



- VIEW
- WEB VIEW
- KPI
- FILE READER
- CUBE
- WEB CUBE
- TREE
- QUERY EXPERT
- CHART
- WEB CHART
- TICKER
- OLAP
- DASHBOARD
- SCHEDULER
- REPORTER
- WEB TREE



“

To succeed as an enterprise BI reporting standard, a solution must: 1) Accommodate thousands of users with ease of affordability without prohibitive software license costs. 2) Provide highly interactive interface, flexibility, most intuitive reporting that improves decision making. 3) Access any or multiple enterprise data source. 'MAIA Intelligence's 1KEY AGILE' has proved on all the above three points.

1KEY Agile BI Suite is the only single layer, interoperable, ground up built end-to-end BI product. Our Customers' CXO level group have experienced the benefits with highest adoption ratio where in 1KEYAGILE BI Suite is now used by both expert BI analysts and operational business users in mass.

”

**Sanjay Mehta - CEO**  
MAIA Intelligence Pvt. Ltd.



Browser, Share Point & Client



- |                    |                     |                 |                  |                 |                  |
|--------------------|---------------------|-----------------|------------------|-----------------|------------------|
| <b>FILE READER</b> | <b>QUERY EXPERT</b> | <b>WEB VIEW</b> | <b>VIEW</b>      | <b>WEB TREE</b> | <b>WEB CUBE</b>  |
| <b>REPORTER</b>    | <b>OLAP</b>         | <b>CUBE</b>     | <b>SCHEDULER</b> | <b>KPI</b>      | <b>TREE</b>      |
| <b>CHART</b>       | <b>CONSOLE</b>      |                 |                  | <b>TICKER</b>   | <b>DASHBOARD</b> |

Browser

Share Point

Client

## Presentation Layer

View & Cube Reporting



Graphical Analysis



Visually Stunning Dashboards



KPI

Qty	Sales
★ 30	▲ 359,999.00
★ 21	▲ 216,000.00

• Role Based Security



## Business Intelligence Platform



- Administration
- Business Logic
- Repository



Report Scheduling & Meta Data Server

Meta Server



## Data & Application Integration

Query Expert

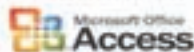


Metadata



OLAP

- MAIA OLAP
- SAP BW
- SQL Analysis Server
- DB2 Cube Views



## Databases



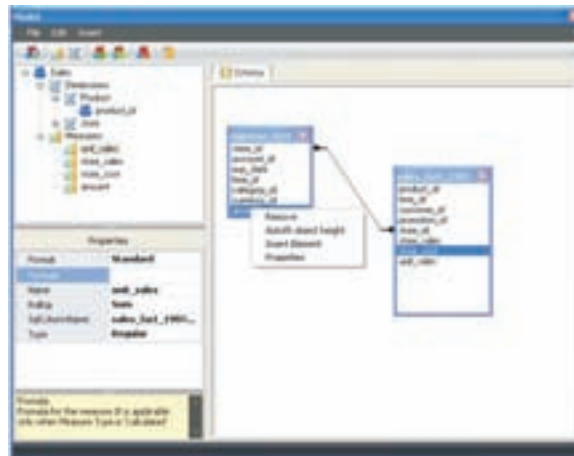
3rd Party Applications





1KEY On-Line Analytical Processing (OLAP) transforms raw data to reflect the real dimensionality of the enterprise as understood by the user. It gives remarkable performance on the ever growing sizes of the databases.

It connects and synchronizes with multiple raw databases and creates OLAP database in user desired flavor. It is having a middle ware / engine, where the data can be restructured and cleansed allowing the users to create its own OLAP Data-Warehouse with ETL Process.



