

## MAIA Intelligence launches online version of the Business Intelligence Quiz

**Business Intelligence Quotient, the techno functional BI / DW Quiz, tests knowledge of the IT / business users now made available online**

**Mumbai, November 15, 2010: MAIA Intelligence**, a software product company in Business Intelligence (BI) reporting analytics space today announced that it has launched the first ever **Online Business Intelligence Quotient, BI Quiz**. The on-site version of the MAIA BI Quiz held in Dubai, Phuket and Hong Kong in last three years received an encouraging response from CIOs / IT Heads. Since then, the community has been expressing lot of enthusiasm and demanding for online version of BIQ. Seeing this, MAIA Intelligence, launched a series of Online Business Intelligence Quiz (BIQ), first of its kind and ever held online BI quiz.

It has been three years since MAIA Intelligence has been doing on site Business Intelligence Quiz (BIQ) within Technology Senate event. It has generated huge response as a high quality BI quiz in the very first year and has now become an annual feature. The 30 objective type question online version BI Quiz was true testament of the participants.

MAIA Intelligence announced an online version of the same BI Quiz, so that wider audiences could participate to quiz their BI intellect. It was going to be a sheer test of knowledge and ability. The experience of the series-I which went live on October 22, 2010 was to be a great one, something all the participants would always remember. The registrations for the online BI Quiz was free for corporate across any industry.

This initiative received tremendous response and support with more than 150 registrations from across the corporates who participated in this online quizzing contest. The quiz for was open to all the individuals from IT departments as well as business users from the organizations.

**Mr. Miten Parekh, Group CIO, Rediffusion DY&R Private Limited**, 1<sup>st</sup> prize winner said, *'MAIA's BI Quiz is a very innovative initiative to engage CIOs and create a sense of competitiveness amongst the community. The questionnaire was very well made, with tricky answer options that tickled my grey cells. And I say that on behalf of my fellow CIO friends! I thoroughly enjoyed the experience and look forward to the next round.'*

**Mr. Prasad Parab, Chief IT, Pidilite Industries Limited**, 2<sup>nd</sup> prize winner said, *'The format and the way this online BI quiz was conducted was amazing. It plotted lot of insights in the BI & DW technologies, about the people and IT vendors in this space. The quiz made me think every moment yet sharpened and enhanced my knowledge in this domain.'*

**Mr. Mohan Rao, Senior Manager Systems, Lok Housing & Constructions Limited**, 3<sup>rd</sup> Prize Winner said, *'I really enjoyed the online BI Quiz which gave me an opportunity to go in depth in to the subject with lot of excitement and passion. I am happy to be the winner of this first ever online BI Quiz.'*

The Series I of the online BI Quiz had exciting prizes to win which included Digital Photo Frame, 16 GB Pen drive and 8 GB Ultra Micro SDHC Card.

Commenting on the success of the Online version of the BI Quiz, **Mr. Sanjay Mehta, CEO, MAIA Intelligence Pvt. Ltd.** said, *'Three years back we started this initiative in progressing towards our ongoing effort to establish our presence in the BI space. Till now we had got a fantastic response from the onsite versions of BI Quiz and have given us a significant recognition. We wanted to repeat the same thing in an approachable and interactive way with the BI Quiz. I think we have succeeded to an extent for this initiative of online BIQ.'*

#### **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 1<sup>st</sup> 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 Intelligence also won the Microsoft ISV Innovation Award 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 3<sup>rd</sup> 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 Blog <http://blog.maia-intelligence.com>  
Visit <http://www.maia-intelligence.com> for more information.

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