

MAIA Intelligence



Business Intelligence Reporting Tool

World Class BI at Indian Cost



www.maia-intelligence.com

Why BI ?

Over the years, organizations across the globe have invested heavily in ERP, CRM, SCM, and HCM systems to streamline and integrate their business processes. With sizeable investments happening in licensing, implementation, AMC etc. organizations are intending to make the most out of these investments. The obvious next step for these organizations is to make intelligent use of the Business Process transaction data that they have been capturing in these systems.

For data output from these systems, organizations use any or all of the following:

- Standard reports available as part of the system
- Generate non-standard reports using the tools available along with the application
- Analyze data by exporting to excel
- Implement Data Warehouse for Business Intelligence and data analysis for the senior management

Each of these aspects, have the following constraints & limitations:

- Standard reports are essentially static and hence no data analysis is possible
- Generating non-standard reports requires dependency on a third party vendor or maintaining costly proprietary skills
- Excel is not a secure, enterprise-wide BI and data analysis tool. No control over data manipulation, data security, data transparency...
- Heavy investments are required in Data Warehouse creation, training, data consolidation etc... with data analysis not possible on real-time basis

MAIA's approach with 1KEY Business Intelligence Reporting tool:

- Convert all existing static reports (standard & non- standard) to dynamic reports with rich features for data analysis

- Create a mechanism of generating non-standard and ad-hoc reports using 1KEY, thereby reducing the dependency on third party vendors and/or proprietary skills
- Provide a secure, enterprise-wide easy to deploy and easy to use BI & Reporting tool where users can create and format their own reports
- Connect directly to the source data, thereby enabling real-time Business Intelligence and reporting
- Standardize on a single reporting platform across multiple applications & databases
- Create an Operational Business Intelligence (Empowering **ALL** employees) set-up with easy-to-use multi-dimensional analytics

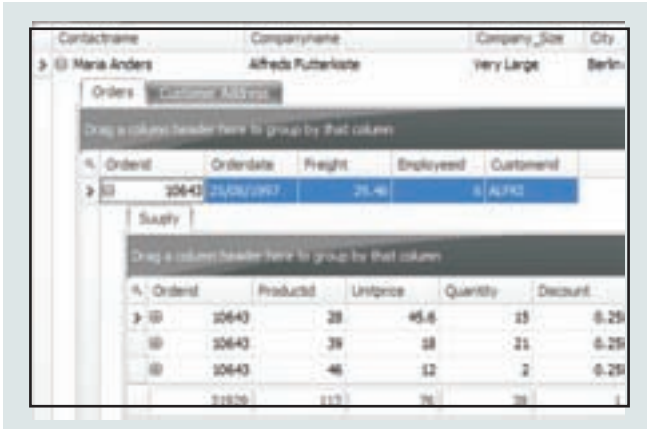
About 1KEY

1KEY is a Business Intelligence (BI) tool, designed and developed on Microsoft Platform using .Net Framework.

The tool connects and communicates to all type of applications, irrespective of the database used at the backend. 1KEY provides interfaces for all users, viz.: technical professionals for query building as well as business users for click through reports. This helps the users to create dynamic reports quickly and efficiently. In today's scenario, MIS analysis of any data is most important aspect of business. Hence, if one could derive the necessary information for making business decisions, the data will be worth its value else, it remains in the system without any direct impact to business.

In various organizations, all the MIS are in place, but the amount of time spent on analyzing data and generating reports is very high and so are the administrative overheads and cost.

1KEY caters to these growing needs of the modern age business houses. 1KEY helps the organizations to analyze any type of data from single and multiple sources and derive more meaningful and accurate information that will facilitate faster and consequently profitable business decisions. 1KEY supports slicing and dicing of data to the root level providing the ease of micro as well as macro level analysis, making the data speak to you virtually.



1KEY View

A two-dimensional, extremely intuitive report formatting and analysis tool for Business users. 1KEY View enables dynamic representation of all ERP, CRM, SCM... static reports enabling data analysis.