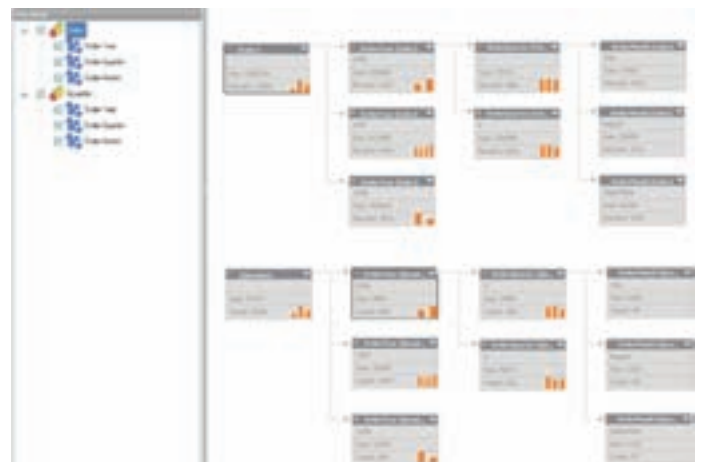
- Calculations and modeling applied across dimensions, through hierarchies and/or across elements
- Trend analysis over sequential time periods
- Slicing subsets for on-screen viewing
- Drill-down to deeper levels of consolidation
- Reach-through to underlying detail data
- Rotation to new dimensional comparisons in the viewing area



1KEY AGILE has intuitive visual data representation of OLAP and raw data in hierarchical tree based drill down expandable structure. 1KEY TREE will allow users to read MAIA OLAP models, SSAS's cubes, Query based OLAPs. It is build on concept of On-Demand.Load which increases performance.

1KEY TREE is used to drill down into a number and see the relative importance of each of its constituent parts. When you drill down into any dimension at any node in the tree, the OLAP client ranks the next level of detail from left to right by value and percentage of the total. In this way the user can readily grasp the relative importance of any group of products, sales regions, customers, or any other dimension of the cube.

It allows users to do further filters, displaying results in charts, setting other aggregates like %age, Min, Max, counts, etc. and also export & email. User can save their own layouts for what they drilled from any of the model.

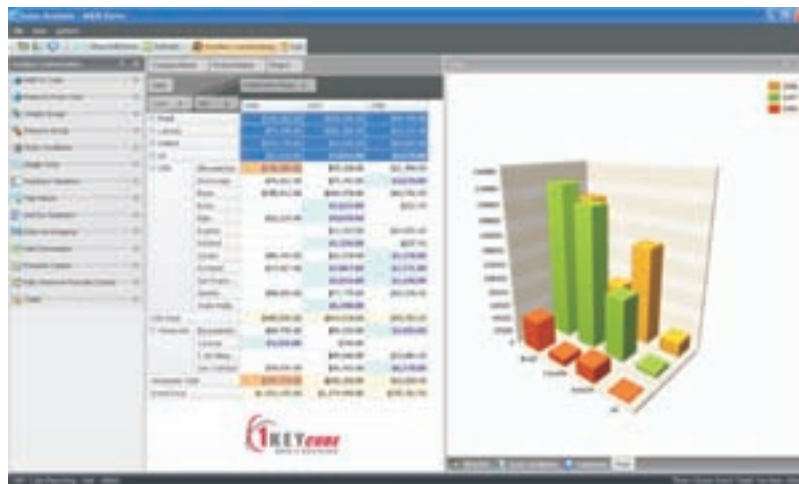




1KEY CUBE is a comprehensive data analysis, data mining, and multi-dimensional visual reporting solution.

With its powerful data architecture, 1KEY CUBE is able to slice and dice information efficiently and provide customers with an extremely intuitive experience. Regardless of the perspective, data can be rendered to answer business questions - and best of all - it allows business users to focus on business rules rather than creating dozens and dozens of reports.

It is a powerful tool conceived to help the business user to understand their data, to compare and contrast scenarios, and to deliver this information inside and outside of their organization.



