

MAIA Intelligence gets recognition from Microsoft for ISV Innovation

Microsoft acknowledged the innovative 1KEY Agile BI Suite and honored MAIA Intelligence as an early adopter and aggressive promoter of key MS technologies

Mumbai, June 02, 2010: MAIA Intelligence, a Microsoft Gold Certified Partner today announced that it has been honored with the **Microsoft ISV Innovation Recognition**. This recognition was given to MAIA Intelligence for its innovative business intelligence reporting analytics software **1KEY Agile BI Suite**, developed on Microsoft technologies.

The ceremony which was held at the Microsoft ISV Day on May 27, 2010 at New Delhi was organized with an objective to bring together Software Industry luminaries to provide insights on business opportunities and industry trends with the intent of making the Indian software companies globally competitive.

MAIA Intelligence, a Microsoft ISV partner, throughout has been an early adopter and aggressive promoter of key Microsoft technologies like VS2008/.net framework, SQL Server 2008, BizTalk Adapter, Azure platform. The relationship has continued to grow and drive success for both companies because it effectively balances business and technology to deliver value to mutual customers.

Mr. Sanjay Mehta, CEO, MAIA Intelligence Pvt. Ltd. said, *'through the close working relationship, we gain a clear understanding of Microsoft's technology direction: what technologies and products Microsoft is investing in. At the same time, Microsoft gains a deeper understanding of technology and business requirements of mid-market companies and how leading ISVs are best packaging and delivering solutions that leverage Microsoft's platform and technology to provide increased value and benefits to their markets.'*

Commenting on this occasion, **CA Ashwin Dedhia, Director – Solutions, MAIA Intelligence Pvt. Ltd.** said, *'MAIA Intelligence delivers the power of the Microsoft platform and its ability to transform the way people and organizations leverage technology. 1KEY BI, the reporting analysis solution developed by MAIA Intelligence helps customers leverage investments done in Microsoft Technologies, and empowers robust usage / deployments,'* he further added.

The event was targeted towards 100-120 CEOs of software product companies / startups in India. The CXO community audience was present from companies that are building software products/solutions for the Indian Market - the most critical thing that they will seek is deep industry insight from experts on new opportunity areas and trends in different verticals in India, where they can lay their bets on.

The keynote was delivered by Microsoft CEO - Steve Ballmer and the event included several other senior executives from the industry as speakers.



(From L to R) Mayuresh Kulkarni, Partner Alliance Manager - Industry Solutions - BFSI - Microsoft India, Ashwin Dedhia, Director – Solutions, MAIA Intelligence Pvt. Ltd., Som Mittal, President, NASSCOM, Moorthy Uppaluri, GM, Microsoft India and Vanitha Varadarajan, ISV Developer Evangelist, Microsoft India.

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 has also been recognized among the Red Herring Winners in Asia and Finalist among the Global companies in 2009.

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

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

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1KEY, 1KEY BI, 1KEY Agile BI Suite, 1KEY Agile, BI, business intelligence, Microsoft, ISV, innovation award, ISV innovation award, Microsoft award, MAIA, MAIA Intelligence, Steve Ballmer, Sanjay Mehta, Ashwin Dedhia, NASSCOM, evangelist, reporting, MIS, analysis, analytics, Microsoft ISV day, Microsoft ISV Innovation Award, VS2008, .net, SQL Server 2008, BizTalk Adapter, Azure, .net framework

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