Key Features

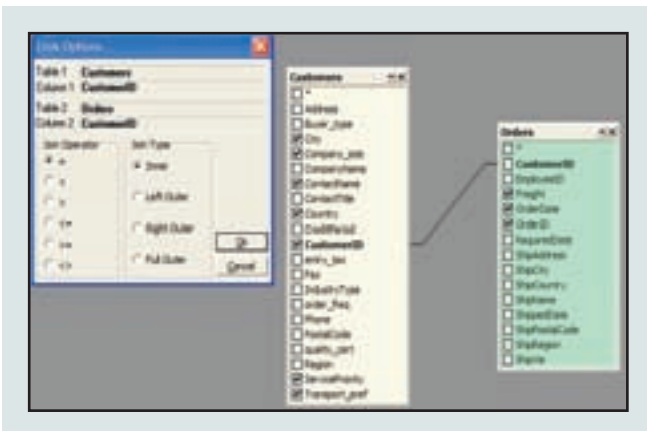
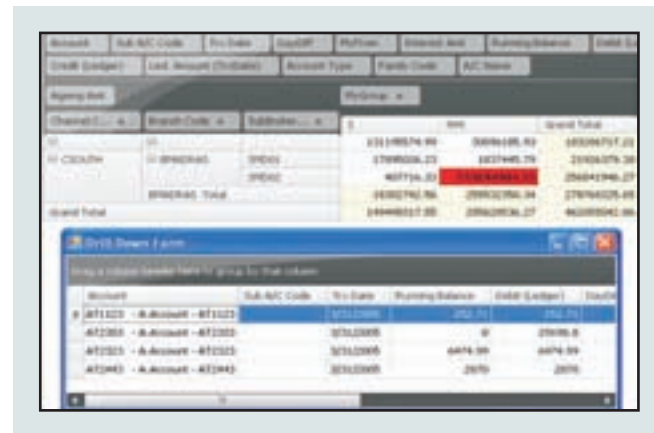
- Multilevel View using different Data Sources
- Filter Builder to design requisite reports
- Style condition to highlight specific data
- Advance View to drill down to root levels

1KEY Cube

A multi-dimensional Business user tool to slice and dice information from the ERP, CRM, SCM... core system or DW efficiently, with an extremely intuitive experience. 1KEY Cube enables multiple static report information to be analysed in a single report.

Key Features

- Grid View Structure for multi-dimensional reporting
- Summary Variation for trend analysis
- Interval grouping
- Dynamic and customized Formula columns

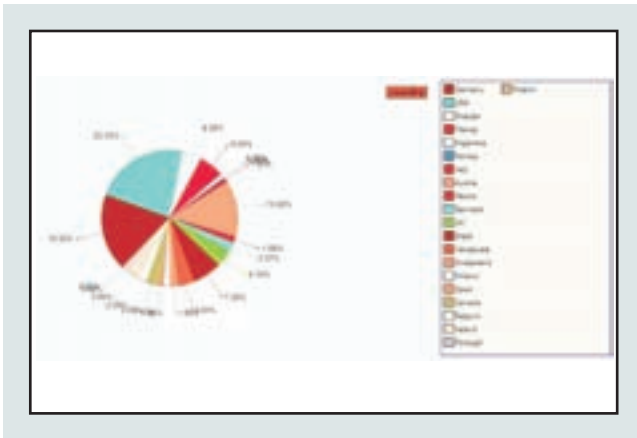


1KEY Query Designer

An Ease-of-use tool for IT users to create instant queries on SOA (Service Oriented Architecture) approach, i.e reuse queries for multiple report generation. 1KEY Query designer enables higher productivity of IT resources.

Key Features

- Visual Interface to design SQL Queries on SOA approach
- Linking of parameters with simple drag & drop functionality
- Automatic SQL Statement Generation
- Re-use of Queries for multiple reports



1KEY Chart

1KEY Chart enables on the spot representation of business data in user defined charts for better data understanding and faster decision making.

Key Features

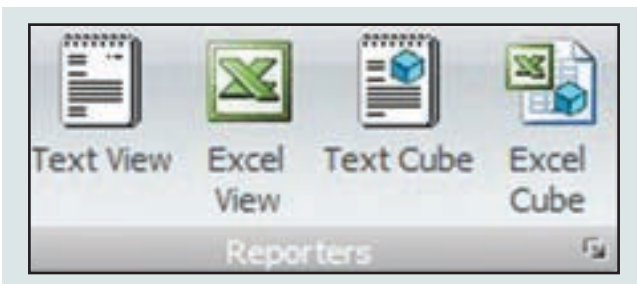
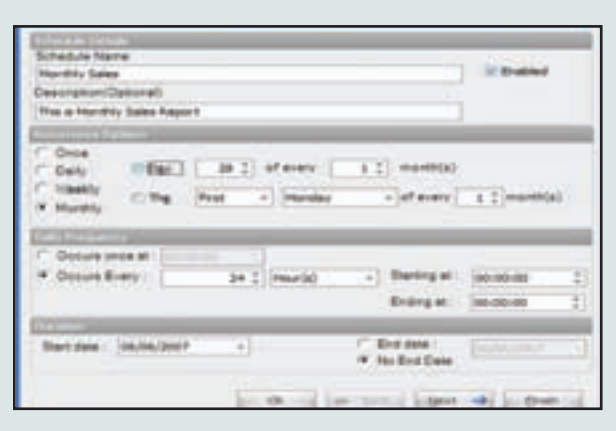
- Dashboards and Visual Representation of data
- Drill Down access direct from graphs
- Conditional Runtime fields
- Different forms of graphical representations

1KEY Scheduler

1KEY Scheduler enables automatic dissemination of reports to the right people at the right time through emails or file servers.

