

MAIA Intelligence conducts Hands-on Lab Technical Training Workshop on 1KEY BI for its channel and Strategic Partners under its Global Partnership Program

Mumbai, April 27, 2010: To empower its channel and strategic partners with technical insights, MAIA Intelligence recently conducted an extensive hands-on lab training on 1KEY Agile BI Suite for support team and solution developers. This training was focused on the technical aspects of BI, DW, SQL, architecture etc., and channel partners nominated their technical team for this event. The attendees were to have basic knowledge of SQL & 1KEY as pre-requisite. This Technical Hands-on Lab Training was conducted to derive benefits like Increase Developers Productivity, Get On time project closure, Learn SAP and target SAP customers for more revenues, Increase your per developer revenues from customer.

Advanced 1KEY BI Hands-On Lab was conducted to explore the power of MAIA's comprehensive Business Intelligence (BI) offering that is based on a scalable data platform for data integration, data warehousing, analysis, and reporting. It includes powerful and intuitive tools that end users can use to access and analyze business information. This was like 'Help yourself help your customers.' Beginning with an overview of intelligent decision-making, the event took them through the technology step-by-step, giving you actionable insights.

This one-day technology enablement hands-on Lab workshop was scheduled and conducted on Saturday April 24, 2010 at Mumbai by CA Ashwin Dedhia, Director – Solutions and Mr. Amit Mehendale, Head – Deliveries, MAIA Intelligence. The session included 1KEY Agile BI Suite overview of Features & Functionalities, Architecture, Technical Framework, ADS Integration, User Management, Security, rights, etc., 1KEY View, 1KEY Cube, 1KEY Chart Report creation along with 1KEY Web (publishing), 1KEY Dashboard, 1KEY KPI, 1KEY Ticker, 1KEY Reporter, 1KEY SAP Connector, 1KEY Scripiter, RFC, Commonly used SQL commands and procedures, Queries, Indexes, Coding, Stored Procedures, API followed by OPEN Interactive Session for Q&A.

The workshop received tremendous response wherein technical experts from more than 10 partners took part and discovered how they can deliver BI solutions to the customer more effectively. The opportunity was to get the hands on some the exciting innovations being developed and demonstrated.

"This kind of training helps us as the channel partners to make our technical resources more valuable to business and can deliver BI solutions to our customers more effectively and close the projects on time, thereby increasing the productivity and profitability," said Mr. Mukesh Thumar, CEO, Para-Matrix.

"Through extensive hands on exercises the participants could build on their existing base knowledge of database, data warehousing and business intelligence," said Sanjay Mehta, CEO, MAIA Intelligence Pvt. Ltd. "Our technical and sales training courses help our channel partners to sharpen their skills and become more valuable in the marketplace. Our partners also provide inputs to help us refine the products before they're released to manufacturing," Sanjay further added.

"Our technical team enjoys hands-on labs, face-to-face Q&A sessions with software experts, and this opportunity to interact with development team members was a unique which could

help us understand the technical aspects of 1KEY BI," said Mr. Suryakant Nanaware, CEO, S & S InfoTech and Software Ltd.

The participants were given the certification at the end of this hands-on experience and real-world guidance workshop. The participants learnt design support strategies, including development, architecture, and deployment guidance. MAIA Intelligence is planning such more and more training programs to give the channel partners a chance to learn from the experts who design, build, and support 1KEY BI products every day, and the sessions with varied content are targeted for IT Leaders, Business Leaders, IT Professionals and Developers.

The participants got critical hands-on experience-and get ready to help their customers increase efficiency and streamline business processes by making the most of their existing resources.

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. Microsoft on its website published case study on MAIA Intelligence and 1KEY products.

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 Reports.

MAIA corporate blog on Business Intelligence <http://blog.maia-intelligence.com>

Visit www.maia-intelligence.com for more information.

Media Contact:

MAIA Intelligence Pvt. Ltd.
Dhiren Gala
dhiren@maia-intelligence.com
+91 22 66888961
0 99202 49395

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