

MAIA
Intelligence

***ISB Mumbai Chapter
Presentation***

Understanding MIS - BI



Presented by

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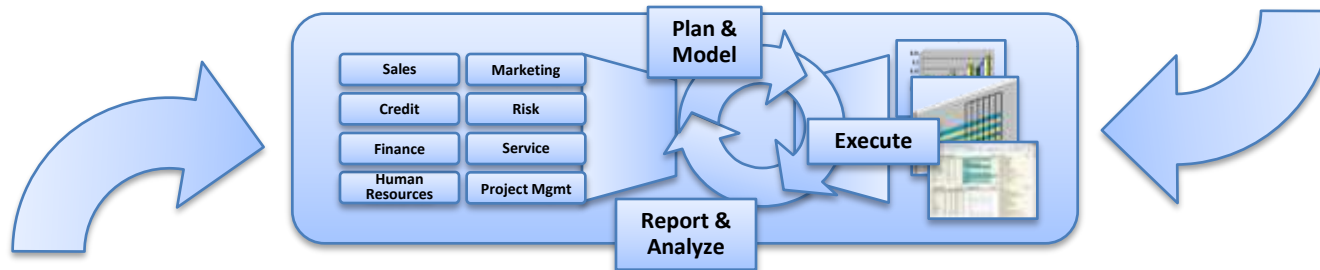
Business Pressures in Recession Times

Rapidly Changing Conditions

- How can I accelerate my planning and decision cycles?
- How do I monitor conditions and take early corrective action?

Accountability, Transparency

- How do I comply with corporate governance requirements?
- How can I ensure accurate, timely reporting?



Effective Decision Support

- How do I filter extraneous data and focus on relevant information?
- How can I access and rationalize disparate, fragmented data?

Efficiency & Cost Control

- How can I sustain / improve profitability?
- How do I keep information current?

MIS Reporting Issues

"It's difficult to generate comprehensive reports without technical assistance"

"It's difficult to modify existing SAP reports so users are able to see only the reports that are relevant to their transactions without proper comparatives"

"Management do not know what questions to ask about the data. It is difficult to investigate issues to understand why"

"...Business users are spending more time on analysis than action"



"Our Finance team needs dashboards and key performance indicators on a web"

"Sales Team maybe drawing incorrect conclusions and missing opportunities"

Sales Revenue
\$1,383,593

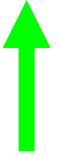
What does this number reveal? Is this pretty good, bad or ugly?

\$1,295,213
Q1

\$1,374,876
Q2

\$1,242,871
Q3

\$1,383,593
Q4



The Sales revenue for fourth Quarter is pretty good as compared to earlier quarter

