which devices are currently in use or on-line. If needed, the server moves through a functional or skills-based hierarchy to find the appropriate available person. Once the target individual is found, the instant message is sent to the available device in a device-specific format. The receiving individual can access supporting applications and information on the device regarding the specific problem and its resolution, as well as send a return instant message back to the initiating application or an employee through the instant response server. The ability to support this process flow is what gives Vayusphere a distinct place in the instant response market.

Instant Response Cycle

- Find the most qualified person.
- Notify the target individual.
- Investigate the problem.
- Resolve the problem.

Source: Vayusphere

The Instant Response Cycle and Enterprise ROI

EAC believes this instant response cycle can provide return on investment along three parameters: revenue enhancement and preservation, lower overall service costs, and lower IT costs. EAC's surveys of customers across a range of industries show that the more a company's competitive position depends on real-time responsiveness, the more potential return an instant response solution can provide.

The increased velocity of business processes lies at the heart of the problem and therefore provides the potential return on investment: customers and partners, as well as internal management, have a growing expectation that the problems or opportunities that arise in real-time will be dealt with in real-time. The ability to quickly restore off-line assets or shift service provisioning from one provider to another makes instant response an essential element in competitiveness. The penalty for poor response is all too often measured in lost customers and lost revenues.

Failure to respond in a timely fashion is also becoming a legal or contractual issue. Many companies have service level agreements that carry serious sanctions for poor performance, and often those sanctions can be traced back to the ability to locate and deploy key assets or personnel. The bottom line is that instant response, in the real world of business today, is one of the essential guarantors of success. Companies looking for a return on investment for instant

response solutions can often find a significant return in these revenue-enhancing and preserving properties.

The ability to lower overall service costs is another key benefit for instant response solutions. One of the key problems with all manners of direct customer service – be it for a field service organization, an internal service bureau, or a real-time procurement, purchasing, or sales group – is the potential cost in locating key personnel in a timely fashion. Field service organizations need to ensure that the right people – with the appropriate skills – are available to restore a telecommunications network or a key piece of equipment in the most cost-effective way possible. Internal service bureaus face a similar set of requirements. The buy and sell sides of a company also need to maximize access and minimize costs: unique or critical opportunities emerge and must be dealt with in real time, and access to both key personnel and information about the context of the problem or opportunity are essential.

Key ROI Categories for Instant Response

- Restore Revenue-Producing Assets.
- Lower Overall Services Costs.
- Improve Services Efficiency.
- Meet Service Level Requirements.
- Enable New Levels of Service and Opportunities.

The third way in which companies can derive return on investment from an instant response solution comes from the potential saving in IT costs. Most companies are already trying to drive real-time business services – customer support and sales, procurement, manufacturing, and logistics, for example – from a wide variety of enterprise applications. The alerts and notifications generated by this often vast array of heterogeneous applications must somehow locate and communicate with a wide range of devices – cell phones, PDAs, laptops, pagers, and even

desktops. The target individual may possess all of these devices and, depending on the time or nature of the problem, be accessible on one or more of the devices – or not at all. (This issue is explored further in the section *Instant Response and the Existing IT Environment*, below.)

The complexity of a range of applications searching for a mobile user base that can be on any one of a half-dozen vastly different devices at a given moment begs for an enterprise-wide solution. Such a solution would, in a single applications environment, manage the incoming alerts, figure out which individual is the optimal target, and send the message and whatever necessary contextual information to the right device at the right time. Attempting this without a single application environment is largely impossible or, at best, extremely costly. Putting the applications, users and devices under a single functional umbrella provides a necessary management layer over a heretofore unmanaged problem, and provides the means to leverage scale services and opportunity management across the enterprise. This in essence defines the enterprise instant response opportunity.

There is a fourth potential for return on investment that is particular to the financial services industry. These companies are required by SEC and NASD regulations to manage and archive instant messages as they do any other business-related communications. One of the side benefits of an instant response solution such as Vayusphere's IRiS is that it can provide this archiving capability through the centralized log files that the system maintains. (This capability can also be used by healthcare organizations that need to maintain instant messaging records in accordance with HIPAA regulations.)

