



Stories which inspire every aspiring entrepreneur – an initiative of SME JOINUP

Sanjay Mehta, MAIA Intelligence, Supporting decision making through Innovative Business Intelligence

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For businesses to be successful there is a constant need for decision making at each & every level of the organization. While most people & businesses may already be aware of this fact, only few people practically implement it. It is this missing implementation & the urge to help companies make quicker decisions that spurred Sanjay Mehta & his friends to set up MAIA Intelligence in August 2006.

While there is an expensive choice of reporting tools like, Cognos, Business Object & SAS readily available in the market, there was a need for an economical Business Intelligence product that every company big or small could use. Sanjay & his friends realized this need & sought the opportunity to create an innovative product in the crowded field of business software.

MAIA Intelligence is committed towards developing Business Intelligence analysis & reporting products, to offer companies with business reporting solutions that are not only easy-to-learn but extremely affordable.

Here is an insight on the challenging journey behind the establishment of MAIA Intelligence.

About the Founder

Sanjay Mehta, a known personality in the business world today, has been associated with the IT industry since 1993. Prior to heading MAIA Intelligence, he was the MD and founder of Udyog Software India Ltd. He had his investment in ERP Services Company called 4Quadrant Solutions until 2007. He also has a brief stint in running a dot com company from 1999-2000. The early 90's saw Sanjay Mehta run bespoke software Solutions Company called Globalware.



Sanjay Mehta

Challenges the Company Faced

The initial business stage for MAIA Intelligence was no different than any other start-up company. Though the company had a clear idea about the potential of BI software products, the real challenge was to find the right funding agency that would help them surpass the valley of death phase that most start-ups have to face. The company understood that it was one thing to convince self about the ascending success graph of the project & another to convince the venture capitalist.

Some other major challenges the company had to face:

- Finding the right people & to keep them aboard.
- Steer clear through initial legal compliance that may often prove time consuming.
- Finding the right environment & place to start the operations.

Besides these challenges, the biggest challenge was to find the first customer who in turn would initiate a demand for the company's products.

Fears as a Start-up Company

In spite of the rapid growth of the company, there is always a big question mark on "How Do We Make It Big?" There are several factors that as a start-up company head, Sanjay Mehta & his team had to work upon, to keep everything in the air – marketing, fund raising, product development, team building & so on....

Challenges Faced Due to Economic Slowdown

Tough economy means the loss of potential customers who fail to invest in the products due to limited budgets. MAIA Intelligence faced a similar kind of threat during the economic slowdown in 2008-09, that rocked the very base of start-ups like MAIA.

Popular Brands Owned by MAIA Intelligence

MAIA Intelligence takes pride in its highly experienced technocrat team, which is instrumental in the development of BI products & solutions based on technological innovations powered by robust Microsoft stack. A flagship product of MAIA Intelligence is the 1KEY Agile BI Suite, which caters to varying demands of Tactical, Strategic & Operational SME's. 1KEY is capable of connecting multiple databases with multiple CRM, HRM, ERP & SCM applications. Other products include 1KEY FCM for financial (balance sheet) consolidation, postXBRL for conversion of data in eXtensible Business Reporting Language among others.



Team MAIA Intelligence at a one day picnic organized with family

Marketing & Branding Strategies Initiated

The two-pronged marketing strategy of MAIA Intelligence is centred around banking on the existing customer relationship of the channel and creating a brand hype & awareness through PR, marketing & communication activities. Other innovative strategies include, end-user training programs, sponsor/participation in technology events, search engine optimization (SEO), social media optimization (SMO), making potential use of social networking sites like LinkedIn for creating BI related forums, associating with techno-market giants like HP, Microsoft, Intel, conducting marketing events, workshops & seminars at national & international levels, etc.

