

EXPRESS Computer

WEEKLY INSIGHT FOR TECHNOLOGY PROFESSIONALS



MAIA Intelligence BUSINESS INTELLIGENCE SOFTWARE



“Before, managers had to rely to a great extent on gut feel. They used manual processes and did a lot of asking around and working on spreadsheets. They were constantly forced to make decisions without all the information, because Decision - support information took weeks to process. Now with 1KEY Business Intelligence software, they probably have ten times the amount of information they had before, in a format which is ready to use.”



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.

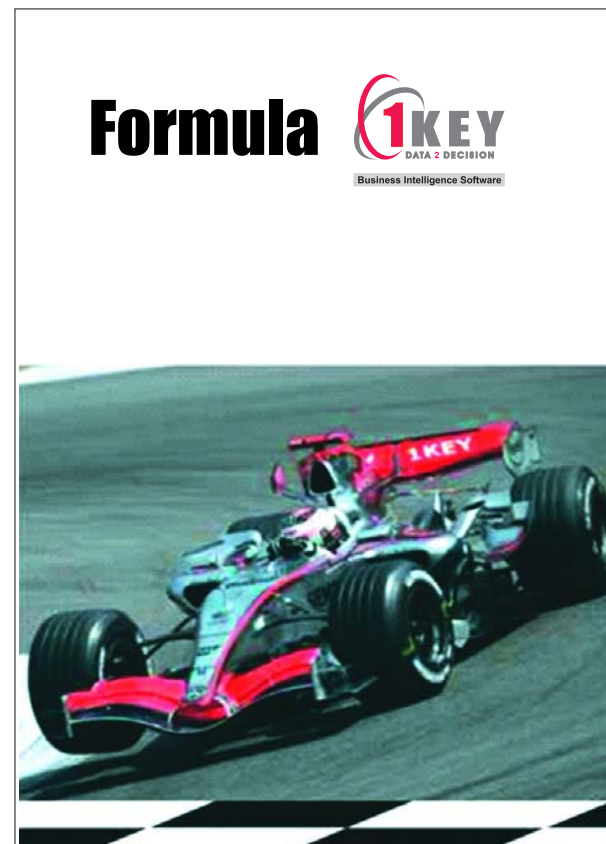
We serve each of our clients with integrity. To protect and maintain the trust of our clients and the public at large, we strictly adhere to regulatory and professional standards. And we have internal channels and processes in place to provide our people with the tools and opportunities to do the right thing.

Value Proposition

Our Products & Service help your organization, if:

- Key users/user groups want to adopt BI practice or want a strong decision support system for MIS reporting.
- Users are in spreadsheet purgatory and are ready to move from seeing values to trends.
- Business users are spending more time on analysis than action.
- Critical issues are not made readily apparent without having to sift through reams of reports and data.
- Business users need to rely on IT or analysts to get information.
- Business users don't know what questions to ask about the data.
- It is difficult to investigate data issues to understand why?
- Business users are drawing incorrect conclusions and missing opportunities.
- You wish to deploy applications and share information with external parties such as customers, suppliers and partners.

By providing a very compelling user experience that requires little/no training and no reliance on IT to write reports/queries for them, business users can speed up decision-making by spending less time involved in analysis and more time taking action. Data 2 Decision.



CIO and its IT team - Always a Winner - with Formula 1KEY



Outsource MIS

MAIA Intelligence specializes in creating MIS software systems for generating visually stunning analytics for corporate having voluminous data with disparate data sources.

Our team of functional and technical consultants will create MIS Competency Centre all necessary standard analysis reports as per company requirement and management vision. We will be the outsource MIS departments of your company.

Why outsource MIS

- If your company has constant needs for reporting.
- If your managers are wasting time in Excel to generate report
- If your data is stored in multiple sources
- If you are not using any business intelligence software
- If you want to save on Capex of an ERP or BI for better reports
- If you need fast deployments of a decision support system

Call on we will take the responsibility of generating MIS analytical reports and provide best business practices and establish reporting standards within your organization. We will provide the necessary onsite BI software with manpower and consultant for creating the MIS.

Built-Operate-Maintain-Transfer

Companies who want to have their own MIS capabilities over the time turn to BOMT (Built-Operate-Maintain-Transfer) Model.

Depending on your needs, we will build the central reporting center, deploy 1KEY BI, hire and train the staff on onsite. Then we will be managing the daily operations. After several months or years, we transfer everything to you, from staff to software, delivering a fully functional and high-quality MIS competency development center.

Why partners are so strongly needed in MAIA Intelligence eco system?

"We would prefer to do everything ourselves. It's the best way to make sure your know-how stays under your own roof. Yet we seem to have external experts coming and going, just about all the time. Fact is, we don't have enough manpower, and neither can we be expected to know everything about everything".