Sales Analysis

Page 1 of 1 (14 Items)

Country	City	1996		1997		1998	
		Quantity	Sales	Quantity	Sales	Quantity	Sales
Venezuela	Barranquilla	276	\$14,790.00	323	\$19,283.00	237	\$5,499.00
	Caracas	14	\$3,328.00	20	\$780.00		
	La Guayana			477	\$49,048.00	493	\$10,981.00
USA	San Cristobal	252	\$76,596.00	450	\$76,461.00	294	\$6,170.00
	Albuquerque	498	\$15,368.00	540	\$76,528.00	438	\$1,704.00
	Anchorage	217	\$76,962.00	234	\$15,942.00	252	\$1,638.00
	Baton Rouge	767	\$15,812.00	2574	\$104,470.00	1017	\$42,714.00
	Buffalo	35	\$1,622.00	35	\$1,622.00	24	\$322.00
	Edinburg	48	\$1,238.00	77	\$1,834.00		
	Elgin			220	\$12,307.00	125	\$10,872.00
	Fortland	80	\$1,328.00	5	\$237.00		
	Lander	274	\$46,704.00	107	\$16,334.00	26	\$1,238.00
	Portland	46	\$17,467.00	34	\$7,867.00	46	\$1,771.00
San Francisco				108	\$2,034.00	71	\$1,498.00
	Seattle	108	\$40,948.00	505	\$71,770.00	360	\$15,238.00

With 1KEY CUBE, user can visualize multiple Charts within cubes based on selected data. 1KEY AGILE has the rapid in memory cube which represents raw data for multi dimensional analysis.

It has numerous runtime customization options that help users to create on the fly report / layouts with various permutations of dimensions for runtime analysis.

With 1KEY CUBE, users can drill down raw data in any manner they require using the easy-to-understand pivot table functionality like excel and instantly render the desired output. By incorporating 1KEY CUBE in your application, you can deliver an almost endless array of reports - without hassles.



1KEY VIEW provides users the flexibility of analyzing data and creating reports of great business value. 1KEY VIEW has been engineered to fully address the BI needs and reporting requirements of your organization helping you to compete and win in the marketplace without much effort or compromise.

1KEY VIEW provides two-dimensional tables for runtime analysis, grouping and column customizations with Parent-Child Relationships, Drill Down and Drill Back functionalities, etc. A two-dimensional, extremely intuitive report formatting and analysis tool for Business users.

Customers Order Details - Customer Facing

Drag a column header here to group by that column

CustomerID	Company Name	Name	Title	Country	City	Region
ALF1	Alfred Futterkate	Maria Anders	Sales Represent...	Germany	Berlin	

Orders

Drag a column header here to group by that column

CustomerID	OrderID	OrderDate	ShipCity	ShipCountry	Freight
ALF1	10702	12/03/1997	Berlin	Germany	23.94

Order Details

Drag a column header here to group by that column

OrderID	ProductID	Quantity	UnitPrice	Discount	OrderTotal
10702	10702	3	8	24.00	24.00
10702	10702	76	15	18.00	45.00
Total=24.00					Total=69.00

ALF1	10952	11/03/1998	Berlin	Germany	40.42
ALF1	10835	12/01/1998	Berlin	Germany	69.53
ALF1	11111	09/04/1998	Berlin	Germany	1.21
ALF1	10692	03/10/1997	Berlin	Germany	61.02
ALF1	10643	01/09/1997	Berlin	Germany	29.46
ALF1	11000	04/05/1997	Berlin	Germany	.00
Total=225.58					