Use of Social Media for Marketing Products & Services

Owing to his extensive IT experience, Sanjay Mehta & team knew the pros of using social media for marketing the company's products & services. Making effective use of this knowledge, the MAIA Intelligence established the Business Intelligence (BI) Blog & group on LinkedIn for BI professionals. At present, this group engaged in active discussions & promotions, has more than 40,000 active members. The company also makes effective use of networking sites like SlideShare for sharing articles, media coverage, presentations, etc. & has Facebook & SlideShare widgets on the BI blog, for updating visitors on latest posts & presentations on BI. This valuable use of social media sites has built-up a strong PR for the company & created a significant position for them on both personal & business networking front. At this stage the company believes that a strong presence on the social networking sites is like a battle half won. And here's the most interesting part... the more the backlinks to the website or name, the higher is your profile on search engines.



Mr.Mehta at the XBRL workshop

What Gives MAIA Intelligence an Edge Over Competitors?

A commonly witnessed fact with most SME's is that, the responsibility for decision making lies with the higher & middle management, mostly due to lack of data & analysis tools. MAIA's aim is to bring decision making to the masses through its products & services. Where most large companies have failed to cross the mark of 500 users, MAIA Intelligence boasts of 1000 users at two large key corporate in India. MAIA has rightly proved its expertise in Pharmaceutical & Healthcare, Manufacturing and Cargo Terminal Marine Port sector as well as on Tally & SAP user base.

While most big companies already have a secure MIS, the amount of time & money spent on analysis & report generation is high, as are the overhead costs. This can be attributed to the fact that although several foreign software are available, their licenses are cost prohibitive. This is where MAIA takes an edge over others. 1KEY Agile BI Suite, which is MAIA's first Indian product, is designed & developed using .Net Framework 3.0 on Microsoft Platform. The highlighting feature of this product is that, irrespective of the database used at the backend, 1KEY connects to all types of applications & helps users create dynamic reports efficiently & quickly.

1KEY is basically the answer to the growing needs of modern day business houses. By helping organizations analyze a wide choice of data from multiple sources, 1KEY derives accurate & meaningful information that facilitates quicker & profitable business decisions. In short, MAIA's 1KEY Business Intelligence & Reporting Software has revolutionized the way Business Intelligence can be deployed.

Thoughts that Support MAIA's Vision

Sanjay Mehta & team strongly believe that "Surviving is Succeeding". With a laser beam focus & untiring efforts, they envision defeating bigger & highly funded competitors from different sects of business world. The secret weapon for this emergent company is knowing how to cut through bureaucracy. They are keen at tapping the potential global market for Indian Software Product.

Opportunities Supporting MAIA's Existence & Growth in BI Space

MAIA strongly believes that the BI Market is evolving & there is plenty of room for growth here. Opportunities that MAIA envisions to en-cash upon include:

- No BI vendor taking the operational concept to market
- 27% CAGR in BI investments in India
- Only 15-20% of employees using ERP, CRM, SCM applications
- Large pool of Excel users
- 80% of employees in any organisation still outside BI usage population
- Serving to the underserved & uncontested bottom of pyramid



Founders: Vipul Mehta, Head – Operations, Hiten Rathod, Head – Strategic Alliances & Channels and Sanjay Mehta, CEO with the Microsoft SMS&P ISV Partner of the Year 2011 Award trophy

MAIA Intelligence Upcoming Plans

- Based on MAIA's on-going development activities, there is a two-fold agenda:
- Enhancing existing features of 1KEY BI Application
- Upgrading the product from a Business perspective
- Upgrading the product from a Technology perspective

Innovations Introduced by MAIA Intelligence

- In Memory Processing Architecture
- Hardware & Infrastructure optimization
- Enabling Data-genuinity across an Enterprise
- BI Implementation timeline
- Overall BI availability for mass
- BI Licensing
- Offline Analytical Reporting

Today, MAIA Intelligence with a team of just 35 techno-functional professionals, has emerged as a significant player in the Business Intelligence (BI) space. With its innovative, reliable & powerful BI reporting and analysis software and a vision to democratize BI from a few expert users to the frontline executives & backend users, MAIA Intelligence is already on the success ladder to becoming the largest BI user base within India.

<http://smestory.com/2011/12/05/sanjay-mehtamaia-intelligencesupporting-decision-making-through-innovative-business-intelligence/>