

Datamatics, MAIA in Alliance to Provide Business Intelligence Solutions

1KEY Suite of solutions with operational BI rich real-time reporting analytics for enterprise-scale customers covering a broad spectrum of industry verticals

3 March 2011, Mumbai: Datamatics, a global provider of Information Technology (IT), Knowledge Process Outsourcing (KPO) and Consulting services, today announced that it has entered into a partnership with MAIA Intelligence, a leading provider of Business Intelligence (BI) software products. Datamatics will provide consulting, implementation, training and support for MAIA's award-winning 1KEY suite of BI solutions to customers globally.

1KEY BI caters to strategic, tactical and operational data analysis and MIS reporting needs of multiple vertical industries. With 1KEY, enterprise customers enjoy the benefits of faster turn-around time for data analytics, higher visibility of enterprise assets, increased accuracy and effectiveness of business decisions, and lower cost. All these insights help enterprises make timely, data-driven decisions to improve corporate performance.

Rahul Kanodia, Vice Chairman and Chief Executive Officer, Datamatics Global Services Ltd., said, 'Enterprises all over the world are seeking innovative ways to improve their business decisions, gain better customer insights and enhance their bottom line. The addition of MAIA's comprehensive suite of BI solutions will further strengthen our ability to help enterprise customers overcome their business challenges.'

Rahul added, 'These solutions will not only empower our customers to make faster and smarter business decisions but also provide them more control and better predictability over their projects and operations.'

Sanjay Mehta, Chief Executive Officer, MAIA Intelligence, said, 'We are very proud to establish this partnership, as Datamatics has decades of experience in providing robust, cutting-edge technology solutions for its customers globally. Through our association, we shall further extend our reach and look forward to their plan to introduce the benefits of 1KEY BI's enhanced reporting and analytics software to their customer base.'

According to Sanjay, 'With growing competition and stricter compliance norms it has become imperative for enterprises to analyze their data more critically. And 1KEY BI solutions help enterprises in not only achieving operation efficiency, but also attain regulatory and statutory compliance.'

About Datamatics Global Services Ltd.:

Datamatics, a trusted partner to several Fortune 500 Companies is a global provider of Information Technology (IT) and Knowledge Process Outsourcing (KPO) and Consulting services. The company provides business aligned next-generation solutions to a wide range of industry verticals that help enterprises across the world overcome their business challenges and achieve operational efficiencies. These solutions leverage innovations in technology, knowledge of business processes, and domain expertise to provide clients a competitive edge.

Datamatics specializes in Engineering & Embedded Services, Finance & Accounting Services, Information Management, IT Consulting, IT Services, Publishing Services, Research & Analytics, Resource Augmentation, Smart Document Processing, Billing & Payment Solutions, and Online Retail Solutions.

Datamatics has been conferred with many industry awards globally. A few of them include:

In 2010, the company was featured amongst the Global Services 100 List and was the proud recipient of Global HR Strategy Award & HR Leadership Award at Asia's Best Employer Brand Awards 2010. Received HR Super Achiever Award at Asia Pacific HRM Congress in 2009. Datamatics is the first Indian company to have won the International Asia Pacific Quality Award in the Services Category in 2007. 'The Black Book of Outsourcing' ranked Datamatics third amongst document process outsourcing providers globally in 2007 and Top 50 Managed Outsourced Vendors in 2006.

Visit www.datamatics.com for more information.

About MAIA Intelligence Pvt. Ltd.:

Founded in 2006, MAIA Intelligence is a young, innovative company in powerful business intelligence reporting and analysis software product space. The company with its mission to democratize BI and take it from few expert users to the operational managers, frontline executives to back office team is on its way to become the company with the largest BI user base within India. MAIA is Microsoft Gold Certified partner and has been selected as one of the NASSCOM Top 100 IT INNOVATORS in 2007. MAIA's 1KEY BI software has been tested and certified by Microsoft for ISV/software solutions. MAIA Intelligence is Microsoft's 1st Indian ISV partner having its product 1KEY BI compatible with Windows 7. MAIA Intelligence and 1KEY products case study is published by Microsoft. MAIA Intelligence won the Microsoft ISV Innovation Award and finalist for UTV Bloomberg's CXO Awards in 2010.

MAIA recognized among Red Herring Finalist 100 for Asia in 2008 and was also named as India's Most Trusted IT Vendor by a CIO survey by The CTO Forum. MAIA has been one of the first few companies to be listed in the Microsoft start-up Accelerator program. MAIA's 1KEY Agile BI Suite has been featured in Microsoft Solution Directory 2008. Readers of IT magazine voted MAIA as the 3rd Most Successful Startup Company in 2008 that will rock 2009. It was also one of the only Indian BI to be recognized by NICS (National Informatics Centre) and empanelled in BI Tender alongside MNC products. MAIA has been written in Gartner's Hype Cycle for ICT in India, 2008, BI Market Trends for 2008-09 APAC and 2010 APAC Emerging Technology for Business Leaders Reports. MAIA has been recognized by Red Herring as winners in Asia and Finalist among Global companies in 2009.