\$1,102,304
2004 Q4

\$1,395,478
2005 Q4

\$1,383,593
2006 Q4



The Sales revenue for 2006 Quarter IV is down as compared to earlier years

\$1,598,604
Target 2006 Q4

\$1,383,593
Actual 2006 Q4

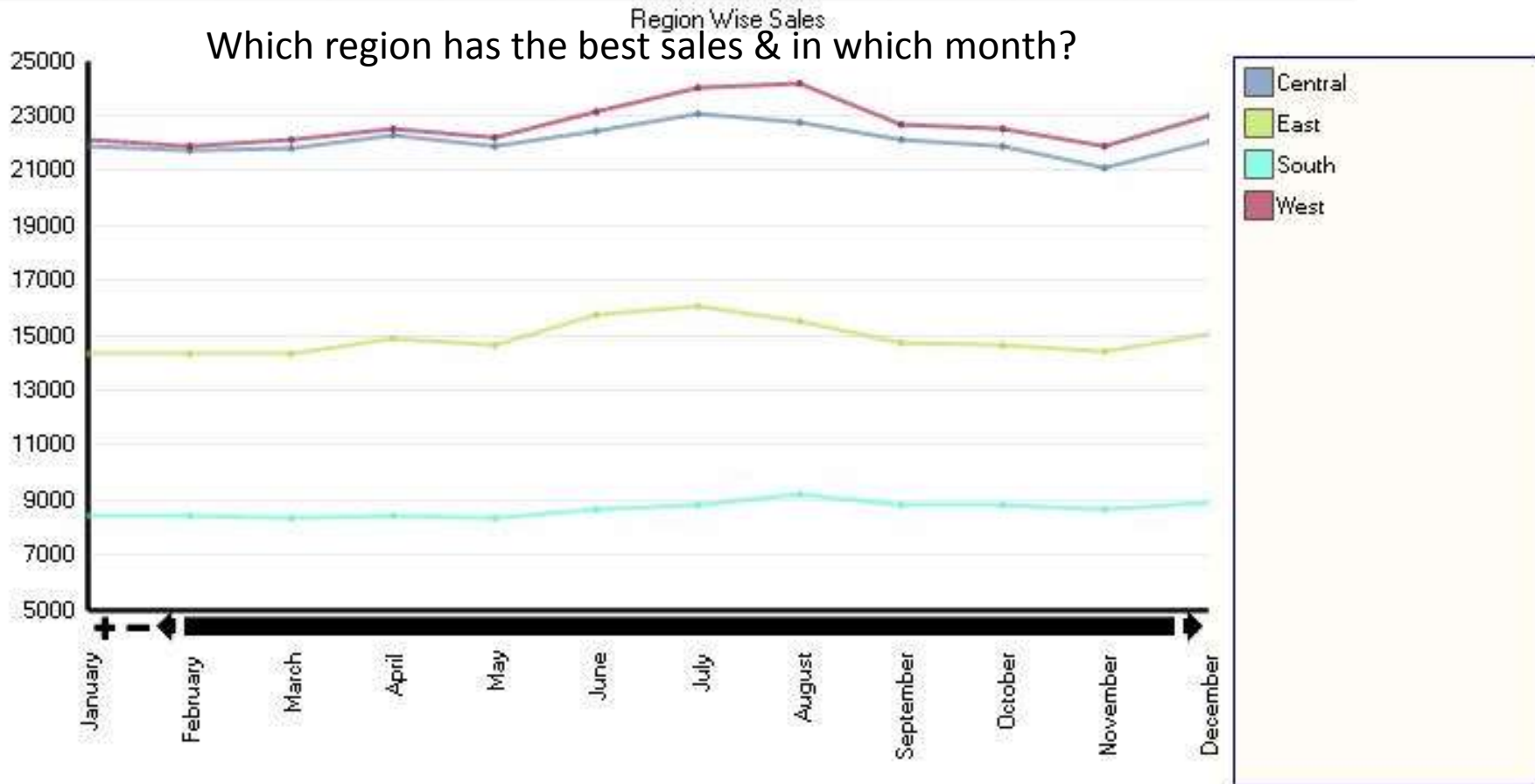


However in comparison to the targets, the actual turnover appears ugly

1KEY Technology helps understanding data for actionable information

1KEY makes data visualization easy for quick decisions

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Central	21,923	21,696	21,820	22,247	21,922	22,451	23,081	22,770	22,156	21,857	21,101	22,024
East	14,367	14,294	14,297	14,900	14,617	15,720	16,024	15,536	14,718	14,668	14,414	15,024
South	8,425	8,432	8,376	8,397	8,355	8,643	8,856	9,241	8,812	8,841	8,686	8,864
West	22,149	21,869	22,115	22,506	22,191	23,122	24,038	24,190	22,671	22,489	21,906	23,026



Cases of real time BI



Beer & Diapers

53 days of
productivity loss

On time delivery
only efficient

The product



- Accommodate thousands of users with ease of affordability without prohibitive software license costs.
- Provide highly interactive interface, flexibility, most intuitive reporting that improves decision making.
- Access any or multiple enterprise data source.

Get the right direction instantly

VIEW has been engineered to fully address the reporting requirements of your organization helping you to compete and win in the marketplace without much effort or compromise. It provides runtime analysis, grouping, column customizations with Parent-Child Relationships, Drill Down and Drill Back functionalities with a extremely intuitive report formatting for Business users.



Trade Spend Analytics

- Trade Spend V Budget
- Trade Spend Efficiency & Effectiveness
- Trade Spend Uplift – Sales & margin
- Spend by Merchandize Method
- Promotion ROI
- Promotion Over\Under-spend
- Promotion Impact – Cannibalization & Halo effect

Roles

Marketing Manager;
Customer Account Managers;
Sales Execs; Finance; Promotional Analyst;
Business Unit Heads; Category Manager; Brand Managers

Metrics & Dimensions

Volume; Revenue (& growth); Total Promotion Profit; Targets; Market (volume \$s); Market Share; Price; Margin %; Trade Spend; Promotion ROI; Promotional Uplift; Order Fulfillment %; Consumer pass through%; Stock Cover Customers; Events; Sales Channels; Products; Brands Categories; Promotion; Media types; Time; Locations

Take Intelligent Decision

CUBE is a comprehensive data analysis, data mining, and multi-dimensional visual reporting solution.