Instant Response Architecture and the Existing IT Environment

The interplay of an instant response solution like IRiS with the IT environment is an important part of its business value. Functionally, a comprehensive management environment is needed that supports personnel and device management as well as the connectivity between applications, devices, and individuals. This includes the ability to target specific users and devices and provide contextual information for the message in the form factor appropriate for the device.

Instant Response Solution Requirements

The management environment of an instant response solution must be able to accomplish the following six tasks:

- Gather and maintain real-time information about key target personnel and their messaging devices so that the system knows whom to contact and how to contact that person.
- Connect applications, devices, and users to each other so that essential real-time operations have real-time access to the appropriate individuals on the appropriate device.
- Provide the means to redirect messages and alerts at runtime based on business rules, availability and problem escalation rules. This provides the flexibility to improve the matching of real-time alerts and notifications with appropriate personnel.
- Provide device-appropriate access to associated data, files, and applications in order to provide a context for investigation and resolution. This ability to add context to instant messages is a key component of the instant response market and a key differentiator for Vayusphere.
- Maintain a knowledge base about users, devices, responsibilities, and hierarchies. This must include the ability to leverage existing enterprise data, such as LDAP directories. These data provide an important management resource for the instant response system.
- Manage message delivery and provide a log of message and connection activity. This allows better overall system management and provides historical data for use in performance analysis and other functions.

On the IT side, EAC's research shows that an instant response solution must meet four criteria vis-à-vis the existing IT environment or the cost and risk of complexity will be too great. These criteria are:

- Support message integrity and security at the highest levels. IT has an increasing responsibility for maintaining infrastructure integrity and security, and the instant response solution must support these efforts.
- Support for a wide variety of instant messaging protocols and devices. The lack of standards within organizations, much less in the overall industry, makes this a key factor for mitigating customer implementation and service costs.

- Support for a wide variety of enterprise applications and web service interfaces and interface technologies. This is a simple matter of meeting customer needs. Customers are demanding as much out-of-the box connectivity as possible as a cost and time cutting measure.
- Provide a low-cost, rapid implementation model that works within the existing IT infrastructure. Few companies can afford long, costly implementation cycles. An instant response solution that requires a big bang implementation is a non-starter in the current economic climate.

The importance of these four criteria lies in their ability to limit the costs of implementing and supporting an instant response solution. An instant response solution that failed to meet these criteria would require considerable user customization at an unnecessary cost. By providing the necessary connectivity, implementation and security support, the instant response solution can leverage existing investments in applications, interface technology, and instant messaging devices. To do otherwise would place too great a burden on IT infrastructures, inhibit user acceptance, and prevent the true value of an instant response solution from being realized.

Key Capabilities and Requirements for Instant Response Solutions

- Connect applications, devices, and users in real-time.
- Provide rules-based, runtime redirection of messages and alerts.
- Provide device-appropriate access to associated data and files.
- Maintain knowledge base about users, devices, responsibilities, and hierarchies.
- Manage message delivery management and logs.
- Support a wide variety of instant messaging protocols and devices.
- Support a wide variety of enterprise applications and web service interfaces.
- Provide a low-cost, rapid implementation model.
- Support message integrity and security.

Instant Response: Vayusphere's IRiS Technology and Applications

EAC's review of Vayusphere's instant response offering, based on the above criteria, shows a well-designed and well-positioned solution. While IRiS and its associated applications are still new enough to have few existing users, EAC believes that the product's design meets the requirements for the market and shows that the company's management has a solid understanding of how to provide a measurable and rapid return on investment for its users.

