

The name of our group newsletter, "Maya," is inspired by the Latin word "maiorum," which means "greater" or "growth." This reflects our aspiration to continuously grow and adapt in the ever-evolving field of data for AI. Additionally, Maya carries a deeper significance in various cultural contexts, symbolizing the interconnections and intricate patterns of life – a perfect metaphor for the complexity of data ecosystems we navigate and protect. The choice of the name symbolizes unity, collaboration, and purpose. It serves as a reminder that all company members are moving together toward our common goal: rightful and appropriate data utilization while fostering trust and innovation in a digital economy.



Closing the Year with Impact Entering the New Year with Trust

A reflection on how privacy-first data enabled real business outcomes across healthcare, manufacturing, insurance, and AI-driven enterprises.

At Maya Data Privacy, the final quarter of the year was defined by one clear outcome—transforming sensitive data into measurable business value without compromising trust or compliance. This edition reflects on those outcomes and sets the tone for a New Year built on secure, scalable, and ethical data innovation.



Clients Impacted cross industry in 2025

- Hospitals
- Consumer Goods
- Financial Service providers
- AI app companies



A Milestone Worth Celebrating

MAYA Data Privacy Limited is proud to be recognised among the Hot 100 Startups of Ireland, with top 6 nomination as AI Focussed startup. This list that celebrates high-potential, purpose-driven companies shaping the future of innovation. This recognition reflects the impact of our privacy-first approach to AI and strengthens our commitment to helping organisations unlock data value at scale, securely for building responsible and explainable AI.

- *€1M+ annual savings enabled*
- *30%+ cost reduction in digital initiatives*
- *20% efficiency gains in healthcare & support operations*
- *Privacy-safe AI across regulated industries*

Get Involved!



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Message from team MAYA

“ **2025 showed us that right use of data enables progress. 2026 asserts to be the year of scale and growth.**

~ Aaloka Anant (CEO)



2025 marked a defining year for Maya Data Privacy as a trusted enterprise partner. Building on strong foundations since 2022, our SAP Store listing translated into sustained market confidence and accelerated customer inbound requests. Enterprise demand scaled rapidly, with the sales pipeline exceeding \$4 million early in the year. Market demand pushed us toward API-first consumption in mid-year. In response, the team rapidly converted the core engine into scalable APIs that could be embedded directly into healthcare AI workflows. Within months, this capability was piloted in a hospital environment, enabling privacy-safe healthcare data usage for AI applications.

Algorithms stood out as winning differentiator, enabling us to serve a growing customer base with minimal code enhancement to spin new features. Across multiple enterprise evaluations, multiple customer and partner events across the year, MAYA outperformed competitive solutions even from Google and Microsoft, particularly in precision, latency, and the ability to rapidly ingest and transform data for sensitive, AI-driven workloads.

Architectural prowess empowered our cloud, on-premises, and hybrid deployments, without duplicating codebases or operational overhead. Clients experienced consistent anonymization and zero-trust deployments to air-gapped on-premise solutions. Significant GPU-optimizations scaled voice transcriptions, de-identification and re-identification APIs across doctors in hospitals and several other use cases gaining cost efficiency, outbidding the competition.

A high-impact team built for scale, applying AI intelligently, maintaining sharp execution discipline, and working in close collaboration with clients, delivered large, complex enterprise implementations. This approach allowed Maya to scale impact—not headcount—while consistently meeting enterprise expectations and laying the groundwork for sustained growth.



Today, our impact spans healthcare, manufacturing, insurance, customer support, and financial intelligence, enabling AI-led digital transformation where data sensitivity is highest.

As we move forward, our direction remains clear: Privacy is not a barrier to transformation it is the enabler of trust, scale, and responsible AI innovation.

CLIENT IMPACT

FINISHING 2025 WITH IMPACT, STEPPING INTO 2026 WITH TRUST

Real AI impact is something we don't just predict — it is something we measure with outcomes in business. In 2025, our clients demonstrated: 90% explainability built into every decision, 100% safer handling of sensitive data, and AI systems that are 200% smarter through precise, privacy-first intelligence and 3 times cheaper (one-third cost) to build, maintain and run. Practically turning **impossible** Enterprise rollout to **possible**.