With its powerful data architecture, CUBE is able to slice and dice information efficiently and provide users with an extremely intuitive experience. Regardless of the perspective, data can be rendered to answer business questions - and best of all - it allows business users to focus on business rules rather than creating dozens and dozens of reports.

Do it
yourself
reporting

Trend are
like friends

Centralized
Information
for growth

Gives
Competitive
Edge



Financial Management Analytics

Asset Efficiency

Balance Sheet Goals

Cash Flow Goals

Treasury Goals

Capital Employed Value

Debt to Equity Ratio %

ROCE %

AR in Days

Net Cash Flow Value %

Working Capital Ration %

Borrowing Cost %

Investment Yield %

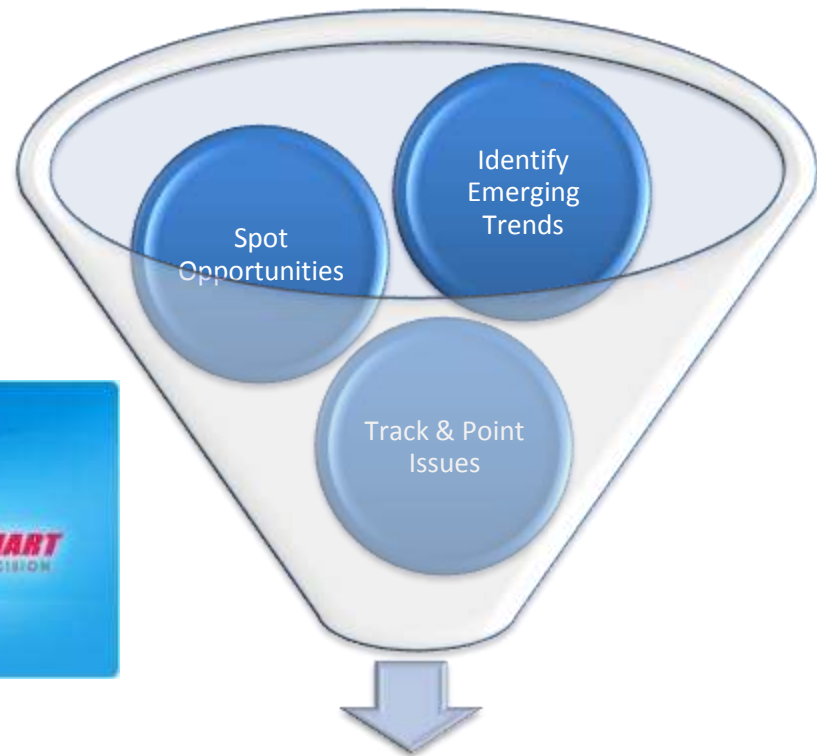
Net Liquidity Value

Create Impact with business data

CHART is a graphical representation and visual reporting which represents business performance via stunning and meaningful diagrams. It helps to drive organizational achievements by giving information in a much consolidated and easy to understand manner.



Runtime user definable drill down & drill back functionality available direct from the charts. Customer segmentation, forecasting, trend analysis, etc. all made easy



Powerful Insights

Customer Profitability Analytics



Find which customers are destroying profits, eating away your earnings.



Incorrect information about customers profitability, efforts to grow sales directed toward customers that are unprofitable. In reality, earnings will be low even with growth



The real value is not in the money saved, but how you use information to adapt in challenging environments such as today's economic situation

Customer = King or Customer = Liability

Always on and always updating



SCHEDULER enables users to schedule the reports as per the recurrence pattern in the variety of formats like PDF, TXT, XLS, HTML, MHT and RTF to be stored on hard disk, to be emailed to respective business users, or to FTP. It automates the complete process of reporting and avoids the cumbersome work of manually creating and/or delivering reports to respective business users on a periodic basis.

Works in background

On Time MIS

Constantly Communicating

Flexible Schedules

Simple Process

Expense Management Analytics

Supply Chain
Cost Index

Operations Cost
Index

Overhead
Cost Index

On Time Delivery
Goals

IT Vendor
Management
Goals

Benefit
Cost Goals

Average Lead
Time in days

Order Fill
Rate %

On Time Unit
Delivery

IT Project
Completion
%

IT Lead time
in days

SLA
Performance
%

Benefit Cost
Increase %

Benefit
Payroll %

Run your company from anywhere



DASHBOARDS, users can define their own Dashboards having combination of multiple reports like View, Gauge, Chart, KPI's, RSS Feeds etc, on one single screen.

