



Kale Ties Up With MAIA

MAIA Intelligence, a provider of business intelligence tools, has announced a tie-up with Kale Consultants as its OEM partner. Kale is a technology solutions provider to the airline, logistics and travel (ALT) industry. IKEY BI is a comprehensive business intelligence application catering to strategic, tactical & operational data analysis & MIS reporting needs of multiple vertical industries. IKEY BI combined with Kale Consultant's freight management system (FMSTM) and CAPELLATM offers its customers in-depth analytics and an integrated choice to pick and choose modules.

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Kale Consultants ties up with MAIA Intelligence as its OEM partner for 1KEY BI

Kale Consultants and MAIA Intelligence Pvt. Ltd. enter into a partnership to jointly help address the Business Intelligence (BI) requirements of the Logistics & Transportation Industry

Mumbai, November 2, 2009: MAIA Intelligence, a leading provider of powerful, intuitive and robust Business Intelligence (BI) tools for ad-hoc reporting and complex analysis that meet the dynamic MIS needs of corporate business users, today announced a tie up with Kale Consultants as its OEM partner. Kale is a leading technology solutions provider to the Airline, Logistics and Travel (ALT) industry.

1KEY BI is a comprehensive Business Intelligence application catering to Strategic, Tactical & Operational data analysis & MIS reporting needs of multiple vertical industries. 1KEY BI combined with Kale Consultant's FMS™ (Freight Management System) and CAPELLA™ (CFS/ICD management solution), offers its customers in-depth analytics and an integrated choice to pick and choose modules. It will enable organizations to deploy a robust BI framework with minimal investments and will bring forth the value proposition and expertise of both players to the forefront.

*"We are pleased to enter into this new venture with Kale Consultants," said **Mr. Sanjay Mehta, Chief Executive Officer, MAIA Intelligence Pvt. Ltd.** "This strategic partnership will jointly help address the important BI requirements of the Logistics and Transportation industry with a better approach and greater insight. 1KEY BI combined with Kale Consultant's Logistics and Transportation solutions shall offer the benefits of reduction in the time spent in analyzing and most importantly, empower the end-users to enhance complete visibility in business performance with the freedom to generate customized reports. With minimum IT involvement, the end users can access and interact with ad-hoc and dynamic reports efficiently."*

"At Kale, we are constantly looking at enhancing our solutions with innovative and best practice parameters, so as to deliver the best to our customers. Our partnership with MAIA Intelligence is aimed at adding significant value to the business intelligence function of our logistics solutions. 1KEY BI would enable clients to deploy a performance management and analytical platform around the rich data generated by our solutions." said **Sumeet Nadkar, Head –Logistics SBU, Kale Consultants.**

The Logistics & Transportation Industry is under constant pressure to improve on-time customer service, while keeping the cost structure low. Moreover, due to cut-throat competition between travel & transportation service providers, firms are surviving on razor thin margins. BI solutions help such firms control costs, increase productivity and employee efficiency thereby increasing profitability. Kale Consultant's deep domain experience in the industry combined with 1KEY BI will allow firms in this sector to increasingly use the power of analytics to gain insights so as to rapidly respond to the dynamic competitive environment.

MAIA has a proven go-to-market methodology along with the comprehensive service offerings necessary to ensure quick time-to-success for partners. With the use of MAIA's 1KEY BI solutions, OEM partners can standardize on a single platform to deliver functionality as customers demand it. It will enable OEM partners to bring 1KEY-compatible affordable solutions to market jointly with their core applications.

About MAIA Intelligence:

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. Microsoft on its website published case study on MAIA Intelligence and 1KEY products.

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. The product 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 Reports.

MAIA corporate blog on Business Intelligence <http://blog.maia-intelligence.com>
Visit www.maia-intelligence.com for more information.

About Kale Consultants Limited:

Kale Consultants Limited is a leading solutions provider to the global Airline, Logistics and Travel (ALT) industry. Committed to innovation and excellence, Kale delivers world-class software products, technology, managed process, hosting and consulting services. Kale employs over 1600 talented professionals who focus on delivering quality service to over 120 satisfied customers across 30 countries.

Kale's Industry Solutions are driven by active partnerships with industry bodies and customers, and unparalleled domain knowledge. Kale's Customised Approach in deploying these solutions supports clients with best fit solutions to match to their requirements.

Visit www.kaleconsultants.com for more information.

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