

## **India Infoline crosses 1000 users MAIA Intelligence's 1KEY BI for data visualization & self serve BI reporting on web**

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Press release from: [MAIA Intelligence](#)



MAIA Intelligence, the only Indian provider of powerful business intelligence (BI) software product for reporting and analysis, today announced that India Infoline, one of India's most respected financial service company, has crossed 1000 1KEY BI Reporting & Analytics Software users on web, establishing it as the only company to have such huge 1KEY BI user base on web.

India Infoline has passed the 1000 1KEY users on web mark in about six months after its deployment to manage its growing volume of customer data, enable operational analysis on a real time basis, speed up its corporate decision-making process for rapid growth and to deliver overall higher quality of service to its customers. The users of 1KEY increase their performance with self-service BI and zero dependency.

Titus Gunaseelan – CTO Indian Infoline said “We have found 1KEY a very cost effective, quick to deploy and learn, easy to use and easily managed software. With such a large user base, the ROI for 1KEY has happened very rapid. “

“1KEY BI is been used by thousands of people across the industry reaping its benefits on a daily basis to discover inside enterprise-wide data, to get in depth analysis for taking informed decisions at all levels, and to find single version of truth.” said Sanjay Mehta, CEO, MAIA Intelligence. “There is no restriction to the no. of users accessing 1KEY BI on web, but over 1000 users have taken very little time to do so. This is a great opportunity for us to showcase our reporting and analytics software product capabilities, scalability & performance to our prospects.”

Titus said, “The privacy of our data is our top concern, so we were looking for a solution that provides reporting with powerful analysis tools without exposing the critical information or unwanted requests. Since 1KEY met these requirements and was already being used by many companies, it was an easy choice to go with 1KEY BI for reporting and analysis.”

Similar views were echoed by Nirmal Jain, Chairman & MD of India Infoline, who chose 1KEY for users Groups to enhance the company's productivity. “We stopped creating reports in spreadsheets a few years ago because of security concerns by our executive-level users. 1KEY is easy to use and proved to be invaluable to our users because they were able to analyze the data before the occurrence of any event without exposing critical information to other users. Now, they are able to leverage the reports they built on the web to get more real time business decision making possible.”

Mehta added, “Our strategy from the beginning has been to attract an elite group of companies through a tool that is available enterprise-wide at the same time protects their critical data. Having attracted large numbers of customers across the industries, I'm not surprised that the 1KEY user base has now established itself far and away with the largest user base of BI users in India.”

Commenced in 2006, MAIA Intelligence is young, innovative and emerging software Product Company in powerful Business Intelligence (BI) Reporting and Analytics 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 largest BI user base

within India by 2009. Quarter after quarter, company has released new product features and product enhancements that have addressed the business and technology challenges that companies face today. MAIA is Microsoft Gold Certified Partner and has been selected as one of the NASSCOM Top 100 IT INNOVATORS in 2007. MAIA's IKEY BI software has been tested and certified by Microsoft for ISV/software solutions. 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 is also been mentioned in Gartner's Hype Cycle for ICT in India 2008 & BI Trend Report 2008-09 APAC. For more information visit [www.maia-intelligence.com](http://www.maia-intelligence.com)

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