Web Based Platform

Real Time Actionable Information

Publish Data Securely

Zero Foot Print Deployment

Advanced Data Visualization Tools

Dashboard is a reporting tool that can be defined as a user interface for organizing and presenting data in a consolidated manner. Data from multiple sources are integrated and unified for display on a single platform. This makes the information easy to read and comprehend, all on the same screen.

Manufacturing Management Analytics

Production Goals

Inventory Management

New Product Life Cycle

Back Log %

Capacity Utilization %

QC Reject Rate %

Inventory Ageing Days %

Inventory ABC Analysis Value

Inventory Turns Ratio %

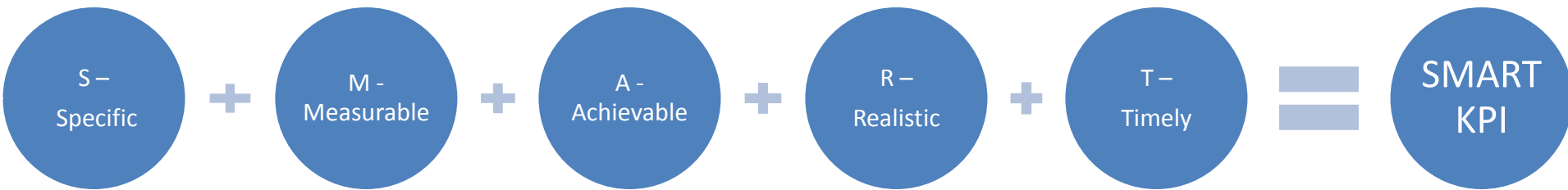
Product Development Lead Time Days

Product Milestone Plan V/s Variances

Structured methodology : KPI

KPI Description	Ageing Analysis
KPI Objective	Maintain credit period of less than 3 days
KPI Benefits	Better Cash flow
KPI Start Date	1-Apr-07
KPI End Date	31-Mar-08
KPI Life Span & Reporting Periodicity	12 months, Daily
KPI Unit of Measure & Formula	Days
KPI Target Value	Less than 3 days
KPI Upper & Lower Tolerances	Plus or minus 1 day
Anticipate Upper and Lower Limits	7days, 1 day
KPI Sponsor	Mr. XYZ
KPI Initiator	Mr. ABC
KPI Benefactor	Mr. ABC
KPI Internal or Customer Facing	Both
KPI Data Sources	Back Office application running on Oracle, Transaction application running on SQL,

Key Performance Indicators



KPI are high-level snapshots of a business or organization based on specific predefined measures. KPIs typically consist of any combination of multiple reports. They may include global or regional sales figures, personnel stats, real-time supply chain information, or anything else that is deemed critical to a corporation's success. KPI allows goals to be observed with different warning colors that will be switched on as defined giving the user a quick view of how well or how poorly each goal is met. It is the best way to track and represent variances on targets & budgets.

Financial Services Company Analytics

Revenue Goals

Costing Goals

Brokerage
Goals

Top
Customers

Top
Branches

Top
Channel

Top
Product

Revenue
V/s Cost
per
Employee

Cost per
customer
acquisition

Brokerage
V/s
Funding
Cost

SQ Off V/s
Delivery
Brokerage
pattern

Exchange
wise
Brokerage

File Reader

1KEY FILE READER is a utility that imports data from Text Files, Excel Files, stores it into 1KEY CUBE or 1KEY VIEW for direct reporting and analytics.

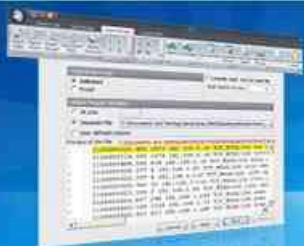
1KEY users get the benefits of another key functionality which not many reporting tools software provide as of today.