1KEY WEB BI & DECISION View Reports

Home Change Password Help Logout

Customers Order Details

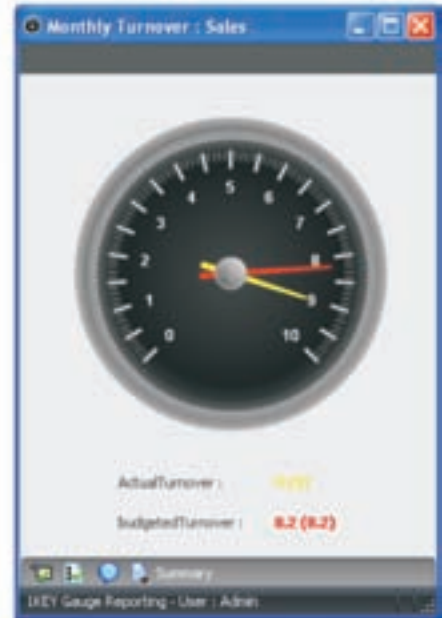
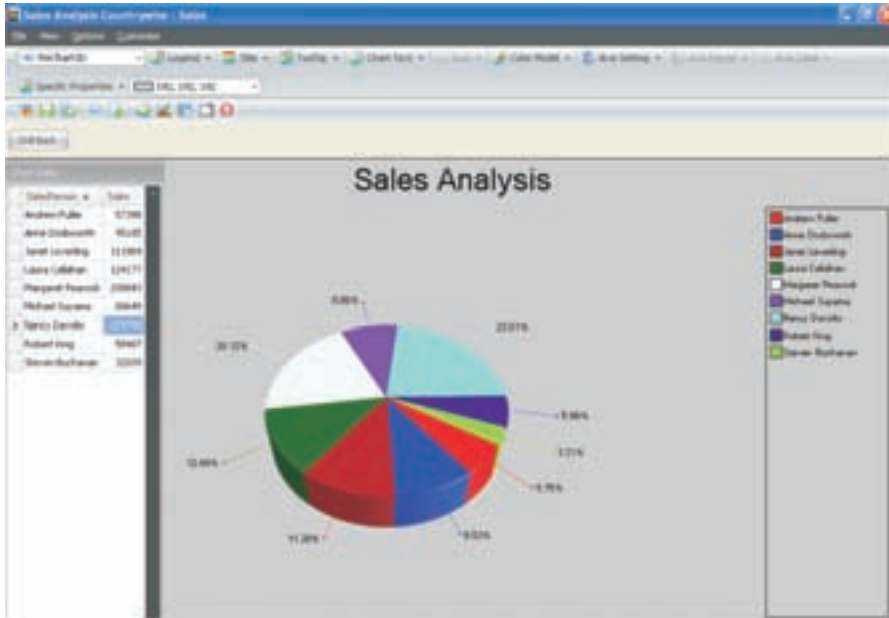
Active Level - Customers Information

CustomerID	Company Name	Name	Title	Country	City
ALF1	Alfred Futterkate	Maria Anders	Sales Representative	Germany	Berlin
ALAT8	Ana Trujillo Emparedados y helados	Ana Trujillo	Owner	Mexico	Mérida S.P.
ALAT9	Antonio Moreno Taquería	Antonio Moreno	Owner	Mexico	Mérida S.P.
ALBUT	Around the Horn	Thomas Hardy	Sales Representative	UK	London
ALBUD	Berglunds antiques	Christina Berglund	Order Administrator	Sweden	Luleå
BLAUS	Blauer See Delikatessen	Hanna Pösch	Sales Representative	Germany	Hannham
BLONP	Blondie père et fils	Fredrique Cleaus	Marketing Manager	France	Strasbourg
BOLID	Bólido Comidas precocidas	Marín Somier	Owner	Spain	Madrid
BONAP	Bon App	Laurence Letisher	Owner	France	Parisville
BOTTN	Bottlen-Deber Markets	Elizabeth Lincoln	Accounting Manager	Canada	Toronto
BSEV1	B's Beverages	Victoria Ashworth	Sales Representative	UK	London
CACTU	Cactus Comidas para llevar	Pedro Simpson	Sales Agent	Argentina	Buenos Aires
CEMPC	Centro comercial Mochales	Francois Cheng	Marketing Manager	Mexico	Mérida S.P.
CHOPS	Chop-suey Chinese	Yang Wang	Owner	Switzerland	Bern
CONOC	Comércio Moraes	Pedro Afonso	Sales Associate	Brazil	São Paulo

