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MAIA Intelligence

MAIA Intelligence Private Limited

Year of Establishment - 2006

Area of specialization: Software product development in the Business Intelligence space.

Field of Innovation: Business Intelligence software.

Company Overview: MAIA Intelligence is a company committed to developing and continually improving powerful Business Intelligence reporting and analysis products to meet the needs of corporate implementations, application service providers and value-added resellers. The company's business reporting solutions are comprehensive, affordably priced and easy-to-learn, use, deploy and maintain.

The Innovation: MAIA's 1KEY Business Intelligence and Reporting Software has revolutionized the way Business Intelligence can be deployed. With installation and database connectivity happening in two working days, organizations are ready to implement Business Intelligence from the third day, with instant dynamic reports. With an easy-to-use Data presentation layer, business users can start using their dynamic reports within a couple of hours of training.

Key Achievements: Using the solution, customers can provide BI solutions even at the lowest level, at very low costs. 1KEY enables faster analysis and speeds the decision making process. The cost of ownership is lowered at a high return on investment.

Potential Market: According to an IDC report, the Indian market for Business Intelligence (BI) solutions is growing at a CAGR of 27 percent and touched US\$ 17 million at the end of 2007. MAIA's innovative 1KEY BI solution has a larger market opportunity because of its Operational Business Intelligence concepts. Organizations that have already invested in a Strategic BI tool, are keen to have the same concepts used at the Operational and Tactical levels. Since most of the current-day BI tools are not able to cater to this requirement of organizations, these layers depend on spreadsheet usage. This is a larger opportunity for MAIA to replace spreadsheet usage in such organizations to the more robust and secure 1KEY.

1KEY is a universal BI tool that can address the data analysis needs of all industry verticals (including FMCG, BFSI, Manufacturing, IT/ITES, BPO, Retail, Distribution, Pharma, etc.) across all functional areas i.e.: Finance, Purchase, Sales, Manufacturing, Human Resources, and Project Management.