Single & multiple files / sheets selection at one instance are available

User can select data range on their own

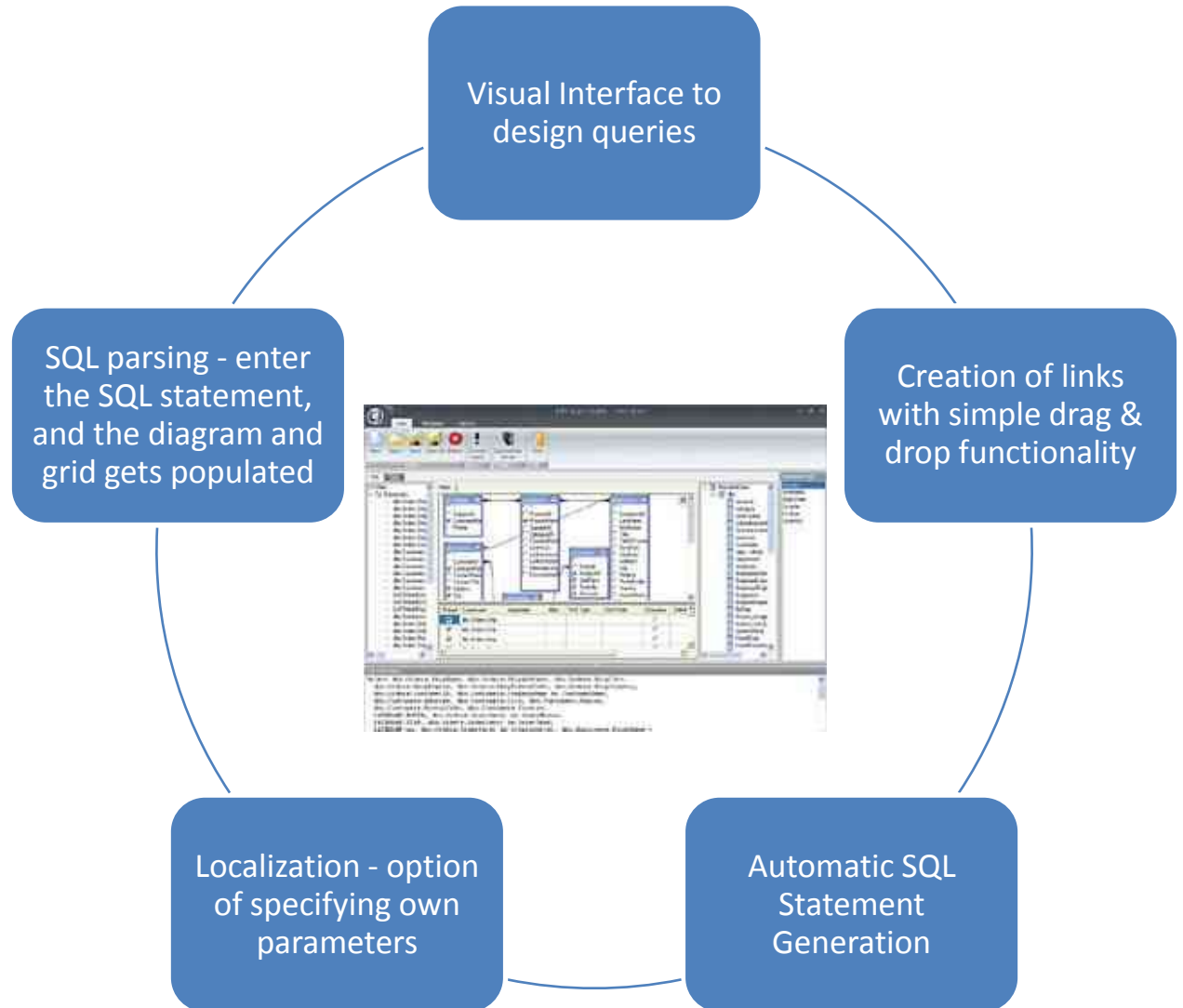
Users can select required data column with required format for analysis

Users can save layouts and use the same whenever required



Query Expert

1KEY has dynamic query engine with expression builder and model creator. It provides the facility to use simple graphical interface to build SQL statements and create views in a database. It has graphical panes that displays your SQL statements visually and a text pane that displays the text of your SQL statement. You can work in either the graphical or text panes.




Role Based Security

1KEY uses "parametric control" for controlling access over business information which is available to users for their reporting needs. Parameters are mapped to the user hierarchy of the organization and hence the access to the relevant data. Parameters definition can be one of the fields available from the system or can be user defined based on the requirement of the organizations.

Control
your data

Show only
what you
want to

Create
nested
parameters



The screenshot shows a software interface with a table of user data. The table has columns for User Name, Domain, Organization, User Profile List, and User Country. The data rows are as follows:

User Name	Domain	Organization	User Profile List	User Country
Admin	S. S.M.A. Demo			Canada
Mike	S. S.M.A. Demo	Carlsson Equip. Corp.		Argentina/Puerto Rico
Yeh	S. S.M.A. Demo	Commodity Permit		Switzerland
John	S. S.M.A. Demo	Frankfurt Data / Ref. Anders Corp. (Swiss)		Germany/Bel
John	S. S.M.A. Demo	Sergio de Siles		Spain
Yvonne	S. S.M.A. Demo	Stadler		Denmark

Customers References

- 1KEY BI used on multiple diverse applications to give reports on their Treasury Fund Management, CRM, Karvy R & T Data & Research Team

Reliance Capital -
Vinay Nigudkar CTO



- 1KEY BI used for creating Dashboards and KPI's on SAP Data and Non SAP data. They choose 1KEY because of speed of deployment and engagement cost

Tata Chemicals - Vikas
Gadre CIO



- 1KEY BI used extensively across the board from MD to operational front. Now reaching to 1000 user on Web Reporting.