Vayusphere has two primary offerings. The company's flagship product is the IRiS platform, a comprehensive instant response environment that supports the deployment and management of an instant response-based enterprise. The company's second offering is a set of application-specific products targeted at users of leading enterprise applications. The current list of these products – the InstantResponse applications – includes support for the leading customer relationship management solutions: Remedy, Clarify, Computer Associates Unicenter ServicePlus and Siebel Field Service. Vayusphere plans to continue to grow its InstantResponse applications base as the company matures. Vayusphere also offers a free instant messaging environment – with support for secure wireless and non-wireless communications, for customers that have not already deployed an existing solution like Lotus Sametime or Microsoft Exchange Instant Messaging.

The application-specific products give Vayusphere an important edge in the market. A Vayusphere prospect that wants to deploy an instant response system has two options. For example, the prospect can implement a single InstantResponse application to solve a specific requirement in its customer service department. EAC expects that such a deployment at the line-of-business level can be done at a relatively low cost with a high expectation for rapid return on investment. Those companies that wish to develop a more enterprise-wide or customized solution can deploy the IRiS platform in an enterprise-wide fashion and make use of the company's development kit for building additional connectivity to unsupported devices and applications. While EAC expects that many companies will eventually deploy enterprise-wide solutions, the ability of Vayusphere to offer highly focused, application-specific solutions will meet the needs of companies looking to limit their IT outlays.

IRiS Platform

The IRiS platform consists of four main components, the PAL Server, the Response Agent Server, a set of instant messaging interfaces, and a set of EAI and web service Interfaces (see Figure 1). The platform, its components, and applications can reside on a single applications server and be implemented, according to Vayusphere, in less than 30 days and with a software to services cost ratio of less than 1:1. With an initial license fee that runs to approximately \$100,000, EAC believes the overall cost of the solution will ensure an important return on investment.