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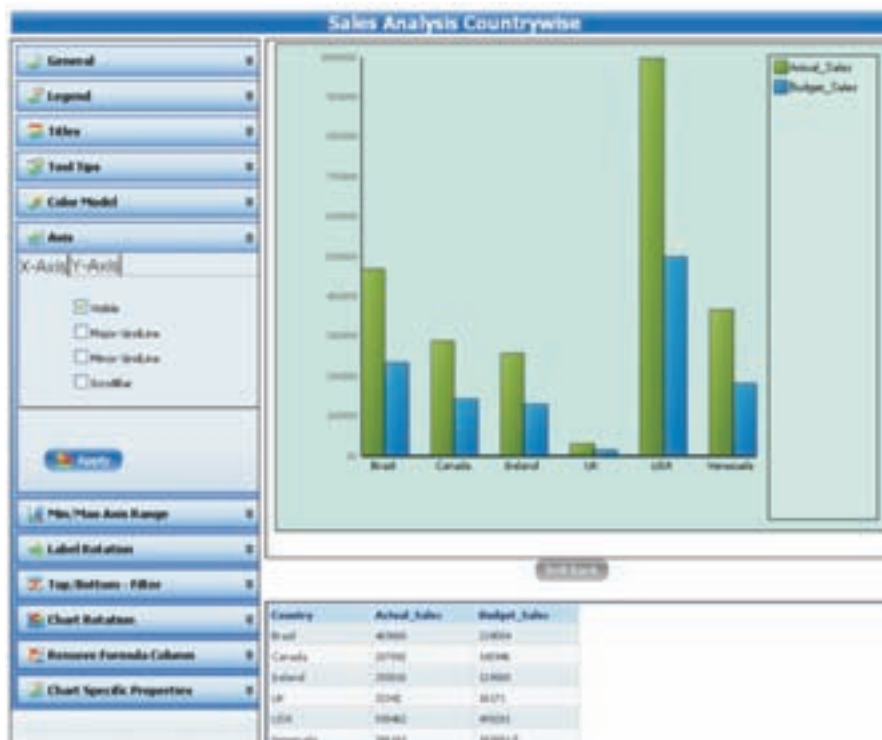


1KEY CHART is a graphical representation and visual reporting which represents business performance via stunning and meaningful diagrams. It helps to drive organizational achievements by giving information in a much consolidated and easy to understand manner.



Users can do filtering & change the chart type (column, bar, line, pie, dial gauges, speedometers, heat maps and many more data visualization methods) on run time to derive more value from data.

Runtime user definable drill down & drill back functionality available direct from the graphic representations. Customer segmentation, forecasting, trend analysis, etc. all made easy for proactively managing and monitoring business processes.





Key Performance Indicator (KPI) are high-level snapshots of a business or organization based on specific predefined measures. KPIs typically consist of any combination of multiple reports.

They may include global or regional sales figures, personnel stats, real-time supply chain information, or anything else that is deemed critical to a corporation's success.

- Visualize key performance data effectively with graphical pointers
- Convey performance results quickly with visuals
- Monitor red zones & define threshold levels to set indicators & trigger alert deliveries
- Link individual KPIs to corporate goals

KPI allows goals to be observed with different warning colors that will be switched on as defined giving the user a quick view of how well or how poorly each goal is met.



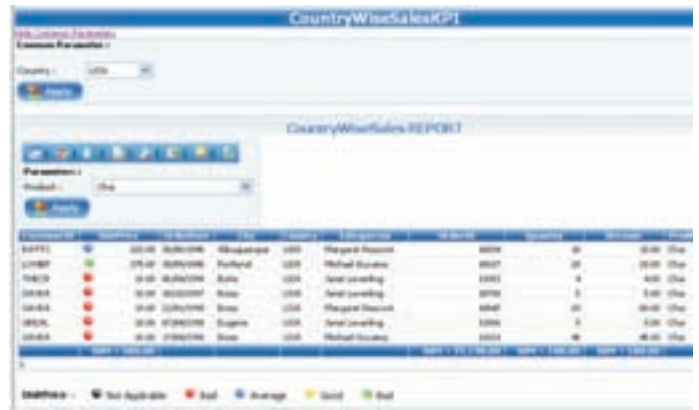
Using wizards of 1KEY DASHBOARDS, users can define their own Dashboards having combination of multiple reports like View, Gauge, Chart, KPI's, RSS Feeds etc, on one single screen.