India Infoline – Nirmal
Jain MD



- 1KEY BI was selected even after having Business Objects BO as affordability to empower across the company was a challenge. Empowered over 1200 users

Pidilite Industries –
Apurva Parekh Director



- 1KEY BI fastest implementation in weeks. This was the 2nd time purchase from the same CIO who was earlier with Pidilite.

Essel Propack – Zoeb
Adenwala – CIO Cell:
09820332010



- 1KEY BI was proposed by Microsoft to ensure the reporting requirements were met and move from Excel to standardize reporting platform on SAP

Bharat Forge – Yogesh
Zope CIO

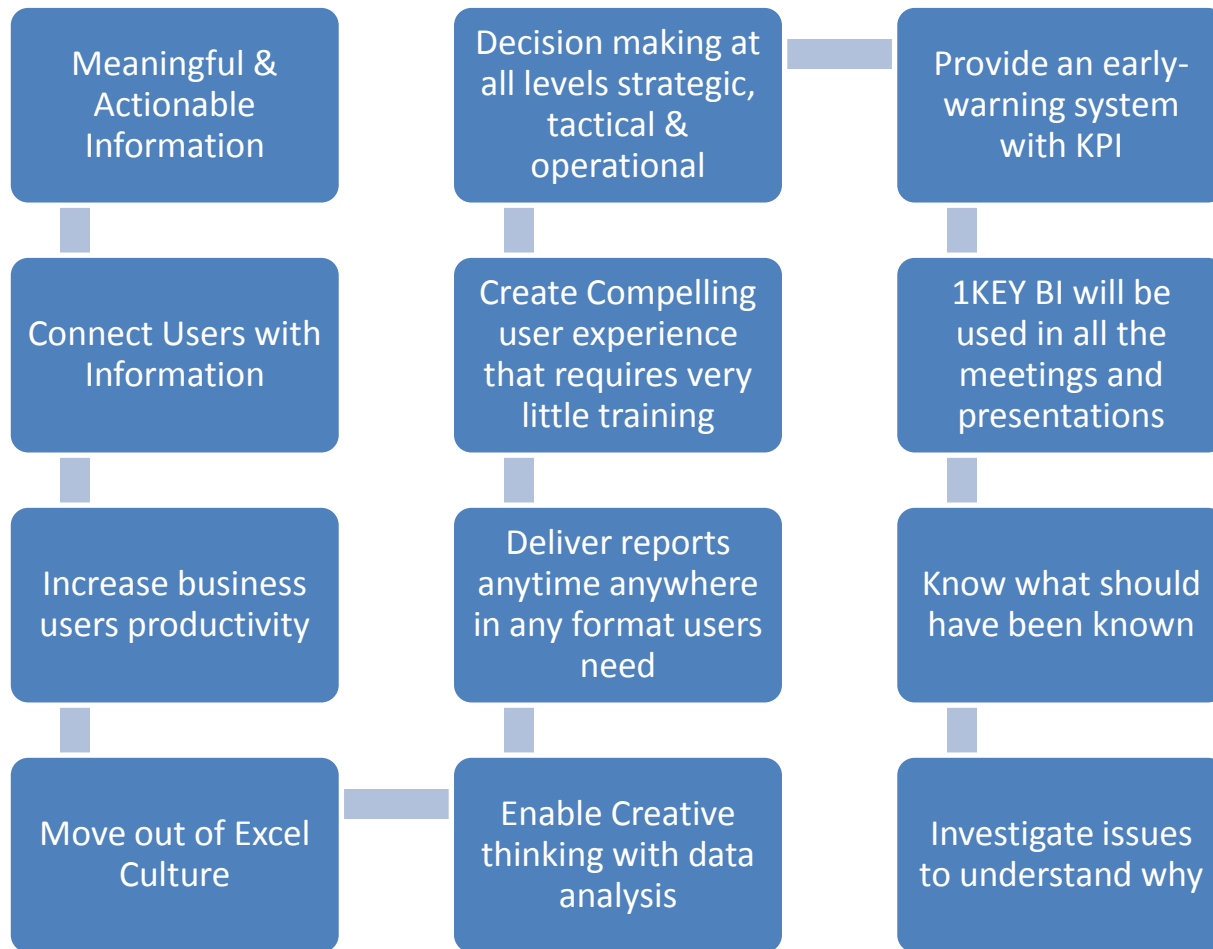


- 1KEY BI purchase by a PSU which had data on Tally and SAP and migration process was on when purchased to look at both Tally data and SAP data

