

Nelito - TATA Group Company, selects 1KEY Agile BI Suite for its Banking Software Products to Provide Rich Real-time Analytics and Reporting

MAIA Intelligence Pvt. Ltd., provider of Business Intelligence Reporting Software 1KEY Agile BI Suite, with Nelito Systems today signed up the OEM - ISV partnership understanding for Banking Software Application under its OEM Global Partnership Program, with an aim to provide the needs of Rich Real-time powerful Analytic capabilities including comprehensive Reporting on the portfolio of its banking software product line. Nelito Systems, a TATA Group company is a leading Indian IT solution and services company catering to the requirements of banks, financial institutions and corporate houses.

Nelito Systems focuses extensively on core banking solutions which are simple & easy to use systems that are targeted to tier II & smaller banks across the globe. **Core Banking solutions** is a hot topic for discussion today in the Indian Banking industry. It has become synonymous with a Bank's ability to manage its customer expectations, improve operational efficiency and adapt to the ever-changing dynamic external environment. These solutions are also now being offered in a hosted model bringing rich functionality at affordable costs and without capex to the discerning customer.

'The banks in India and abroad, need complete visibility into their business performance,' With 1KEY Agile BI Suite it will help them streamline operations and better manage all kinds of risks. With rapid expansion, they needed to centralize all information related to operations and give their management a 360-degree view across their distributed business units. Selecting the business intelligence platform from 1KEY Agile BI Suite was the logical choice to help extend the value of our Banking Software Product FinCraft deployment. The 1KEY Agile BI Suite business intelligence platform has the functionality to support banks both current and future information needs and empowers its executives with the information they need to improve day-to-day decision making.' said **CEO & MD of Nelito Systems Bhaskar Rao**.

Under the terms of the agreement, Nelito will add MAIA's 1KEY Agile BI Suite technology and Data Analysis Module to Nelito's flagship core banking solution FinCraft and other products to provide Banking companies with data analysis and reporting capabilities, helping them optimize business operations, enhance efficiencies and improve customer relations. **Ramesh Paniker, Vice President of Nelito Systems Ltd.** commented, *'This OEM agreement commences a new era in Banking domain as business intelligence (BI), reporting, and advanced analytical needs become mainstream and are offered to a new broader segment of the market.'* He continued, *'We are pleased to be working with young and energetic team of MAIA Intelligence to significantly advance this industry.'*

Mr. Paniker further added, *'With Nelito's vision to be the first choice of customers to bank upon for their total IT solutions we have empowered our software FinCraft with Rich Real-time Reporting and Analytics from 1KEY BI. After evaluating several competing BI offerings, we selected 1KEY BI primarily because of a strong presentation layer and a totally integrated suite as compared to traditional BI. 1KEY provides breadth and depth of analysis to meet the needs of our customers which drives greater business value and strategic advantage for our customers.'*

'Powerful reporting and analytics is pivotal in today's banking environments from offsite monitoring surveillance to transaction monitoring for anti money laundering. Banks perform sophisticated analyses to evaluate and enhance their risk management program. With 1KEY Agile BI Suite 15

*modules powerful analytics and intuitive Web interface, Nelito will offer insightful reports that help banks to make data-driven decisions that ultimately have a positive impact on our bottom line. The strategic partnership with Nelito will help address the key Business Intelligence requirements of FinCraft customers of Nelito in the banking industry with a better approach', said **Mr. Sanjay Mehta, CEO, MAIA Intelligence.***

*'Fincraft, the most preferred core banking solution in Banking, is being widely used in Banks,' said **Mr. Mehta.** He further added, 'By leveraging FinCraft's vast customer base, this agreement increases MAIA Intelligence's reach throughout the BFSI market to realize significant return-on-investment through increased operational efficiencies.'*

MAIA's OEM partnership has an increasing strategic advantage for ISVs serving the financial and other industries, which can turn to 1KEY BI to address complex and ever growing reporting and analytical challenges that lay outside of their core expertise. This keeps them and their customers perpetually on the cutting edge of rich real-time reporting analytics with presentation layers like Dashboard, KPI, Chart, Ticker, Tree, Reporter, etc.

The MAIA OEM partner program provides the infrastructure necessary for partners to develop, bundle or integrate an application with 1KEY BI technology and then successfully market, sell and support it. Partners benefit by gaining a competitive differentiator that allows them to generate more business while providing increased levels of customer satisfaction and reduced cost of ownership.

*'MAIA has a proven go-to-market methodology along with the comprehensive service offerings necessary to ensure quick time-to-success for partners. Using MAIA's 1KEY BI solutions, OEM partners can standardize on a single platform to deliver functionality as customers demand it,' said **Mr. Hiten Rathod, Head - Strategic Alliance and Channels, MAIA Intelligence.** 'Easy to integrate, deploy and use, 1KEY Agile BI Suite delivers a simplified BI environment that drives high user adoption, enables better decision-making, and can be deployed across enterprise-wide empowering business users with rich real-time reporting and analytics,' added Mr. Rathod.*

Elaborating on the OEM Global Partnership program of the company, **Mr. Rathod** stated, *'The umbrella of our OEM partners is expanding at a fast rate. As a strategy, we have been focusing on innovating in the BI Software space and we depend on our partners to provide an impeccable selection of functional deployment, training, and support that enable our customers to use effectively 1KEY BI solutions'.*

Under the OEM Global Partnership program, MAIA provides accessibility to the MAIA's technical support team during the development of projects. *'We make it easy and very affordable for our OEM partners to bring 1KEY-compatible products to market. In our endeavor to add value to our relationship, we provide joint marketing campaign resources that helps the partners open new revenue stream in key market and verticals like - government, healthcare, financial services, data warehousing, business analytics - name a few', added **Mr. Rathod.***

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