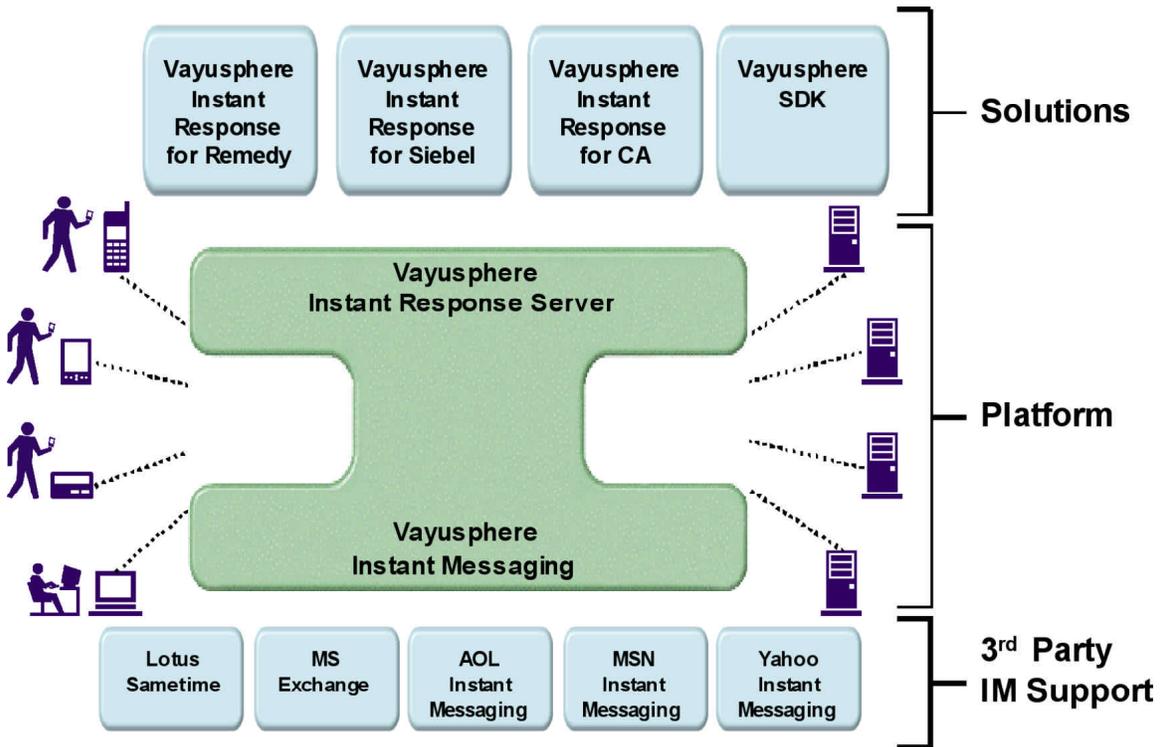


Figure 1: Vayusphere Platform
Source: Vayusphere

PAL Server

The Presence, Availability, and Location, or PAL Server, is the heart of the Vayusphere offering. The PAL server manages the user environment, including information on individuals, devices, security, and user preferences. The PAL Server provides the management services for implementing business rules regarding instant response-enablement and supports the development of company or department specific services. This on-going management function correctly treats instant response as a dynamic process by allowing the customer to change the instant response environment as business rules, assets, customers, and employees change. Most importantly, the PAL will manage, store and aggregate contextual information that can be used by an agent or user to implement business rules for instant response in a way that leverages IRiS, knowledge of the availability of specific applications, individuals and their devices. IRiS uses the PAL Server to make instant response part of the workflow of existing enterprise business processes.

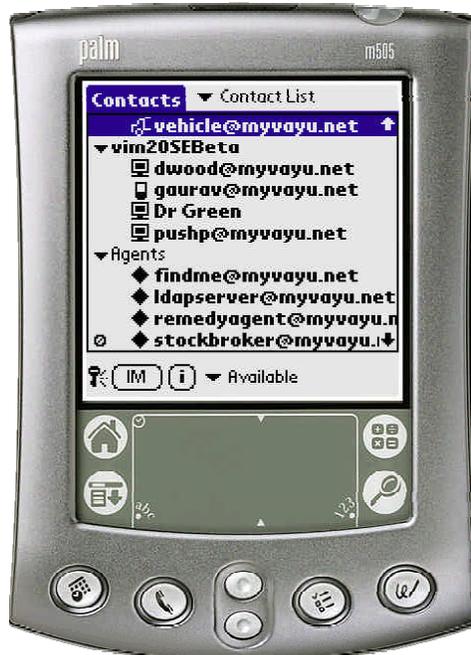
The PAL Server also manages the real-time instant response environment by checking the availability and location of individuals and their current available devices. This is the real value-add of the IRiS platform. By knowing the availability of an individual and the device that is currently in use, IRiS can move an alert from an enterprise application or other instant messaging device directly to the best possible target. The knowledge of which device is in use allows IRiS to send messages and accompanying data or files in a format that can be read by the target device. Armed with these capabilities, response times to alerts, notifications and other events can be reduced while the ability to find the right target and provide important contextual information about the event and its resolution can be greatly enhanced.

The contextual part of the message managed by the PAL Server can be in a number of forms, depending on the receiving device. This can include links to applications and other data sources, action items, and other processes that can be controlled from the receiving device. The PAL Server passes this contextual information to the device and manages the flow of information back through the PAL Server to the initiating application or device.

Response Agent Server

The Response Agent Server is the second key component to the IRiS system. This server manages the connectivity with the different applications and devices that communicate via IRiS. Each device or application is connected via a Response Agent, the role of which is to establish a connection to the PAL Server and identify the device or application type and manage its interactions with the rest of IRiS. The Response Server acts as the bridge between the devices and the business rules in the PAL Server, and also implements IRiS' LDAP and encryption support.

The Response Agents are a key component in enabling the investigation and resolution functionality of IRiS. A field service technician's instant messaging device can be populated by a set of Response Agents that act as proxies for different back office and front office applications that are needed for investigation and resolution. Rather than the static, message-only mode available from a purely instant messaging solution, the presence of these Response Agent proxies allows the user to query other applications for data, launch processes for resolving problems, and notify other employees and applications of a successful resolution.