Gujarat State
Petroleum Corporation
– Sandeep Shah CTO



End Deliverables from MAIA



Offerings from MAIA Intelligence

Designing

- Cubes
- Views
- Charts
- Dashboards
- KPI's

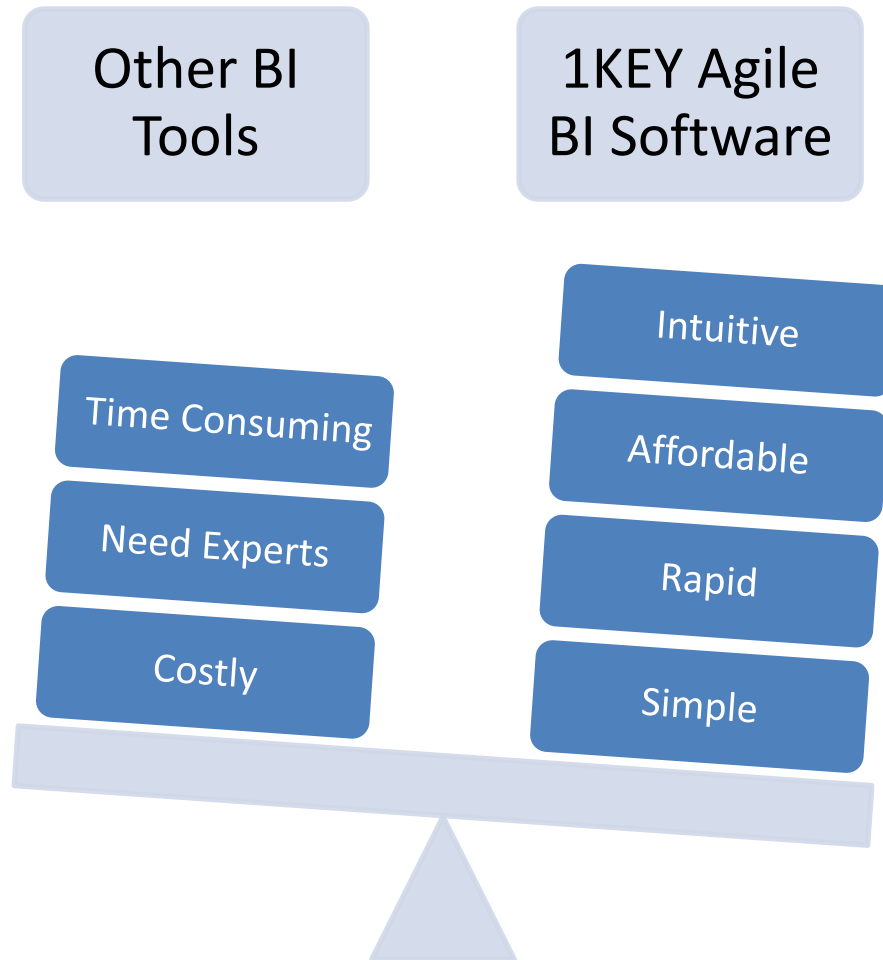
Training

- Directors
- Key Management
- Functional Heads
- Managers
- Executives

Implementation

- Role Based Hierarchical Security
- Cleaning of Unused or Multiple Reports
- Functional Expertise with Sharing best practices
- Requirement Gathering
- Evangelizing BI with On site visits with Change Management

Why MAIA deployment are successful



BI Ten Commandment

BI is going to be the foundation for fighting back & insulate from bad economic times.

CEO Creative thinking kick starts in economic downturn by implementing BI

It's more important than ever to see what the data says & indicates

Implement BI solution that delivers reports anytime, anywhere, in the format you require

Data value within transaction based application like ERP, CRM will be unlocked by BI

Support decision making across entire enterprise at every level: strategic, tactical, operational

BI technology will be the critical catalyst lever for growth

BI to provide an early-warning system around key indicators of exposure and risk.