Key Features

- User-defined Frequency of Report Scheduling
- Multiple Report selection
- Scheduler history



1KEY File Reader

Productive analysis tool for Business users who want to analyze external / internal data which is not part of the core transaction system

Key Features

- Analyze Local data available on individual desktops
- Analysis and Cube reporting for Text & Excel Files
- Detailed analysis and Cube reporting for EXCEL Files

1KEY User Hierarchy

1KEY User Hierarchy enables creation of a SECURE enterprise-wide Business Intelligence & Reporting Infrastructure

Key Features

- Role based Security
- Parametric Control of business information
- Parameter mapped to the user hierarchy of the organization

Parameter Name	Value
Admin	MASA Demo
User_City	MASA Demo
User_Country	MASA Demo
User_Region	MASA Demo
User1	MASA Demo

1KEY Features:

- Simple to Deploy, Easy to Use
- Dynamic Expression and Query Builder
- Tabular/Free-style Reports
- Complex Reports further broken down to Sub-reports
- Drill-down and Drill-through Reports
- Integrates with all sorts of applications
- Embedded Reporting model enables seamless
- Data Grouping & Re-grouping
- Distributed Data Retrieval
- Highly Scalable and Extensible
- Comprehensive Security at all Levels
- Export Functionality to TXT, RTF, MHT, HTML, XML, Excel and PDF
- Codeless Parameter Page Builder
- Interactive and Print Formatting
- Schedule Manager for automated reporting
- Direct Graph/Chart Reports with drill down facility
- Many Chart types to select

1KEY Benefits:

- More user friendly and intuitive menus
- Reduction in analysis time for business users
- Provides freedom to end users for generating customized reports
- Accuracy and efficiency in decision-making
- More proactive understanding of business data
- Lets end users access and interact with reports without extra IT overhead
- Easy-to-use with minimum IT involvement



At Pidilite, 1KEY BI reporting system was within budget and hence could reach thousands of users inside the enterprise and beyond.

“ We were using PL SQL Static Reports which was replaced by 1KEY with top-down hierarchical user security and runtime dynamic reporting analytics ”
- Rajesh Panchal, Head IT Applications

The Challenge :

Pidilite had invested in Orion ERP (Oracle Database) for India operations & SAP Business One (SQL Database) for their overseas operations. But still they were expecting more in terms of reporting. It had MIS reports but was limited in its capability. This created challenge specifically to the senior management. There was a strong urge of getting the filtered data and in the desired form.

Solution :

With 1KEY Business Intelligence Software, getting the desired report was just a few clicks and the data presentation was visually stunning. 1KEY extracted data from the ERP and presented it in format one always desired. It also offered the flexibility to the users to present the data in different formats.

In Pidilite Industries more than 1200 operational users across the domain like Sales, Finance, SCM, Purchase and Inventory are no more dependent on the IT team for reports since August 2006.

Benefits of using 1KEY:

- Easy roll-out of 1KEY reporting tool : business user were up & running as training completed within two day
- In-depth & ample intelligent analysis of available data
- Multiple Informative Reporting options for Strategy framing
- Drill down from summary to transaction
- Ease of inventory maintenance
- Easy Data Mining
- Data converted in decisions with 1KEY giving a single view of Enterprise data coming from two different systems
- Dynamic reports developed using 1KEY with reduced efforts & increased productivity
- Entire Reporting infrastructure revamped successfully with lowest Total Cost of Ownership

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BI helps brokerage firm up its operations. Asit C. Mehta Investment Intermediates Ltd. deployed MAIA 1KEY to ease the load on its IT department.

“ Prior to the MAIA 1KEY implementation we were firing the queries manually using query analyser and pasting the results into Excel, formatting and presenting it to the management. In 1key all these tasks can be done in a single shot ”

- Prasad Bapat, CIO

The Challenge :

The company having 100,000 clients for a variety of services had huge challenge in terms of presenting the desired and accurate reports to the management. They are using mix of home-grown and bought-out software applications to meet their functional requirements like WorkHorse application for Stock trading activities. These applications have been running on their own stand-alone databases, primarily SQL. Firing the queries manually using query analyzer and pasting the results into Excel, formatting and presenting it was a tedious task.

Solution :

With 1KEY Business Intelligence Software, the firm has been able to consolidate their reporting system. This has helped them address their problems at the root level and accomplish their reporting tasks at ease.

Benefits of using 1KEY:

- IT hours are spent on more productive projects
- Complete freedom for end users who can avail for a variety of reports like Risk & compliance reporting
- Operational Business users have access to reliable information
- Reduction in analysis time for business users
- Improved accuracy in decision-making
- Improved efficiencies and streamlined operations
- Standardized reporting across multiple applications
- HR related reports like male-female ratio, length of service, key performance etc are being formatted directly by users as per their own requirements
- Users able to set their own parameters for generating reports without IT assistance
- User-friendly features have enabled easy roll-out and high user acceptability
- Dynamic reporting has enabled users to view the same data with different perspectives and hence make better decisions
- A secure framework has been established for Report generation & usage by creating user profiles & rights in 1KEY