

MAIA Intelligence – White Paper

MAIA Partner Guide for 1Key Business Intelligence & Analytics Software

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## Introduction

MAIA Intelligence is a company committed to developing and continually improving powerful Business Intelligence reporting and analysis products to meet the needs of corporate implementations, application service providers and value-added resellers. We serve each of our clients with integrity. No single client is more important than our professional reputation.

To protect and maintain the trust of our clients and the public at large, we strictly adhere to regulatory and professional standards. And we have internal channels and processes in place to provide our people with the tools and opportunities to do the right thing.

Our products offers reporting solution which are comprehensive, affordably priced and are easy to learn, use, deploy and maintain. Our products are next generation reporting solutions built from the ground up on .Net technology. Our products are built with our customers' current and future needs in mind, providing feature-rich solutions that are built on standard technologies.

Our products have helped our customers and partners increase productivity and efficiency by transforming data into actionable information. Quarter after quarter, we have released new product features and product enhancements that have addressed the business and technology challenges that companies face today.

MAIA provides BI solutions that offer organizations increased visibility into their business operations, reduced operating costs, optimized supply chains, increased productivity, improved financial performance, and a greater ability to acquire and retain profitable customers. Our solutions leverage enterprise information across multiple corporate databases and enterprise resource planning (ERP) and customer relationship management (CRM) systems.

## Value Proposition

- The temperament of our partner program enables MAIA Intelligence to help partners' better capture the momentum of the growing Business Intelligence (BI) marketplace.
- We value your investment and thus ensure that your investment levels are aligned and you have the resources to immediately focus on superior execution of the partnership.
- Through partnership with Consultants, System Integrators, Software/ Application/ Hardware providers & data service providers, MAIA and its partners leverage their collective strengths to offer integrated solutions that measure performance and improve profitability. This helps customers achieve significant return on investment which leads to partner success.
- As our Alliance member, you can achieve greater market exposure and expand your business and revenue opportunities through access to our wide and growing customer base.

### **MAIA Alliance Overview**

MAIA alliance develops a high value relationship with our partners which are worth appreciating. MAIA Intelligence believes in growth with partners and offers excellent business opportunity to the partners through its Business Intelligence Software sales and service.

To stay focused on the development of the product and to provide best service to our customers, MAIA works with partners to provide the Business Intelligence software, support, service and training to the end users.

Partners play a vital role in our corporate strategy; our partners are highly qualified and their functional & technical expertise help to better serve the customer and ensure our customers success. The combination of our partners and MAIA software solution aids the organization and the partners grow in a win-win relationship.

It is the unique opportunity for all partners involved. MAIA jointly works with the partners in the market deploying the solutions that solves the acute business problems faced by the customer. This has positioned MAIA Intelligence to gain recognition in this competitive Business Intelligence market.

The alliance is structured on the network of strategic partnerships from various streams of profile like;

- Consultants and System Integrators
- Software, Application and hardware providers
- Data service providers

This Alliance Program Guide describes MAIA Alliance and the various benefits and commitments of being a partner in the MAIA Alliance. If you need any clarifications pertaining to the Program Guide, please direct them to the Alliance Department through email at [partner@maia-intelligence.com](mailto:partner@maia-intelligence.com)

In order to meet the diverse needs of our customers, MAIA develops relationships with leading business and technology organizations. These 'partners' are members of the MAIA Alliance.

MAIA Alliance Members are leaders in their own surface, proving expertise all throughout the complete range of businesses, technologies, vertical industries, and channels.

## Explore the Opportunities

### Market Opportunity

Nowadays Business Intelligence Analytics market is growing exponentially and the opportunities help our partners achieve their business targets period over period, our software has proved to be the dynamic engine to revenue generation for partners.

New license revenue in the Worldwide Business Intelligence (BI) software market is forecast to reach \$2.5 billion in 2006, a 6.2 percent increase from 2005, according to Gartner, Inc. The market is poised for continued growth through 2009, when new license revenue is projected to reach \$3 billion.