1KEY DASHBOARD gives single window to view all types of nos., facts & figures in multiple way, multi data presentation. eg. CEO requires complete performance of Sales, Orders in hand, revenue v/s budget, its outstanding, Cash Flow, Salesman performance, Product wise stock in hand, Budget & Expenses etc.

1KEY DASHBOARDS are lightweight and valuable extensions of 1KEY BI deployments. They are lightweight because they access only the portions of data needed by a particular user and can be rapidly built by either consultants or internal IT staff. They are valuable because they immediately disseminate data to a large number of employees and eliminate labor-intensive data gathering workflows.

1KEY KPI can give a business executive a high-level, real-time view of the health of a company by visually displaying vital statistical information about that company. In developing KPIs, a user or developer defines target performance levels and then decides the best way to represent variance from that target.

Business users are empowered to set the KPI values on their own without depending on the IT team.





1KEY TICKER is an enterprise alternative to Yahoo Widgets, Google Gadgets, Vista Sidebar, Apple Dashboard. What makes stand out the 1KEY TICKER is that it is part of a BI reporting solution with a presentation layers which is similar to consumer applications. 1KEY TICKER is meant to use to beam commercial enterprise data which can be used by 000's of users and can access any enterprise data source.

The 1KEY TICKER application is like any other application you install on your computer. 1KEY TICKER is a very nice

and handy application within 1KEY AGILE BI Suite, which can bring life to your desktop and change the way you are working with your reporting data. It will not affect your computer's performance or put your commercial data in harm's way. It authenticates you with 1KEY server with all permission rights and then beams role based data in a scheduled manner.

1KEY TICKER resides on your desktop and does not look like standard window like applications as we're used to seeing them. Instead, it looks like small pictures or animations.



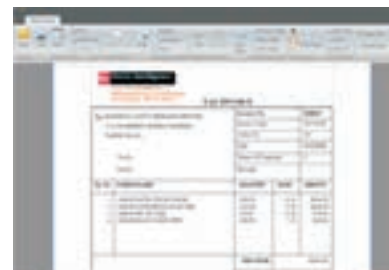
1KEY REPORTER is a client side application that builds report based on query model. Using a simplified interface you can link multiple queries & create on-demand reports.

Using 1KEY REPORTER's interface, developers can drag & drop fields to arrange data fields on a page intuitively.

1KEY REPORTER is a generic report writer for designing compliance reports, pre printed forms, vouchers printing and viewing. It gives freedom to create a range of simple to complex reports.

Thanks to intuitive reporting integrated development environment.

Developer can do multiple event formatting, runtime scripting for each cell with J#,C#, VB.net. It has formula & function editors which can be embedded with reports. It has enhanced formula builder having VB Functions, Financial, Math, Conversional, String, Aggregate with advanced conditions & multiple operators

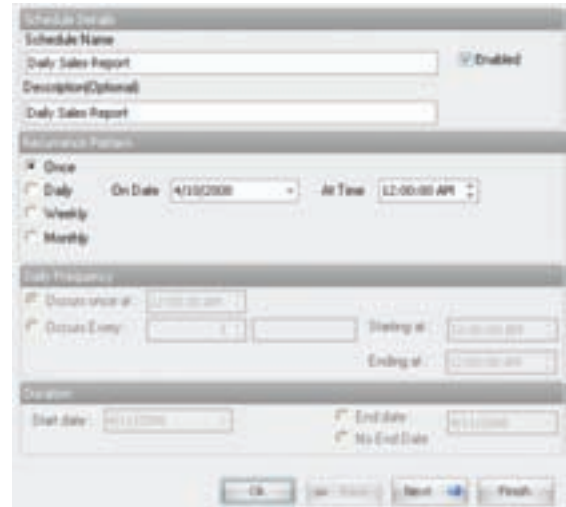


1KEY AGILE has dynamic query engine with expression builder and model creator. It provides the facility to use simple graphical interface to build SQL statements and create views in a database. It has graphical panes that displays your SQL statements visually and a text pane that displays the text of your SQL statement. You can work in either the graphical or text panes.





