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value-added resellers to not only optimise their outputs but also control their overall costs. "As they say when cash runs out, thinking starts. In an economic downturn corporate feels the pressure more than in a bull market and that is when creative thinking starts and you require BI tools and solutions to help you out. Our software products provide a very intuitive, interactive and highly visual interface that enables users to analyse problems in a very comprehensive manner," says **Sanjay Mehta**, CEO, MAIA Intelligence, a Microsoft-certified Gold partner. MAIA has been among the Nasscom elite league of 100 innovators for the year 2007. Currently, its clientele includes Reliance Capital, Edelweis Capital, Sharekhan, Tata Chemicals, Pidilite Industries, Anchor Electricals, Essel Propack, SRL and Ranbaxy. ♦

Businessmen in the news

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