An effective implementation of an MAIA Intelligence 1KEY MIS Products solution touches every thread of your organization. Carrying information over organizational boundaries is a pre-condition for creating a broader view and deeper insight at all levels of operation. This is why our BI products 1KEY MIS implementation affects all the essential aspects of a company.

1KEY MIS is about synchronizing the organization as a whole, providing a better understanding of your business processes, and generating intelligent analytical reports, alerts, charts to suit the needs and requirements of the people that work from top management to the lowest level in your enterprise.

MAIA Intelligence is not an expert in all aspects of every sector of industry. We are a primarily a software provider, not an organizational consultant. Therefore we work together with partners that specialize in specific industrial sectors and disciplines. Partners who are able to support 1KEY MIS continually in improving its software, by providing detailed reports on experiences gained with previous implementations. Their involvement starts with problem analysis and reporting definition, moving from analytical descriptions through to implementation, hardware choice, and at the end of the road, to system management and hosting of MIS reports. Partners are specialists themselves, and cannot be expected to know everything. For Outsourcing MIS selecting the right partner to handle the implementation is crucial.

" Doing What You Have Always Done
Gets You What You Always Had "



Why Do We Need Business Intelligence When We Have An ERP?

ERP systems are known to generate lots of data, but not a lot of information (data rich and information poor). 1KEY Business intelligence is the solution to this problem. ERP does not contain all the information that is needed for business and hence disparate data sources thrive in form of spreadsheets or applications. ERP systems force firms to re-engineer current practices to fit within the processes described by the ERP modules. Often the accountants struggle for weeks to consolidate multiple levels in their organization using their ERP. Adjusting entries are booked in ERP and need to be replicated multiple times for each level. Inter-company eliminations cause delays while the accountants reconcile the differences between the companies using spreadsheets.

The spreadsheets are fragile and only one person in the company is entrusted with them. But even that person breaks into a sweat when there is reorganization and the consolidation spreadsheets need to be redone. There are lots of links between all the spreadsheets and one change could cause cascading errors in unsuspected places. ERP

comes with a reporting toolset and predefined set of reports with general purpose query tools to generate reports with data within ERP database.

These tools are difficult and confusing to use and rely on IT team to deliver the on demand report which will take time where only thing that matters user is answer question of the moment.

ERP provides acceptable day to day operations reporting but if business requirement changes these static ERP reports needs to be changed. Business is ever dynamic with new product lines, new production methods, new distribution channels and ever demanding customer needs cannot be fitted in a rigid ERP system. Since it is impossible to predict the business it is impossible to define reporting needs for next coming years today.

By using 1KEY BI and getting reporting done from an external system you are giving power to user to define and generate ad hoc reports while freeing valuable IT resources. It will quench the ever demanding thirst of users and empower them to turn data into meaningful business decisions.

DO YOU FEEL LIKE THIS FOR YOUR ERP ?

Not getting what you want from your financial system

It remembers everything but tells you nothing

It's too Big

It's too Clumsy

ERP

1KEY Business Intelligence will sit on the ERP & make it dance

" Companies that had previously relied on ERP or Excel or spreadsheets for reporting indicated that using 1KEY MIS BI enabled them to reduce personnel time associated with reporting by 50 to 90 percent"



Superficially, Using Spreadsheets for MIS Reporting May Seem Attractive....

However, actually delivering a secure, robust, appropriately functional and reliable solution is considerably more complex (and therefore expensive / time-consuming) than it seems at first sight. We know.... we developed 1KEY Framework to develop robust MIS reporting solutions!

Why Spreadsheets based heavy data solutions with MIS reporting should be avoided in principle?

MIS Reporting involves many users. Spreadsheets are essentially single user productivity tools. 1KEY Reporting is designed from the ground up as a multi-user system.

Spreadsheets MIS do not naturally handle hierarchical voluminous data. 1KEY is designed from the ground up to handle forecasting reports at any level, hierarchies, with no need for manual consolidation, ever. It can therefore be performed, more powerfully, in less time. Spreadsheets MIS cause data duplication and fragmentation. 1KEY gives all users a single, consistent view of the truth.

Spreadsheet MIS systems are inherently insecure. Formulae can be overwritten or changed; it is hard to protect sensitive data. Also, spreadsheets can 'walk', together with all that sensitive data!

Spreadsheet MIS systems require extensive manual maintenance. 1KEY Solution will allow you to automate all maintenance of your MIS reporting system, saving you time, hassle and minimizing the chances of errors.

1KEY is a robust and proven application, with far more functionality than it is possible or cost-effective to deliver via home grown developments. Why spend considerable time and effort to re-invent a less effective wheel, when this one already exists and provides clearly proven benefits to existing customers? Why delay the benefit stream? You can implement 1KEY and start saving money far earlier than by developing, testing, debugging, re-testing, and documenting a home grown Excel based MIS solution, only to end up with something which is much less functional than 1KEY, and more heavily dependent on key internal developers, who may 'up and leave'.