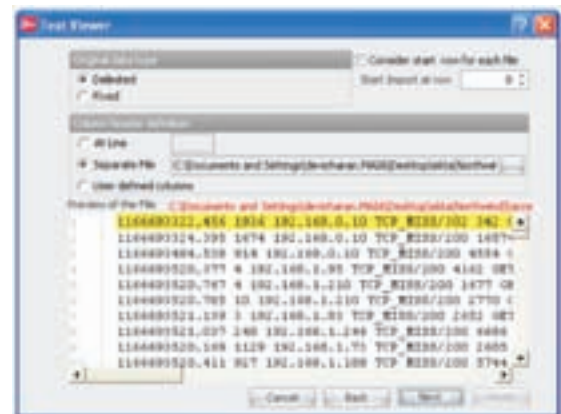
1KEY SCHEDULER enables users to schedule their reports as per the recurrence pattern in the variety of formats like PDF, TXT, XLS, HTML, MHT and RTF to be stored on hard disk, to be emailed to respective business users, or to SharePoint. Thus 1KEY SCHEDULER automates the complete process of reporting and avoids the cumbersome work of manually creating and/or delivering reports to respective business users on a periodic basis.



1KEY FILE READER is a utility that imports data from Text Files, Excel Files, stores it into 1KEY CUBE or 1KEY VIEW for direct reporting and analytics.

1KEY users get the benefits of another key functionality which not many reporting tools / BI software provide as of today.

- Single & multiple files / sheets selection at one instance are available
- User can select data range on their own
- Users can select required data column with required format for analysis
- Users can save layouts and use the same whenever required



1KEY CONSOLE is a powerful enterprise administrative security system for managing the application with user rights, authentication, log writing, back-ups and permissions. It has modules like My Desk, All Managers, User Roles & Report Rights, SMTP settings, Control Center. 1KEY AGILE has active directory integration for single sign on. 1KEY AGILE has service oriented architecture with web services and also integration with third party services. It connects to multiple servers through OLEDB, ODBC, MAIA OLAP, SSAS, SAP & XML.

With **1KEY** User Hierarchy, Role Based Security is provided in 1KEY.

Role Based Security is provided in 1KEY. The access control over complete business information is well mapped as per the employee hierarchy of the organization. The information displayed as a part of reports is trimmed as per the user logged into the system

1KEY provides full end-to-end control of sharing and display of business information.

## 1. Parametric Control:

1KEY uses “parametric control” for controlling access over business information which is available to users for their reporting needs. Parameters are mapped to the user hierarchy of the organization and hence the access to the relevant data. Parameters definition can be one of the fields available from the system or can be user defined based on the requirement of the organizations.

UserName	DomainId	DomainName	User_ProductList	UserCountry
Admin	5	MAIA Demo		Canada
devt	5	MAIA Demo	Aniseed Syrup	Austria
ekta	5	MAIA Demo	Carnarvon Tigers, Chang	Argentina,Finland,France
kirti	5	MAIA Demo	Camembert Pierrot	Switzerland
komal	5	MAIA Demo	Chartreuse verte, Chef Anton's Cajun Seasonin...	Germany,Italy
pravin	5	MAIA Demo	Gorgonzola Telino	Italy
shweta	5	MAIA Demo	Inlagd Sil	Denmark
vishal	5	MAIA Demo	Pavlova	USA

## 2. Parameter Mapping :

The parameters defined in the system are mapped to each user role based on the User Hierarchy maintained in the organization.

Access Rights explained:

- a. User\_City : will have access to business information only for UK as country and specific to London as City.
- b. User\_Country : will have access to important data with respect to Countries mentioned as UK , USA and Brazil .

## 3. Access Control for Business Information

Information displayed will be based on the parameter considered and mapped to the Role based – User Hierarchy of the organization.



