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## MAIA Aims to Make BI Available to the SMBs

**Sanjay Mehta**, CEO, MAIA Intelligence, talks about the company's channel strategy and how it is planning to tap the booming Business Intelligence market.

**CW** How has the response been for your recent offering, the IKey Agile BI suit?

**MEHTA:** IKey Agile is the largest end-to-end BI offering from MAIA and one of the few BI tools developed in India. The responses are pretty good, especially because it's a highly interoperable product. Since the product is based on Service-Oriented Architecture (SOA), we can bundle many web services into it. We had a few beta customers even before the launch of the product like TATA Chemicals, SRL Ranbaxy and Elbee Express. Apart from that, our existing customers are also

migrating to the newer version. Recently, we added Bharat Gas as our customers.

**How are your partners going to benefit out of this offering?**

**MEHTA:** Partners will definitely get the benefit of the wider spectrum of BI tools from MAIA. All the modules in IKey being interoperable, they can leverage their services and the knowledge across each of these modules very easily at the customer end. Since MAIA has already got a price advantage in the BI market, it will be easier for our partners to convince the customers, especially since India is a price-sensitive market.

We have already added two consulting channel partners in India, Ram Informatics and Niru Infotech, to tap the government and jewelry sectors. We also see a lot of traction in various sectors like health-care, textiles, banking and insurance. We have also forayed in to the Middle East market by partnering with emQube LLC in Dubai.



**SANJAY MEHTA**  
CEO, MAIA INTELLIGENCE

**How do you evaluate the Indian BI market?**

**MEHTA:** Enterprises have started accepting BI as a great business tool. However, there are lots of ambiguities in the Indian market owing to acquisitions of

pure-play BI players by bigger companies. This has created an uncertainty in the customers' minds about whom should they actually rely on. So, most of them tend to move towards neutral BI vendors.

**What are your future plans?**

**MEHTA:** We are a 100 percent channel-driven company. Our mission is to make BI available to the masses. Besides the corporate sector, there is a good level of understating about BI among the SMBs. We are planning to tap the SMBs through our ISVs who can offer business applications bundled with our BI component. Our BI tools have connectors that can talk to closed databases like Tally. We are planning to come up with BI tools with multi-lingual support for Japanese and Chinese language

by early 2009. We now have access to global market as well. We have partners in Singapore and Middle East. We'd be extending more and more of these relationships to build a robust ecosystem.

**How're you enabling your partners to sell BI tools?**

**MEHTA:** We are conducting seminars, training programs and webinars to educate our channel about BI. BI is still nascent in India and only about 15 percent of the market has been tapped so far. This leaves more scope for BI players and their channels partners. Creating awareness is also essential. 40 percent of our sales budget is targeted towards educating our partners and giving them the pipeline. ▀

-BY RADHIKA NALLAYAM

# MAIA Aims to Make BI Available to the SMBs

*Sanjay Mehta*, CEO, MAIA Intelligence, talks about the company's channel strategy and how it is planning to tap the booming Business Intelligence market.

## **How has the response been for your recent offering, the 1KEY Agile BI suite?**

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