Healthcare & Hospital Systems



Leading European hospital networks have leveraged privacy-safe ERP data for internal training and capability building.

Impact Delivered

- **€1 million saved annually**
- Enhanced staff training
- Full protection of patient confidentiality

AI-Driven Healthcare



Doctor - patient conversations de-identification enabled LLM-based clinical documentation.

Impact Delivered

- **20% daily time savings per doctor**
- Increased patient coverage
- Improved elderly care outcomes

AI APPs & Financial Intelligence



Privacy-safe client data enabled AI-driven tax optimization and Support ticket processing (multiple use cases).

Impact Delivered

- **Up to 5% tax savings per individual**
- Increased trust in AI-led finance
- 20% improved customer satisfaction

Digital Transformation



Mid-size and large organizations use anonymized datasets to simulate digital transformation.

Impact Delivered

- **Over 30% reduction in project costs**
- Safe outsourcing simulations
- Faster transformation decisions

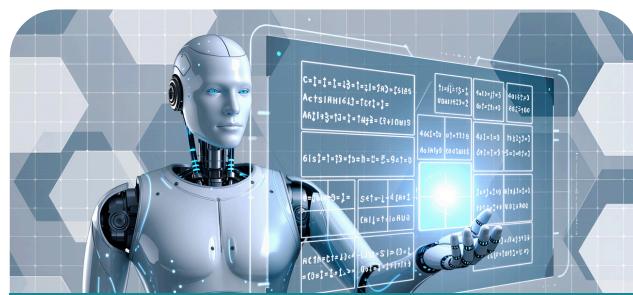
OUR SOLUTIONS:

Data with Privacy Powers Enterprise Innovation



MAYA Test Suite (SAP & Non-SAP)

Privacy-Safe Test Data Management using AI



MAYA Data for AI (APIs for data pipelines)

Responsible Data for Enterprise AI & LLMs

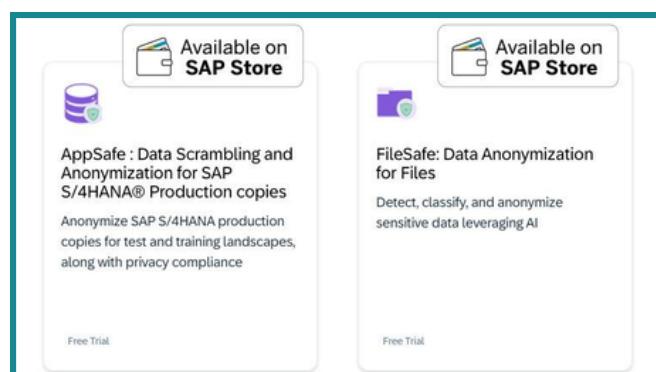


MAYA Data Suite (Cloud Migration)

AI driven Digital Transformation

PROGRESSIVE PARTNERSHIPS

SCHEDULE A DEMO



PARTNERSHIP WITH SAP, LEADING WINS

Positioning with experienced partners to prospective clients due to strong product focus and unique differentiation, has helped the company secure deals with partners in different regions in Europe. Company intends to continue similar Go-To-Market for North America and India.

SETTING NEW CHERISHED BENCHMARKS

Consuming over €90,000 worth infrastructure in 2025 alone, being part of AWS Activate program, team has perfected the algorithms to enhance GPU optimised consumption of AI models in private cloud servers.

Performance on transforming data in AI pipelines with de-identification and re-identification, in addition to bulk anonymity to create compliant system copies, achieved 15 times better performance than previous records.

Partner with Maya Data Privacy for impressing clients with outcome driven Enterprise AI projects

At Maya Data Privacy Limited, the focus is on delivering cutting-edge #ProdCopyRefresh, #DataforAI and #DataSpaces solutions without storing personal and sensitive data on external servers. Trusted by Microsoft and SAP stores, our products integrate seamlessly into customer environments in cloud or on-premises enabling businesses to utilise data rightfully in just a few clicks.

Partnering with Maya can enhance customer trust, gain new customer business and simplify data-intensive project implementations (e.g. creating test, demo, simulation or AI training data, move to the cloud). Let's collaborate to secure the digital future together.



Contact Us for partnership

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