Western European market grew 4.8% to reach €1,158 million in license and maintenance revenue, according to IDC analysis.

Asia-Pacific will reflect a growth in the region excluding Japan where market value is expected to hit US\$340 million this year and grow at a compounded annual growth rate (CAGR) of 13.5 per cent from 2005 to 2010, according to IDC Asia-Pacific's senior analyst Sharon Tan.

Indian BI market is expected to reach \$70 million (Rs.300 crore) in 2007, according to Mr. Alok Shende, Director, Information Communication & Technology Practice, Frost & Sullivan, India.

"Companies around the world have purchased more than \$40 billion worth of enterprise applications, including ERP, CRM and HR, during the past few years," said Colleen Graham, principal research analyst at Gartner. "This has generated significant volumes of data in support of the operational processes they automate. By investing in BI, companies can further leverage their enterprise application investments and turn the torrent of data into meaningful insight to better measure performance, respond more quickly to market changes and opportunities and comply with an increasingly complex regulatory environment."

The DATA are the ore of Business Intelligence market that leads the growth which reflects in our partner's revenue. Our partners have grabbed the advantage of the growing market by associating with MAIA, which gives them with;

- Working with a wide range of customer base of all industry verticals
- Strategic tie ups to bundle up BI with their solution and generate extra revenue from their existing customer base.
- Exposure to the large market to increase profits
- Enjoy the recurring opportunities from the Business Intelligence huge market.

As a valued partner, you can also achieve greater market exposure and expand your business and revenue opportunities through access to our broad and growing customer base.

**Alliance Model**

During the history, MAIA has always joined forces with partners who could add solution elements that would make our mutual customers more successful.

In a market that changes with blinding speed, it is more important than ever to ensure that solutions are tailored using technology suited to each customer's business needs. By combining the core competencies of MAIA and our partner, we provide a greater breadth of true, closed-loop solutions to our customers. MAIA Alliance members have access to MAIA technology, and they utilize our training and incentive programs to develop their MAIA expertise.

It's a true win-win-win situation: MAIA benefits from working with other experienced business and technology organizations, the Alliance member aligns themselves with the market leader in business intelligence, and our joint customers get the most complete set of intelligent and analytical solutions and expertise available on the market.

The MAIA Alliance Program seeks to establish powerful relationships with key industry, solution, and specialized implementation partners. Together, MAIA and MAIA alliance partners will develop, market, sell, and deliver the most comprehensive 1Key Business Intelligence solutions available.

Questions not addressed in this Program Guide may be sent to the MAIA Alliance Team at [partner@maia-intelligence.com](mailto:partner@maia-intelligence.com).

Companies that would like to pursue being a member should complete the detailed application available on the MAIA web site [www.maia-intelligence.com](http://www.maia-intelligence.com)

### Partner Categories

The Alliance is categorized into three primary programs based on area of expertise. Each program is tiered into three levels, based on geography and the scope of the relationship with the partner.

Each MAIA Alliance Member meets the same high standards of market knowledge, vision, integrity, and customer satisfaction that MAIA sets for itself.

The three categories are:

1. Consulting Partner
2. OEM Partner
3. Reseller Partner.

#### ▪ Consulting Partners

The consulting partner's 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.

#### ▪ 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.

#### ▪ 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.

Reseller members are individual consultants, consulting organizations or single practice teams, hardware & software vendors.

Reseller partner can expand their business by promoting 1Key among their existing customer base to earn huge profits

1Key quality+ affordability group factor will help Reseller members to generate revenue quarter after quarter and capture the massive BI market place without any hurdles.

### Requirements & Benefits

To become MAIA Consulting Partner a company must meet the following minimum requirements within the first year.

