



## Ma Foi Analytics was mentioned in the May 2016 Gartner Research “**Platform as a Service: Definition, Taxonomy and Vendor Landscape, 2016**”.

**Bangalore, India, June 14, 2016:** Ma Foi Analytics, a new age platform and solution driven insights advisory firm building outcome oriented business solutions by combining capabilities in data sciences (analytics, research) & Big Data technology. Ma Foi has been referred in the list “Vendor Offerings in Data Broker Platform Services (dbrPaaS)” in Gartner research “Platform as a Service: Definition, Taxonomy and Vendor Landscape, 2016”, Yefim V. Natis et al, 31 May 2016. Ma Foi Analytics is among the few Indian companies who are helping organizations unlock the true value of their information assets and helping to improve service efficiency.

“Happy to be mentioned amongst some of the most cutting-edge innovators in the space, it clearly underlines the fact that AI based data brokerage platforms are gaining cognisance.” said Satyakam Mohanty, CEO of Ma Foi Analytics, “We agree with Gartner the objective of a data broker is to develop insight, based on public and private information, to support improved intelligence of business processes, operations and decisions. The material representation of insight is context data.”

According to Gartner, “The cloud is a platform of continuous innovation, rapid change, business opportunity and vendor hype. Over 200 specialist and generalist PaaS offerings are represented in this comprehensive market analysis, designed for IT leaders guiding their organizations to cloud competence and excellence”.

### Key Findings:

- Business innovations demand agility and event processing at web scale. New cloud platform technologies are meeting this challenge, but IT lacks the skills or policies to adopt them.
- Serverless computing is platform as a service (PaaS) done right, but most current cloud platforms fall short of its core characteristics.
- Specialized cloud platforms (xPaaS) are consolidating into suites of services that enable a diversity of increasingly demanding cloud business architectures and use patterns.
- New demands for increasingly intelligent business decisions and processes mean that applications depend more on contextual insight. Cloud data discovery, quality control, integration and analysis are being assembled into new platform suites for contextual decision management.
- PaaS is not the sole model for use of cloud resources as a platform. Extended IaaS and container services — as well as business application accelerator libraries, platform capabilities embedded in SaaS and other offerings — all have an increasing role in cloud architecture.



## About Ma Foi Analytics

Ma Foi Analytics is a leading edge innovator in advanced analytics solutions, serving varied clients across India, US, UK, Singapore & the Middle East.

Headquartered in Bangalore and with an office in Chennai, we are powered by a team of 50+ passionate professionals-ranging from data scientists and statisticians to marketing strategists and industry experts, who collaborate seamlessly to produce relevant, impactful outcomes for our clients.

We help our clients unlock everyday value through a combination of cutting-edge data science, proprietary big-data technology and domain centric, outcome oriented approach, to turn business challenges into opportunities for better customer outcomes

Ma Foi Analytics has been conceived by renowned entrepreneurs and experienced practitioners across organizations like GE, HSBC, TNS, IBM, Infosys, Capital One, Barclays, Genpact and Oracle. We are driven by a mission to help our clients become intelligent enterprises who not only leverage analytics to make better decisions but who also embrace analytics as a way of life in their organizations. For more information about analytics offerings from Ma Foi Analytics please visit <http://www.mafoianalytics.com>



For further information, please contact:

Email: [rachit@mafoianalytics.com](mailto:rachit@mafoianalytics.com)

Telephone: +91.9591.901.901

Disclaimer: Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.