Implement BI with a compelling user experience that requires little / no training and no reliance on IT to write reports / queries for business users.

Forbid use of spreadsheets for MIS report publishing in meetings and presentations

Awards & Affiliations



ISV/Software Solutions
Data Management Solutions
Mobility Solutions



NASSCOM[®]
National Association of Software and Service Companies



i n v e n t

INNOVATE



Partnering with Microsoft
INNOVATE ON the Microsoft platform

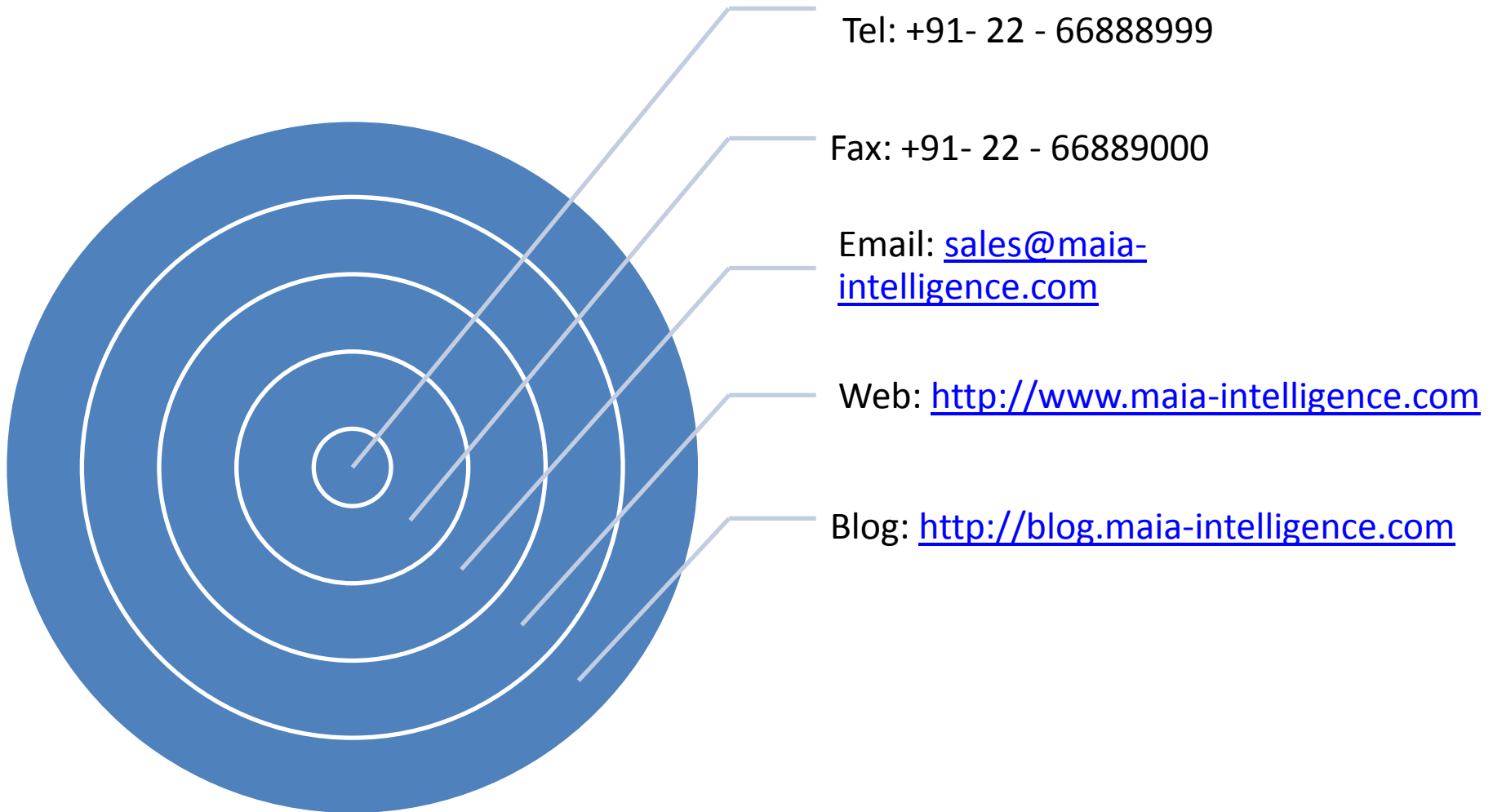
Microsoft
Startup Accelerator Program
MicrosoftStartupZone.com



METRO
Early Adopter Program

Microsoft

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