1KEY framework allows a remote user who is not connected to the data warehouse to get the report loaded with data and enable him to slice and dice the data. This flexibility of remote viewing is possible due to XML technology to export and import the reports with its metadata to the remote user who is not connected to data warehouse.

USE 1KEY - HAVE FEEL OF MERCEDES AT THE COST OF MARUTI



" Open your ears to the fact that spreadsheets are human dependent and are not designed for indepth analytics and secure MIS reporting"



Case Studies

Parker Hannifin is a Trading/Manufacturing unit for more than 80000 products of various spectrum. Earlier they used to rely on excel spreadsheets for entries related to

- Order Processing
- Cost Sheets
- Stock Reporting
- Sales Planning
- Production Planning
- Dispatch Management

As a result this made it very cumbersome since there was no security of data and integration & compilation too was a problem.

Post 1KEY solution implementation this format of spreadsheets was eliminated and instead gave them data from source at one glance without having to maintain or refer to multiple sheets and also security of the data was maintained. This data can be exported in Excel, HTML etc. format making it very easy to use.

In Pidilite Industries 1KEY has more than 600 users. The BI reporting system was within budget and hence could reach thousands of users inside the enterprise and beyond.

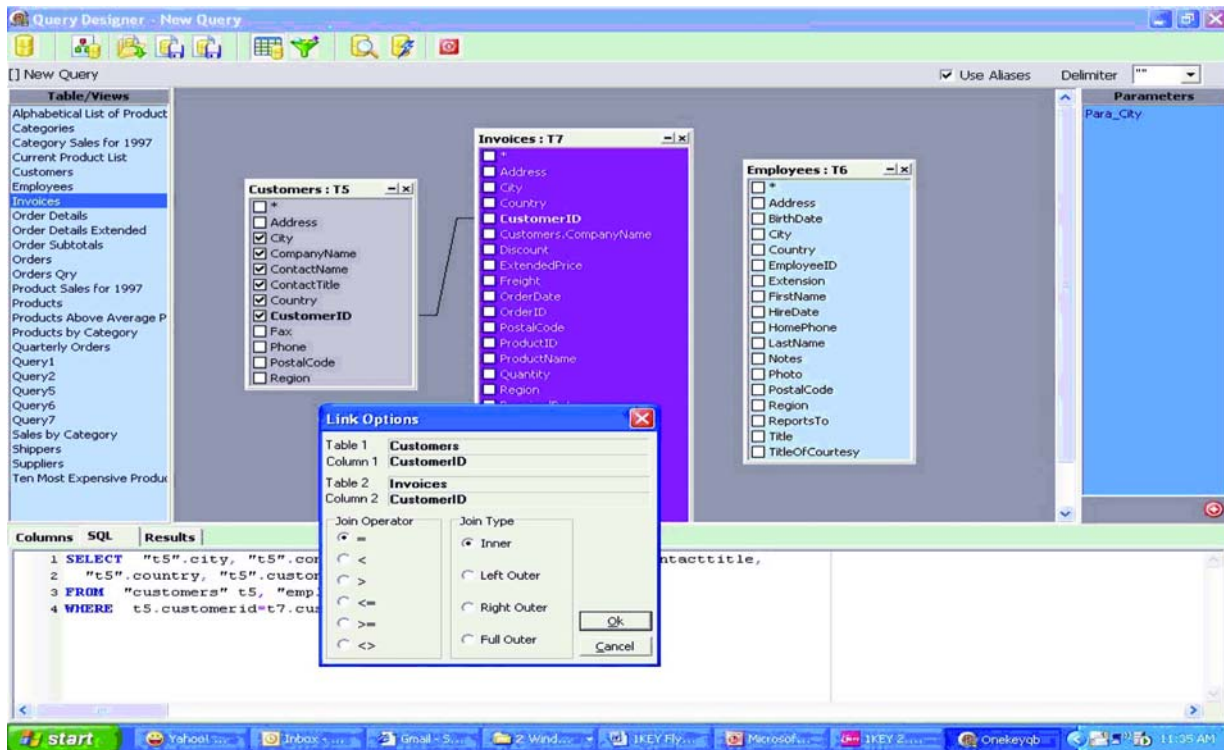
Pidilite was using PL SQL Static Reports which was replaced by 1KEY with top-down hierarchical user security and runtime dynamic reporting analytics.

Benefits of using 1KEY:

- Mass roll-out across organisation
- In-depth analysis of available data
- Informative Reports for Strategy framing
- Drill down from summary to transaction
- Multiple Reporting options

1KEY Query Builder for reporting foundation

- Drag and drop query panel
- Parameter definitions storage
- Consistency of data and calculations
- Don't have to type up SQL Commands
- Don't need a deep understanding of the database
- Supports multiple databases





QUESTIONS

You Can Answer With 1KEY BI Software

- Who are the top 10 revenue-generating customers?
- Which customer segments have experienced the largest revenue growth from the past year?
- What product is the best-seller in each region?
- What is the profile of my best customer? How much of the pipeline matches that profile?
- What's the average deal size for each sales rep?

