

Let's work together to deliver
indefinite value to customers

GLOBAL PARTNERSHIP PROGRAM

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Dear Partners,

Invitation

We are delighted to invite you to join our very compelling Global Partnership Program. Our Global Partnership Program is set up to help your company easily and quickly bring value to your clients while generating revenue for your company. We believe a company is known by the partnerships it keeps. We select our partners based on their ability to deliver and our ability to complement their solutions. Just like our employee relationships, we value the partner relationships that we create and work to cultivate them.

Our partner network is of three types:

1. Consulting Partners
2. OEM Partners
3. Reseller Partners

Our Partners generate steady profits from software license sales, services, maintenance & training. The Program offers joint marketing and lead referrals. With the large untapped market there plenty of room to grow for partners. We recognize business partners for the exceptional work they bring to our team by awarding them at regular periods.

About MAIA Intelligence

MAIA Intelligence is a new dynamic company committed to developing and continually improving powerful Business Intelligence reporting and analysis products to meet the needs of corporate implementations. Our products are next generation reporting solutions built from the ground up on Microsoft VB.Net, ASP.Net technology and XML. Quarter after quarter, we have released new product features and product enhancements that have addressed the business and technology challenges that companies face today. We value our partners and leverage each partner's strengths across functional boundaries to reach our goals.

Cost-efficient entry

Partnering with MAIA Intelligence is a great value no matter how you look at it. Most partners pay an affordable sign up fee for the program, quickly recoup their investment, and build new successes. Our partnerships put business investments to work.

Our Initial 5 Country Partners Special Incentive

Everyone is familiar with the benefits of getting in a profitable partnership; it has historically proven to be a sound investment, and a chance to build long term revenue stream and ultimately leading to large and satisfied captive customer ownership which is a valuable asset. However, getting into a partnership can be a difficult decision for first time with a new entity that may be afraid of such a commitment. Luckily there are significant incentives and benefits available to first 5 country partners getting enrolled to help them make this decision a little easier. Ask for this benefit while on payment of the sign up fee.

Getting started...

Nothing could be easier, simply email your profile to partners@maia-intelligence.com or download the attached global partnership form, fill in the form and email it to us. We will review it and once approved we will send you the signed contract on the payment of sign up fee. To learn more on program visit the website in partners section.

Success, growth, and stability—join the MAIA Intelligence global partnership program and seize the advantage.

Warm Regards,

Sanjay Mehta
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Program Details

Consulting Partners

The consulting partners program category includes consultants. These partners provide consulting services and related implementation, integration, and training services to joint customers.

Consultants may resell MAIA Product licenses but services are the primary revenue driver. These partners will be passed on all the relevant direct and indirect enquires related to implementation and deployment of all the MAIA Intelligence Products to the end customers. This partner will be the most preferred ones for all the direct contact with end customer.

Reseller Partners

The reseller partners are comprised of companies who want to take the opportunity to market, distribute, sublicense, and support some or all Maia Intelligence products.

OEM Partners

The OEM partners include companies who extend, enhance, or complement MAIA Intelligence solutions. Software partners integrate, embed, or host MAIA products as part of their software offering. Software partners may also bundle and resell MAIA software products with their solutions. Our Reporting Tools are fully customizable and configurable and adds comprehensive reporting and analytical functionality to client's software products.



“Our partner program enables to help partners’ better capture the momentum of the growing Corporate Performance Management (CPM) and Business Intelligence (BI) marketplace.”



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Benefits for Resellers and Consulting Partners

✍ **Access to an account manager** - When you first become a MAIA Intelligence partner we assign you a Regional account manager. Your account manager ensures that you have the access to the right tools to get you off to a good start. They can also schedule conference calls and attend virtual meetings with you as needed.

✍ **Generous volume-based discounts** - The amount of discount you receive depends on the volume of business.

✍ **Attend events & tradeshows sponsored by MAIA** – We are keen to promote our partners at industry specific events or shows where we can showcase our unique 1KEY, WebKey and XBRL products. These venues provide an excellent opportunity for generating new leads and prospects. Please discuss this opportunity with your regional manager.

✍ **Help with developing case studies of your customer success stories** - Customer case studies are ideal way to show prospects successful implementations of 1KEY, WebKey and XBRL technology. There is no better publicity than a customer advocate. We can help our consulting partner turn their notes on the success of each implementation along with any customer testimonials into a case study which can be used to educate new and existing clients.

✍ **Promotion of your company on our website** – Resellers and Consulting partners will have their logo and corporate overview with a link to your website displayed on our website, along with a joint announcement to the press, etc.

✍ **Regular news & software updates** - As a partner, you are automatically signed up for regular news updates along with advanced access to pre-release software.

✍ **Sales tools** - Including marketing materials, call scripts, and literature that will help empower your business.

✍ **Logos** - Use of the 1KEY, WebKey & XBRL product logos on your brochures, marketing materials, etc.

DATA 2 DECISION



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Benefits for OEM Partners

- ✎ **Scalable Pricing** - OEM partners select the pricing structure that best suits their specific needs.
- ✎ **Press announcements** - At the onset of the partnership, a joint press release highlighting the advantages of our combined solution will be issued. Any joint customer deals will be announced and displayed on MAIA Intelligence website.
- ✎ **Co-branding via Web** - As our partner, your company's products and services will be extended to our customer base by linking from our website to yours. Your logo will also be prominently displayed along with details of our combined solutions.
- ✎ **Technical Support** - As our partner, you have full access to MAIA's technical support specialists. Your staff will gain privileged access to our expert guidance to ensure your team produces top quality systems. Our team is on hand to troubleshoot and resolve any technical issues that may arise.
- ✎ **Collaborative Marketing Programs** - OEM partners are eligible to participate in collaborative marketing programs, including direct mail campaigns, trade shows, seminars and other co-marketing activities.
- ✎ **System Validation by Our Engineers** - When offering MAIA's product in a bundled offering it is important for the technical team to focus resources on integration validation of the final products and services OEM plan to offer in the marketplace.
- ✎ **Marketing tools and resources** - including logos, sales guides, release notes, one sheet PDFs, product overview copy, screen shots and much more.



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