

# PCQUEST

## UNDERSTAND CHOOSE IMPLEMENT IT

Edelweiss Capital

### 1Key Business Intelligence



**Prashanth Pereira**  
VP-Technology & Operations

For the company's financial products, employees use Excel and other utilities to process and track data. As the company grew in stature, so has its information bank. To make analysis easier, Edelweiss realised that it needed a BI tool. So they came up with 1Key BI, with a two phase deployment. First, some of the most tangible processes were targeted, and automation was brought into the process of certain LOBs where data was being processed in Excel with macros running.

As data was coming from different sources in various formats, including SQL and Excel files, collating them in one place while performing checks and balances was a strenuous effort. The project has put up a tightly strung process that consolidates data from different sources, executes a host of conditions on it, and then provides the final output in a pleasing and easy-to-use format. The C# code that executes the conditions is embedded within the MAIA 1key framework, thus reducing the number of interfaces the developer has to use during troubleshooting or while enhancing the application.

Benefits: The businesses are now able to target the right kind of clients. A key benefit is cost savings. Also, using the report iteratively and taking learnings from the trends of these reports, the businesses are in a position to provide better service and focus to clients. One of the offshoots of this implementation is that the various businesses of the company can relocate their RMs to client locations, thus eliminating unnecessary travel.

**This financial services firm benefits from the analytical power provided by a BI application to service its clients**

- **Deployment Location:**  
Mumbai
- **Team Size:** 6
- **Tech Used:**  
MAIA 1Key Agile, Windows 2003 Server, SQL Server 2005, Microsoft .NET Framework, C#, IIS 6.0.
- **Expected life:** 3 years

#### Implementation Partner

**Sanjay Mehta**  
CEO, MAIA Intelligence

Project Specs



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Monday, June 01, 2009

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