*Figure 2: IRiS-Enabled Device Example
Source: Vayusphere*

InstantResponse Applications

The four existing applications – InstantResponse for Remedy, InstantResponse for Clarify, InstantResponse for Computer Associates Unicenter ServicePlus and InstantResponse for Siebel Field Service – all draw on PAL and Response Agent Server technology. On top of the standard IRiS services, each application provides a direct interface to the specific enterprise application. Thus, a Clarify user would be able to direct field service dispatch requests from the Clarify screen through InstantResponse for Clarify to the appropriate personnel without the need to exit to a separate instant message environment. The receiving device can be provided with contextual information from the application and can respond back directly to the sending application.

The value of this “invisible” interface cannot be overstated. The immediate impact of the InstantResponse applications is to greatly enhance overall productivity and responsiveness without requiring any new training on the part of call center or field service staff. The ability of these applications to leverage the existing applications environment is a key reason EAC expects the InstantResponse applications to offer a potentially large return on investment.

Instant Messaging, Applications, and Web Service Interfaces

IRiS supports an appropriately wide array of devices, protocols and application interfaces. On the device side, IRiS supports Windows, Palm OS, WAP, PocketPC, and RIM-based devices running either the IRiS instant messaging client or one of the IM clients supported by Vayusphere. This includes the majority of instant messaging enabled devices on the market today. IRiS supports a number of Java-based interfaces for systems that use Java interfaces or are not instant messaging enabled. IRiS also supports an impressive array of instant messaging systems, including Lotus Sametime, Microsoft Exchange IM, AOL IM, MSN IM, Yahoo IM and the Vayusphere IM. IRiS supports SOAP, HTTP, and Perl APIs, and has direct API-level support for Siebel, Clarify, Remedy, and Computer Associate's ServicePlus. Vayusphere is also currently developing an interface that will connect IRiS to SAP's CRM application.

Real-time Response in the Real World:

Customer Prospects for Return on Investment Using IRiS

EAC's review of Vayusphere's products and technology reveals an offering that should provide a significant and measurable return on investment for a number of different business functions in a range of vertical industries.

The business functions that IRiS can support include field sales and services, internal service support (particularly IT operations), supply chain execution and logistics, network management, and emergency and security services, among others. In each of these areas, the expected ROI can come from one or more of the following factors:

- **Improved Response Rates and Reduced Response Costs.** The ability to greatly increase both the timeliness of a response and the effectiveness of that response will lower overall service costs and increase productivity. The ability of IRiS to precisely target the correct individual and include in the alert contextual information that can enhance that person's responsiveness are highly leverageable capabilities that will improve overall return on investment. Within this ROI calculation are the savings from improving up-time for revenue-producing assets and avoiding SLA penalties.
- **Lower Field Dispatch Costs.** The ability to optimize responsiveness by targeting the correct person and arming that person with relevant contextual information should yield additional cost savings for service organizations. This means savings from the improved use of personnel as well as from route utilization optimization.
- **Decrease in Customer Dissatisfaction and Customer Churn.** The ability to better respond – in terms of time and quality – to customer needs is also a key reason Vayusphere's instant response solution should provide a significant return on its customers' investments. Customer satisfaction surveys across a wide range of industries show that the timeliness of the response for both trouble tickets and sales support is one of the most important factors in overall satisfaction. Meeting customer support needs with timely and well-focused responses can make the difference between an upsell opportunity and a lost customer.

Key Instant Response Business Functions

- Field sales and service
- Internal services support
- Supply chain execution and logistics
- Network management
- Emergency and security services

Key Instant Response Markets

- Financial Services
- Manufacturing
- Logistics
- Telecommunications

The return from an instant response solution like IRiS can also be discussed in terms of the potential opportunities for revenue enhancement. These opportunities extend beyond the service side of an enterprise into the sales and marketing side. Thus, IRiS can be used to enhance upsell and cross-sell revenues by using instant response to target prospective upsell customers with alerts and notifications and provide both necessary contextual data as well as a two-way communications mechanism for following up on the notification with a query or purchase. Companies in more purely service-oriented businesses can expect improvements in overall revenues per employee as instant response is deployed. The accompanying improvements in efficiency can also be used to both extend an existing customer base and offer service upgrades without significantly increasing overall costs. Some customers will be able to enhance revenues by earning SLA service bonuses or charging for premium support services.

