

Business Objects and Cognos customers offered License Replacement from MAIA Intelligence in March 2008

The MAIA License Replacement program enables customers of Business Objects and Cognos to trade in their existing BI licenses for MAIA's 1KEY BI licenses.

Mumbai, March 3 2008: MAIA Intelligence, a leading provider of business intelligence (BI) software, today announced the availability of a license replacement program for customers and OEM partners of Cognos and Business Objects. As a result of the last year's announced acquisitions of Cognos by IBM and Business Objects by SAP, customers of these two BI vendors may have concerns about ongoing product support, product direction, and migration efforts. Many such customers in India have expressed interest in trading their licenses.

"The big three former independent BI players have fallen like dominos this year, aligning themselves with application/database vendors and trading market heft for independence," said Vikram Kole, Head - Marketing, MAIA Intelligence. "This obviously presents a great opportunity for remaining independent players to capture the sizable segment of customers who prefer best-of-breed tools versus an all-in-one stack pushed by aggressive account teams selling everything from servers and databases to applications and services."

Customers of other BI vendors often switch to MAIA's 1KEY to benefit from the cost effective price point with increased performance, scalability, and data visualization that MAIA Intelligence offers. There are several examples of customers that have switched from other BI vendors. Organizations select 1KEY as their enterprise BI standard and replace their existing installation. By migrating from its previous expensive solution to 1KEY, they can achieve greater efficiencies and faster access to the information they needed. Many of our existing customers recently expanded its use of 1KEY to affordably provide 000's of users with an online reporting application, enabling them to run reports and analyze data related to their office supply purchases.

With 1KEY BI, all the business users right from managers to the operational staff, frontline executives to back office team get the power to define ad hoc reports with intuitive, highly interactive & user friendly interface coupled with multi formatted visually stunning & flexible data presentation layers. It becomes easy to report on and analyze data to efficiently manage personnel objectives across key indicators. 1KEY end users can perform sales, category, and inventory analyses more effectively to track product sales, product mix, and inventory levels.

"Historically & even currently companies have switched from Business Objects, Cognos to 1KEY when they ran out of their budgets for enterprise wide roll out of BI," said MAIA Intelligence CEO Sanjay Mehta. "MAIA's 1KEY BI delivers affordability with high performance. Though affordability doesn't sound glamorous, it has major implications for a business intelligence reporting roll out. If a BI reporting system is expensive, out of budget can't reach thousands of users inside the enterprise and beyond, it's impossible to deliver the kinds of business intelligence solutions that enable organizations to renovate their business processes to reduce cost, and innovate to provide competitive advantage and improved responsiveness to customers and partners. MAIA Intelligence enables organizations to reduce overall TCO associated with deploying Business Intelligence reporting applications, while ensuring that these applications can continue to grow as business requirements change. We have talked with companies who have been dissatisfied with their Business Objects or Cognos systems and want to avoid the turmoil of the transition and migration that will result from the acquisitions of these vendors. This replacement program is intended to ease the adoption of MAIA's 1KEY by lowering or eliminating the acquisition cost of 1KEY licenses. This offer is valid till 31st March 2008"

The MAIA's License Replacement Program shall be applicable in India only. *Conditions apply. For more information on the MAIA's License Replacement program, call 99202 35351.