#### Requirements

Requirements Criteria	Consulting Partners	Reseller Partners	OEM Partners
<b>General</b>			
Strategic Investment	\$ 9000	\$ 900	\$ 4500
Alliance Master Agreement	Yes	Yes	Yes
Company Profile on MIA Partner Network	Yes	Yes	Yes
Alliance Application	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	Yes
Submit Activity Reports	Monthly	Monthly	Monthly
Submit to Update Company Profile	Yes	Yes	Yes
<b>Software, Training &amp; Support</b>			
Sales Training	Yes	Yes	Not Required
Technical Training	Yes	Not Required	Yes
Marketing Collaterals	Yes	Yes	Yes
Support	Yes	Yes	Yes
Upgrades	Yes	Not Required	Yes

#### Annual Benefit's

Annual Benefit's	Consulting Partner	Reseller Partner	OEM Partners
Sales Margin (If Partner Sells)	40%	40%	40%
Sales Margin (If MAIA Sells)	Nil	Nil	Nil
Service Cost ( If MAIA Sells)	40%	Not Applicable	Not Applicable
Service Cost ( If Partner Sells)	Partner decides	Not Applicable	Partner decides
Partner Standard License	10 licenses †	---	10 licenses †
Technical Support	†	†	†
Beta Software	†	†	†
MAIA Partnering Training	†	†	†
Access to partner network on MAIA website	†	†	†

“†” Benefits are included as part of program membership fee and additional fees may be required. MAIA reserves the right to modify from time to time the benefits received. MAIA reserves the right to determine the level and type of benefit received. Actual benefits may vary depending on the joint business plan developed and agreed upon with member organization and according to geography.



### **Partner Agreement**

The MAIA Alliance Master Agreement is the document governing the overall cooperative business relationship between MAIA and an Alliance Member. The Agreement outlines the general requirements and benefits of being an Alliance Member. Terms controlling management of the relationship, software usage and fees, marketing activities, publicity and logo use, as well as other pertinent aspects of the MAIA and Partner arrangement are designated in this agreement.

### **Partner Enrollment Process**

The MAIA Alliance Application Process helps MAIA ensure that partner company meet the same high standards of market knowledge, integrity, and customer satisfaction that MAIA sets for itself. All applications undergo rigorous review to ensure that MAIA customers can seek assistance from MAIA Alliance members with the confidence that these companies have the full support of MAIA.

The MAIA Partner Enrollment Process includes the following steps:

**Step 1:** Complete the MAIA Alliance Application Form

(Available on-line at [www.maia-intelligence.com/partner](http://www.maia-intelligence.com/partner)). If not completing on-line, Please print the form first, review and enter information.

**Step 2:** Once an application is submitted and reviewed, the MAIA Alliance team will determine whether to accept or deny the application.

**Step 3:** If an application is accepted, the MAIA Alliance team will work with the applicant to complete the MAIA Alliance Master Agreement needed for the partnership.

For more information on the MAIA Alliance Application Process, please see [www.maia-intelligence.com](http://www.maia-intelligence.com) and direct any questions to [partner@maia-intelligence.com](mailto:partner@maia-intelligence.com).

### **Minimum Acceptance Criteria**

MAIA Alliance acceptance is based on an organization's ability to meet the minimum requirements for the program to which they have applied. Those minimum requirements are outlined in the program overview sections in this Guide. A thorough review is made of each application. The goal of the MAIA Alliance is to form long-term relationships with organizations whose corporate goals and identity complement those of MAIA, benefit our mutual customers, and is mutual beneficial. MAIA reserves the right to approve or reject applications that appear to be inconsistent with the goals of the Alliance Program.

## MAIA ALLIANCE APPLICATION FORM

### Section I: Company Information

#### 1. Business Name:

Form:                                      Type:                                      Place of formation [State/Province]  
Year of Formation/Incorporation:                                      Country  
Name of the Chief Executive Officer:                                      Company website:

#### 2. Contact Information:

Name of Primary Contact:                                      Telephone No./Fax No.:  
Street Address:                                      City:                                      E-mail Address:  
Postal Code:                                      Country:                                      State/Province:  
Note: For additional branch contacts, please attach an annexure to this form:

#### 3. Please provide a brief description of your Company's products/Services:

(Please include what is unique about your products, services, areas of expertise, awards etc.)