Vertical Market ROI:

Financial Services, Manufacturing, Logistics and Telecommunications

In specific markets such as financial services, the ability to meet legal and fiscal requirements for maintaining records of communications between brokers or agents and customers can also provide an important ROI. The ability to maintain and manage log files of instant response

communications will allow these companies to meet SEC and NASD regulations without incurring a significant cost in new technology. This capability constitutes an important insurance policy for companies in this sector.

Financial services and field service organizations are not the only vertical sectors that can expect an ROI from an instant response system like IRiS. Vayusphere is also targeting manufacturing, transportation and logistics companies, all of which have similar requirements for real-time, context-rich responses.

Manufacturing supply chains not only have real-time service requirements, but are also run according to a real-time or just-in-time supply network. The ability to rapidly shift supplies, shop floor resources, and other key production resources in order to meet changes in demand or manufacturing bottlenecks can be greatly enhanced by the use of instant response technology. This is particularly true for contract manufacturers for which productivity and cost control hinge on rapid responses to complex requirements. Transportation and logistics providers face similar real-time hurdles. The need to move supplies and finished goods in the most highly optimized fashion depends in large part in knowing the location and availability of key logistics resources and using that knowledge to best advantage. An instant response system could significantly improve overall transportation network response.

Another key market targeted by Vayusphere is telecommunications. The telecommunications ROI is similar to the overall field service opportunity. Telecommunications providers have significant service level requirements that, perhaps more than any industry, require real-time response. Whether it's a network node failure or a major client outage, telecommunications providers often have significant direct and indirect costs related to prolonged service failures. These costs can result from failure to meet service level agreements or from lost revenue due to customer defection. The instant response ROI for this industry can go right to the bottom line.

Utilities companies, an industry that Vayusphere has identified as a pending target market, share the requirements, and potential ROI, of the telecommunications industry. While customer defection is not a significant factor in most utilities, service level agreement compliance and the need to maintain geographically far-flung resources increase the potential for a significant ROI.

Two other future target markets for Vayusphere also bear mention: security/law enforcement and healthcare. The need for comprehensive responsiveness for security and law enforcement has been an increasingly important issue for both government agencies and the private sector. The ability of IRiS to locate personnel and provide contextual information in real time could have important uses in security or law enforcement. A similar use exists in healthcare, where doctors, nurses, and other key personnel need real-time notification as well as relevant information on which to make real-time decisions. While Vayusphere has yet to directly focus its efforts on these markets, EAC believes the opportunity could be significant.

Conclusion: IRiS and the Instant Response Advantage

This first look at Vayusphere's instant messaging offering shows a product set that can meet current market demands for rapid return on investment in key areas of the services and manufacturing supply chain. The savings can come from a variety of areas – rapid servicing of key revenue producing assets, lower service costs and improved productivity. EAC believes there is a strong potential for new opportunity enhancement as well.

One of the more important elements of this return on investment is the leverage it gives to existing applications and business processes, both internally to the Vayusphere user and externally with customers and partners. EAC believes that Vayusphere's instant response technology will allow companies to significantly improve the real-time side of their businesses and yield a better return on their investments in a host of existing applications and technologies. The customer relationship, supply chain, integration and other enterprise software currently in use desperately need an enterprise-wide instant response solution in order to truly fulfill their real-time roles.

EAC's review of Vayusphere shows that the company's products and market focus are a timely addition to an enterprise applications market that needs to provide additional value for existing infrastructures and business processes without incurring heavy costs or onerous implementation times. The real-time challenge can be met by providing instant response technology. Vayusphere is positioned to become an important provider for this increasingly important market.