

Optima, MAIA in Alliance to Provide Business Intelligence Solutions in UK

MAIA Intelligence enters UK market with Optima Global Solutions to provide operational BI, rich real-time reporting analytics for enterprise-scale customers

6 April 2011, Mumbai: MAIA Intelligence, a leading provider of Business Intelligence (BI) software products today announced that it has entered into a partnership with **Optima Global Solutions**, an Information Technology (IT) Consulting firm and database experts to provide consulting, implementation, training and support on MAIA's award-winning 1KEY suite of BI solutions to Optima customers in United Kingdom markets.

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 covering a broad spectrum of industry verticals make timely, data-driven decisions to improve corporate performance.

Neil Westerby, Managing Director, Optima Global Solutions, said, *'With our extensive line of complete data storage solutions, addition of MAIA's comprehensive BI suite solutions will further strengthen our ability to help enterprise customers overcome their business challenges.'*

He further added, *'With enhanced reporting, visualization and analytics, these solutions will not only empower our customers to make faster and smarter informed decisions but also provide them more control and better predictability over their projects and operations.'*

Optima has been providing clients with expert database consulting services ranging from architecture and planning, application design/development, to data warehousing and performance measurement. Optima consultants have been providing services in customized software development projects, outsourcing and staff augmentation.

Sanjay Mehta, Chief Executive Officer, MAIA Intelligence, said, *'We are delighted to enter this partnership with Optima having varied experience in providing robust, cutting-edge technology solutions specially in database. Through our association, we shall further extend our reach in UK markets and look forward to their plan to introduce the benefits of 1KEY BI's enhanced reporting and analytics software to their customer base.'*

'In today's competitive environment, it has become imperative for enterprises to analyze their data more critically. And 1KEY BI solutions' data-driven insights help enterprise business users to gain operational efficiency and also comply with the statutory, regulatory and top management's MIS reporting requirements with ease,' he further added.

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. 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 NISCI (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>

About Optima Global Solutions:

Headquartered in Hamilton, NJ, Optima Global Solutions is an innovative Information Technology Consulting firm that provides superior IT solutions to its clients while offering a rewarding and challenging work experience for its consultants. In a world that is constantly changing, companies are faced with the challenge of continually adapting to a dynamic environment. Optima has the foresight to handle unanticipated needs and challenges, becoming an instrumental part of its customer's success.

Optima realizes that understanding each client's needs is essential to providing quality service. The experienced professionals at Optima take the time to understand client's business, approach, and the dictates of their environment. Whether clients know exactly what they want or would like informative and innovative guidance, Optima's experienced professionals work with its customers every step of the way and its highly skilled consultants keep the projects safe. Optima is deeply committed and will not stop until all needs have been addressed and dealt with to client's complete satisfaction.

Visit www.optimags.com for more information.

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MAIA Intelligence, business intelligence, Optima Global, Optima Global Solutions, BI, BI partners, business intelligence partner, BI implementation, BI consulting, MAIA partners, MAIA partnership, Business Intelligence UK, Operational BI, real-time reporting, rich reporting, data analytics, data analysis, MIS reporting, business decisions, informed decisions, visualization, advanced analytics, self-serve reporting, self-serve BI, database consulting, data warehouse, data warehousing, ETL, SAP reporting, Tally reporting, performance measurement, data-drive insight, operational efficiency, increase productivity, enhance profitability, control cost, BI for SMB, 1KEY, 1KEY BI, 1KEY Agile BI Suite, BI Suite, business intelligence Suite, Agile BI, Agile business intelligence

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