#### 4. Nature of Business (check all that apply):

☐ Value added Reseller   ☐ Hardware Vendor   ☐ Systems/network integrator   ☐ Consulting firm  
☐ Professional Services   ☐ Training Centre   ☐ Independent software vendor   ☐ Others

#### 5. Please Indicate your Company's Gross revenue for the past 12 months (in Us \$): \$

#### 6. Please Indicate the revenue Mix (totaling 100%) of your business

☐ % Hardware Sales   ☐ % Software Product Sales   ☐ % Consulting                                      ☐ % Technical  
☐ % Systems/Network Integration   ☐ % Training                                      ☐ % Custom Development   ☐ % Support

#### 7. Human Resource Information:

No. of full time employees:

Sales/Marketing personnel:                                      Technical consultants:                                      Trainers:  
Functional Consultants:                                      Technical support:

**8. Please specify the skill sets available:**

Networking/Operating System:

- ☐ DOS      ☐ Windows NT    ☐ Windows 2000    ☐ Novell Netware    ☐ UNIX/Linux  
☐ Others

Databases:

- ☐ Microsoft SQL    ☐ Oracle    ☐ Sybase              ☐ IBM DB/2              ☐ Progress

Technologies:

- ☐ Microsoft              ☐ Java/J2EE    ☐ Mainframe    ☐ Others

**Section II: Market Information**

**9. Customers and Competitors**

Major Customers:

Major Competitors:

**10. Please List the number of customers under each customer profile:**

- ☐ Small (1-99 employees)    ☐ Medium (100-999 employees)    ☐ Large (1000+ employees)

**11. Please specify your partners** (check all that apply):

- ☐ Microsoft    ☐ SAP    ☐ Computer Associates    ☐ IBM    ☐ Novell

- ☐ Oracle/Ramco Systems    ☐ Sun Microsystems    ☐ Sybase    ☐ Cognos

- ☐ Hyperion    ☐ SAS    ☐ Others

**12. Please Specify the industry vertical (s) in which your company operates:**

- ☐ Manufacturing    ☐ Retail & Distribution    ☐ Service Industry    ☐ Banking & Financial  
☐ Institutions    ☐ Projects    ☐ Government    ☐ Others

**13. Please Indicate 5 major geographical areas your company covers:**

**14. Please Indicate promotional activities commonly used by your company.**

(Check all that apply)

☐ Seminar ☐ Direct mailers/Newsletters ☐ Telemarketing ☐ Product Demos/Presentations

☐ Trade Publications ☐ Tradeshows ☐ TV or Radio ☐ Webinars

☐ Email/Fax Broadcasts ☐ Internet(Pages/banners) ☐ User group meetings ☐ Others

### Section III: Partnership Information:

#### 15. Are you an existing partner of 1KEY?

☐ Yes ☐ No If Yes, please indicate the number of years of partnership.

#### 16. Please indicate the 1 Key program which your company would like to participate.

☐ Reseller Partner ☐ Consulting OEM

#### 17. How many full time sales resources does your company intends to dedicate for 1 Key?

#### 18. Please Indicate the training method (s) used by your company (check all that apply):

☐ On Site Classroom ☐ Web-Based Others

Information provided above is correct as per our Books and records:

#### DECLARED & PARTNERSHIP SOLICITED BY:

Name of the Partner Company:

By:

Title:

Sign:

Date:

#### ACCEPTED& AGREED:

Name of the Principal Company:

**MAIA Intelligence Pvt. Ltd.**

By:

Title

Sign:

Date:

In the event of your partnership acceptance by Maia Intelligence. The agreement will be sent to you in duplicate for signing up. Please fill the application form and send it to the following address within 14 days.

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

*319, Sector I, 3rd Floor, Building No. 2,  
Millenium Business Park, Mahape,  
New Mumbai - 400 701*

Disclaimer: MAIA Intelligence Pvt. Ltd. Reserves the right to change/modify the contents of the MAIA Partner Program. The submission of the Application form does not guarantee a partnership for