

INFOFRIEND

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JANUARY 2008 – COVERSTORY – EIGHT QUESTIONS FOR 2008

Yet another year has marked an end, with the beginning of the New Year 2008 which springs hopes and expectations of the new beginning. The year 2007, has marked a strong presence in the channel front. The market has been vibrant with stronger tie-ups and greater expansion. The year 2007 marked the presence of new vendors and technologically superior products being launched in the market. The IT markets looks buoyant and all set to conquer the potential of the 2008. So as we move into 2008, we asked MAIA Intelligence on their evaluation of the year gone by and their expectations on the New Year of 2008 – *The eight questions for 2008.*



Sanjay Mehta
CEO,

MAIA Intelligence

MAIA Intelligence
BUSINESS INTELLIGENCE SOFTWARE

1) How would you evaluate the channel market of 2007? There were several exciting channel tie-ups.

Channel Market in 2007 was in a transition phase and moving from products selling to solutions. The journey has begun and major of SI has realized that customers are looking out for solutions. We have seen our channel who are now creating industry specific solutions.

2) What according to you was the major landmark in the channel front in the year gone by?

For us at MAIA Intelligence channel has been the only way to grow and our dependency on channel is 100%. In a major landmark what we see is that customer adoption and dependency on channel for solution is increasing. Customer now differentiates very well that channel are the front face for all the IT majors.

3) How has the year gone by been for the company?

MAIA Intelligence has seen a tremendous growth with channel in 2007 and we have seen growth over 200% with channels this year.

4) How do you foresee the channel market in 2008?

We see that Channel market will now create specializations with various verticals like Finance, Manufacturing Banking and so on. They will grow with this vertical expertise with niche offerings.

5) Which of your products are set for launch in 2008? (Please share the key features of the product, the segment it caters to and the month in which to be released)?

We have IKEY Agile BI Suite Technical Release happening in Jan 2008 and subsequently in March 2008 the commercial release is scheduled. This IKEY Agile BI suite of products will cater of all levels in enterprise segment Strategic, Tactical and Operational.

6) Which technology or product do you think will dominate the market in 2008?

Gartner Research has shown BI space will be the happening space and is priority for the CIO in any enterprise. This space is continuously growing at a scorching pace

7) What are your expectations (in terms of business and expansion) in the year 2008?

Now that we have seen in last one year lot of shake out in BI market with Oracle acquiring Hyperion, SAP with BO and IBM with Cognos. Lot of service providers in BI space will now tie up with neutral vendors like MAIA Intelligence. This will help them quick, reliable and non biased solutions offerings to their customers.

8) What is the New Year Resolution of the company for the year 2008?

Our product as always will be affordable, quick to deploy and simple to use. We will continue with this mantra and aim to have the largest BI users base in India by end of 2008.