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It's time for sentiments at mLogica

The company has a new tool up its sleeve besides a partner cap from IBM and \$1 million market

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Pratima Harigunani

PUNE: Solution Integrator for enterprise software, mLogica Inc is working on a new technology, to be built on the IBM platform, for sentiment analysis that can enable public image monitoring for companies and brands.

The product would map customer sentiments based on data collected from all possible springs.

“For instance, everything about Coca-Cola can be mined and gathered from all blogs, emails and Net to construct a sentiment pattern for the brand,” explained Amit Okhandiar, president and chief executive officer, mLogica Inc.

The technology, though developed on IBM platform, would be an mLogica product. The product will have many value-added IT

services later on. New product campaigns, that would hit the US market in Q2 to Q3 and India in Q4, are in the early stages.

On Tuesday, IBM appointed mLogica as a partner in India and North America for its data warehousing business plan at the Gartner conference in Chicago.

The company, which specializes in data management, data warehouse, software development services and mobile solutions, announced that it would partner with IBM to deliver the newly-released DB2 Warehouse 9 for the US, Canada and the Indian subcontinent as part of its strategic partnership program for its data warehouse initiative.

The target segments under this pact would be mid-markets and SMBs. The estimated potential in data warehousing space is to the tune of \$50-200 million globally.

Okhandiar said the appetite for the first year would be \$1 million from license perspective in India. He added that the meetings with IBM finally evolved into a proud culmination.



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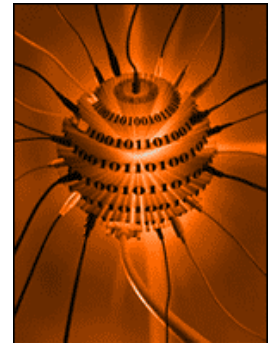
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"We are already handling enterprise editions of the DW product. As part of this program, mLogica will be responsible for reselling and implementing IBM's data warehousing solutions in all of its markets. mLogica will build upon IBM's strategic partner focus and open up new markets, geographies, providing the necessary vertical expertise," said Peter Burney, vice president, Sales for the company.

IBM's data warehousing solution operates on AIX, Linux and Windows systems.

The ripple effects of this partnership would be soon reflected in the form of doubling up of mLogica's headcount in Pune. More sales offices in Delhi, Mumbai and Chennai are also in the anvil.

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