- Which region delivers the most revenue, and how did this region perform compared to last year?

- What is my performance as a percentage of plan?

- Which products deliver the highest margin and what volumes have we moved this period?

- Does this product bundle encourage more sales at a higher price?

- Which customers present up-sell or cross-sell opportunities?

- Which customer segment will respond best to a particular offer?

- Which customer segment offers the most revenue potential?

- What's the top-selling product mix in each region?

- What response rate per region are we getting for mar-

keting promotions?

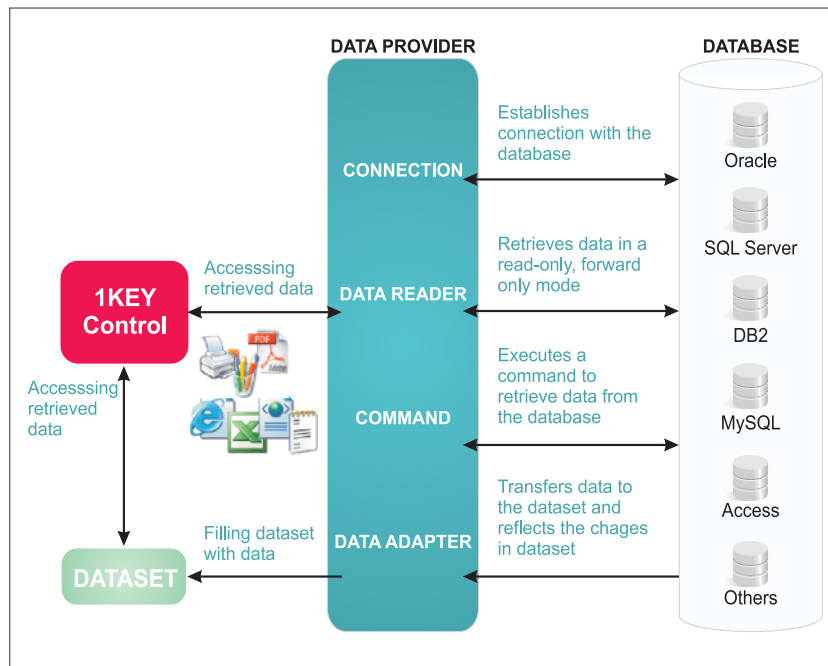
- Who are my top customers? How has their purchase patterns changed?

- What is the cost per qualified sales opportunity?

- How quickly do leads move through the pipeline?

- What is my market penetration in each region?

- Which customers are loyal?



- Which product has the highest profitability?

- What marketing tactics are driving sales?

- How much discounting are we doing relative to last year?

- What discounts are most popular? Least popular?

- What promotions are most popular? Least popular?

- What are the geographic dis-

count/promotional trends?

- What is the cost of the discount/promotion compared to the increase in sales?

- What promotions are resonating with different customer segments?

- Which sales people are more reliant on discounts/promotions?

- Which promotions most significantly impact sales for my most profitable products?

1KEY BI Software for All the Verticals

- Automotive
- Telecommunication & Media
- Complex Manufacturing
- Energy & Utilities
- Financial Services
- High Technology
- Insurance and Health Care
- Pharmacy & Life Sciences
- Public Sector
- Travel and Transportation
- Retail

Few of the Testimonials of 1KEY Users Are as follows:

- 1KEY helps analysts and managers determine which adjustments are most likely to respond to changing trends."
- 1KEY helps companies develop a more consistent, data-based decision making process for business decisions, which can produce better results than making business decisions by guesswork."
- 1KEY enhance communication among departments, coordinate activities, and enable companies to respond more quickly to changes like in financial conditions, customer preferences, supply chain operations, etc."
- 1KEY enables companies to gather information on the trends in the marketplace and come up with innovative products or services in anticipation of customer's changing demands."
- 1KEY provides information to the managers on the state of economic trends, marketplace factors and in depth knowledge about the internal operations of a business."
- 1KEY predictive analytics adds great value to a businesses decision making capabilities by allowing it to formulate smart policies on the basis of predictions of future outcomes."
- 1KEY enables organizations to make more informed business decisions, and it gives the company a competitive advantage."
- 1KEY improves the timeliness and quality of information, and enable managers to be able to better understand the position of their organisation as in comparison to its competitors."

For Free  **1KEY**
DATA 2 DECISION
Business Intelligence Software

Business Intelligence Software
Release 2.0.1 Single Server Single User Licence

C O N T A C T U S

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