“ My team is now able to address the queries with detailed analysis, from different sources of data. 1KEY Financial Consolidation module helped us achieve this in days, which took weeks earlier, by linking data of all locations to a single view with drill down facility. 1KEY has now become an important tool for introspection.”

- **Nirav Adalja - CFO**, Anchor Electricals Pvt. Ltd.



“ There's more to construction than pouring concrete. We opted 1KEY BI which connected to the data warehouse & gave the gamut in information delivery – in terms of reporting & analysis against transaction application's financial data.”

- **Mayank Gandhi - Director**, LOK Housing & Constructions Ltd.



“ 1KEY connects data from Tally & SAP which lets our business users create one view of dynamic reports quickly & easily. With lot of information, we spent maximum time in analyzing the data, preparing reports using spreadsheet. 1KEY enables us to slice & dice the data for MIS reporting & analysis based on which we can derive desired decision making.”

- **Sandeep Shah - Head IT**, Gujarat State Petroleum Corporation Ltd.



“ We wanted to roll out BI to bottom of the pyramid and not restrict it to few users. Quick & important business gains can be achieved in short time with reasonable costs using 1KEY. 1KEY is like Mercedes at the price of Maruti. Full value for money.”

- **Zoeb Adenwala – CIO**, Essel Propack



“ 1KEY AGILE deployment at Tata Chemicals was quick. We have used it for creation of dashboards from SAP data and Non SAP data. It helped management in getting a quick 'feel' of the financial implications of the decisions and empowered decision makers. The focus in Tata Chemicals was to get "AI" (actionable information) and the Dashboards, KPIs, Charts, Cubes in 1KEY AGILE provided the users across departments with AI and analytics of the business at a glance. The ability to connect to multiple databases and applications, helped to provide the information from different sources in a single view. We plan to use it for our international operations, where different ERP packages are deployed.”

- **Vikas Gadre – CIO**, Tata Chemicals Ltd.



“ Data utilization, incisive analysis and speeding up our departmental as well as corporate decision-making process are key priorities for us. We found 1KEY Business Intelligence (BI) applications with a cost effective price point, easy installation, and single maintenance and .support for the entire software stack.”

- **Nirmal Jain - Managing Director**, India Infoline



“ MAIA's 1KEY business intelligence solution provides us data utilization, incisive analysis & speeding up our departmental & corporate decision making process capability comprehensively while allowing us enough headroom for future enhancement opportunities in this area.”

- **G. Radhakrishna Pillai – CIO**, SRL Ranbaxy Ltd.



“ We were using PL SQL static Reports, which were replaced by 1KEY BI with top down hierarchical user security and runtime dynamic reporting analysis ”

- **Rajesh Panchal, Head IT Applications**, Pidilite Inds. Ltd.



“ With 1KEY BI, we have been able to consolidate our reporting system which has helped us address our challenges at the root level and accomplish our reporting tasks at ease. Prior to the MAIA 1KEY BI implementation, we were firing the queries using query analyzer and pasting the results into Excel, formatting & presenting it to the management. With 1KEY BI, all these tasks can be done in single shot. The role based security of 1KEY allows us to assign rights to users to see limited reports. The task of cut & paste in spreadsheets is now simplified with 1KEY's drag & drop option ”

- **Deena Mehta - Director**, Asit C. Mehta Investments Intermediates Ltd.



“ Elbee is the first logistics company in India to place BI in the hands of our customers. We believe that if the shipment belongs to our customer, so does the information. Timely information is very critical for a service organization. With 1KEY we have given him a very simple way to analyze this information, and generate reports customized to his needs. 1KEY allows users, including customers and employees to share critical information, such as operational service levels, sales and receivables outstanding data, without having to sift through reams of reports and data. 1KEY helps users to pull information from multiple repository and the ability to do analysis, and also saves costs as employees can create their own reports. The increased efficiency has greatly enhanced our customer confidence and loyalty.”

- **Shirish Gariba - Chief Information Officer**, Elbee Express

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