Visit www.maia-intelligence.com for more information.

MAIA corporate blog on Business Intelligence Blog <http://blog.maia-intelligence.com>

For editorial queries, please contact:

MAIA Intelligence Pvt. Ltd.

Dhiren Gala

dhiren@maia-intelligence.com

+91 22 66888961 | 0 99202 49395

Datamatics global, MAIA intelligence, MAIA partners, MAIA channel partners, business intelligence, BI, BI software, BI solution, BI tool, business intelligence software, business intelligence tool, business intelligence solution, BI application, business intelligence application, MIS, MIS software, MIS solution, MIS tool, MIS application, MIS reporting, reporting software, reporting, reporting application, reporting solution, reporting tool, data analytics, data analysis software, data analytics software, analytics solution, KPI software, dashboard solution, dashboard, KPI, BI software India, BI solution India, channel partner, partnership, partnership agreement, 1KEY BI, 1KEY Agile, 1KEY Agile

http://www.consumerinfo.com/2009/march-2011-3_10.asp

<http://www.digitchannelconnect.com/content/datamatics-maia-partners-provide-bi-solutions>

<http://www.channeltimes.com/story/datamatics-and-maia-partner-to-provide-bi-solutions/>

<http://www.cxotoday.com/story/datamatics-and-maia-partner-to-provide-bi-solutions/>

<http://biztech2.in.com/news/business-intelligence/datamatics-maia-ally-to-provide-bi-solutions/102722/0>

<http://apnnews.com/2011/03/03/datamatics-maia-in-alliance-to-provide-business-intelligence-solutions/>

<http://www.technology-digital.com/datamatics-maia-alliance-provide-business-intelligence-solutions>

http://www.seenation.com/view_full_news_details.php?newsid=404591

<http://www.americanconsumernews.com/2011/03/03/datamatics-maia-in-alliance-to-provide-business-intelligence-solutions.html>

<http://blog.maia-intelligence.com/2011/03/03/datamatics-maia-in-alliance-to-provide-business-intelligence-solutions/>

<http://datamaticsglobal.wordpress.com/2011/03/03/datamatics-partners-maia-intelligence/>

<http://www.webnewswire.com/node/678165>

<http://www.i-newswire.com/datamatics-maia-in-alliance-to/93437>

<http://www.pressreleasepoint.com/datamatics-maia-alliance-provide-business-intelligence-solutions>

http://www.widepr.com/press_release/8933/Datamatics_MAIA_in_Alliance_to_Provide_Business_Intelligence_Solutions.html

<http://www.bookmypr.com/member/viewarticle.php?id=2825>

<http://www.1888pressrelease.com/datamatics-maia-in-alliance-to-provide-business-intelligenc-pr-283467.html>

<http://www.newswiretoday.com/news/86517/>

<http://www.openpr.com/news/164500/Datamatics-MAIA-in-Alliance-to-Provide-Business-Intelligence-Solutions.html>

<http://www.openpr.com/news/164500.html>

<http://www.pressking.com/press-releases/Datamatics-MAIA-in-Alliance-to-Provide-Business-Intelligence-Solutions-001483>

<http://freebusinesswire.com/3873/2011/03/03/Datamatics-MAIA-in-Alliance-to-Provide-Business-Intelligence-Solutions>

<http://www.freepressindex.com/news-datamatics-maia-in-alliance-to-provide-business-intelligence-solutions-242823.html>

<http://news.brothersoft.com/datamatics-maia-in-alliance-to-provide-business-intelligence-solutions/201103-71012.html>

<http://www.pr.com/press-release/301912>

<http://www.exactrelease.com/datamatics-maia-in-alliance-t-link-157334.html>

<http://www.freepressreleasecenter.com/pressrelease/pressrelease.php?id=23895>

<http://www.pressabout.com/?p=312489&preview=true>

<http://www.free-press-release.com/news-datamatics-maia-in-alliance-to-provide-business-intelligence-solutions-1299132999.html>

http://pr-usa.net/index.php?option=com_content&task=view&id=637937&Itemid=38

<http://express-press-release.net/free/?p=49906&preview=true>

http://www.pressbox.co.uk/detailed/Technology/Datamatics_MAIA_in_Alliance_to_Provide_Business_Intelligence_Solutions_644816.html

<http://www.sbwire.com/press-releases/sbwire-81867.htm>

<http://www.enterpriseconnect.in/news/373-datamatics-and-maia-partner-to-provide-bi-solutions->

<http://www.expresscomputeronline.com/20110515/news03.shtml>