

## Prism Informatics partners with MAIA Intelligence for 1KEY Business Intelligence (BI)

**Recognizing that businesses want query, reporting, and analysis tools completely integrated with their operations for productivity improvements and actionable information, MAIA & Prism Join hands**

**Mumbai, November, 22 2010:** MAIA Intelligence, a leading provider of powerful, intuitive and robust Business Intelligence (BI) software products for ad-hoc reporting, complex analysis that meet the dynamic MIS needs of corporate business users, today announced Prism Informatics Ltd. being signed as its consulting partner for delivery, training and support of 1KEY BI.

Prism Informatics provides software application development and strategic IT business consulting services to leading enterprise organizations, Implementation and support of third Party Enterprise-wide products including SAP, and is rapidly growing company across the globe with large range of products and geographically well spread.

1KEY BI is a comprehensive Business Intelligence application catering to Strategic, Tactical & Operational data analysis & MIS reporting needs of multiple vertical industries. Under the new agreement, Prism plans to train and certify its consultants on the 1KEY BI in the coming months. The agreement will enable Prism Informatics to use 1KEY BI for development and demonstration purposes, and to promote 1KEY-based solutions to its enterprise customers globally.

*'We are excited to partner with MAIA which is the only Indian BI product company, which has been written about in Gartner Research Reports multiple times, is among the Red Herring's 100 Global companies and its innovative products are being awarded by Microsoft and NASSCOM for innovation,' said **Alok Pathak, Managing Director, Prism Informatics Limited.** 'Our enterprise customers can now take full advantage of the comprehensive BI suite from MAIA Intelligence while spending less time and money to achieve higher performance. This partnership shall play a vital role in expanding our proven collection of solutions in the market.'*

1KEY BI reporting and analytics solutions are well-suited for the enterprise customers of Prism, and shall gain greater business insights from their large volumes of data for hundreds of IT & business users.

*'We are delighted to welcome Prism to our Global Partnership Program and believe this partnership will present us exciting long-term opportunities,' said **Sanjay Mehta, MAIA Intelligence's CEO.** 'We understand that successful BI project depends on the powerful best-of-breed technology with strategic advice and expertise. Prism has established its expertise in enterprise IT services, and we look forward to work with them to deliver value to its customers with 1KEY BI products and solutions.'*

To succeed as an enterprise BI reporting standard, a solution must

- Accommodate thousands of users with ease of affordability without prohibitive software license costs
- Provide flexible reporting that improves decision-making by a wide range of users
- Access any enterprise data source

**MAIA Intelligence** 1KEY BI has all of the above 3 major points which establishes an enterprise class business intelligence (BI) reporting solutions company and Prism Informatics plans to develop a COE – Center of Excellence around 1KEY BI platform.

The Business Intelligence and Data Warehousing (BI&DW) practice of Prism Informatics is one of the leading global providers of end-to-end Data Warehousing, Business Intelligence and Business Analytics solutions. Prism Informatics now offers the entire business intelligence and data warehousing (BI and DW) Solution footprint covering Innovation, Integration, Intelligence, and Insight using MAIA Intelligence 1KEY BI Framework.

## **About MAIA Intelligence Pvt. Ltd.**

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 also won the Microsoft's ISV Innovation Award in 2010. The company was also a finalist at the CXO Awards 2010 for India's Business IT Innovation of the year.

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 and 2010 APAC Emerging Technology for Business Leaders 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](http://www.maia-intelligence.com) for more information.

## **About Prism Informatics Ltd.**

Prism Informatics Ltd. is a Software Development and IT Business consulting services provider headquartered in Mumbai, India. Prism is growing at a phenomenal pace by acquiring leading companies in competing and adjacent spaces and keeping a 360 degree presence. This helps in reducing gestation period to enter the new business as well as helps Prism to scale the business quickly and achieve economies of scale. With a vision to be a global world-class organization that provides best-of-breed localized business and technology solutions, with continuous innovation and quality, backed by best-in-class people, Prism is creating a niche amongst the global IT service providers with a strong culture and management. Prism has developed a strong client centric approach, nurturing customers as partners and meeting and exceeding the customer's expectations. It continues to deliver the same value to customers and stakeholders and is growing it's relations organically. Prism Informatics is a Bombay Stock Exchange listed, publicly traded company. Prism is now present in a number of countries including Germany, Switzerland, Thailand, Singapore, Sri Lanka and the USA. It has recently completed acquisition of a majority stake in IMT, the software arm of the Al-Suwaidi group, one of Saudi Arabia's respected industrial groups. This has enabled Prism to establish a significant base in the Middle East.

Visit [www.prisminfoglobal.com](http://www.prisminfoglobal.com) for more information.

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