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IBM, mLogica boost links

Bombay:2 hour(s) and 12 min(s) ago

mLogica said it would partner with IBM to deliver the newly released DB2 Warehouse 9 for the US, Canada and the Indian subcontinent

The move is part of its strategic Partnership Program for its Data Warehouse Initiative.

mLogica is a Pune-based Solution Integrator for Enterprise Software specializing in Data Management, Data Warehouse, Software Development Services and Mobile Solutions, with its headquarters in Southern California.

As part of this program, mLogica will be responsible for reselling and implementing IBM's data warehousing solutions in all of its markets.

"This is a simplified integrated solution approach to data warehousing and reporting, using the same data warehouse software and best practices that made us successful in the enterprise space – but priced and packaged for the Mid-market," said Ray Edwards, Worldwide Channel Sales Lead for IBM BI and Data Warehousing.

"Our partnership program with mLogica will provide them the resources which they need to succeed from this relationship, including quality products and solutions, tools, training and access to marketing, business and technical support."

mLogica will leverage its strong presence in the targeted markets and its expertise in implementing Business Intelligence Solutions to help increase sales of IBM's Data Warehousing Solution.

mLogica will build upon IBM's strategic partner focus and open up new markets, geographies, providing the necessary vertical expertise.

IBM's Data Warehousing Solution combines common design tools, advanced compression technology, inline analytics and pre-built mining capabilities — backed by their powerful DB2 database platform.

It works faster, with quicker deployment and maintenance of structured and unstructured data assets and analytic support, decreasing the strain on IT.

It does people's work smarter, increases the return on the data warehouse investment by choosing a high-performance, open-standards-based solution that can be rapidly implemented with reduced risk to the business.

"We are honored to be partnering with the industry leader for Business Intelligence Solution," said Amit Okhandiar, president and CEO, mLogica.

"The solution is not only competitively priced for the mid-market, it is also pre-integrated and pre-tested for the data load.

"Pre-packaged solutions from IBM will help reduce deployment costs and Total Cost of Ownership (TCO) for small to mid-range data warehouses.

"We hope to leverage the strong market demand worldwide for the IBM Business Intelligence Solutions; to market, sell, and support IBM products aggressively" said Amit Okhandiar, president and CEO, mLogica.

IBM's Data Warehousing Solution operates on AIX, Linux, Windows systems.

mLogica is a Solution Integrator for Enterprise Software specializing in Data Management, Data Warehouse, Software Development Services and Mobile Solutions.

mLogica was founded by senior directors from a number of technology and database companies.

They are headquartered in Orange County, California, with development centers in Anaheim, California, and Pune, India.

mLogica specialises in IBM Information Management software including their data warehousing solutions, providing both the SMB and Enterprise markets with principal level IBM technical expertise. **TradeArabia News Service**