



ICS ANNOUNCES NEW RELEASE OF RSINTERACT FOR SQL SERVER REPORTING SERVICES, NOW GENERALLY AVAILABLE WORLDWIDE

The much anticipated new version of RSinteract for SQL Server Reporting Services now includes support for SQL Server Analysis cubes and the SQL Server 2005 Unified Dimensional Model (UDM), allowing a broader user base to leverage the power of the Microsoft Business Intelligence stack.

Manchester, UK, August 2, 2006 - ICS, a specialist in Microsoft Business Intelligence (BI) services and solutions, today announced the immediate general availability of the latest release of RSinteract for SQL Server Reporting Services (SSRS).

RSinteract provides a simple zero footprint report design interface that can now be used to harness the power of Microsoft Analysis Services cubes as well as relational data, bringing interactive reporting to a much wider business audience. As a server-based web application, it requires no client software or plug-ins, and is designed for use by the business user as well as information professionals.

The new version allows non-technical end users with a standard web browser to build new SSRS reports or customize existing reports on any relational or OLAP data source defined in SQL Server 2000 and 2005.

RSinteract is the essential value-add to the Microsoft® SQL Server Business Intelligence stack. Deeply integrated with the Reporting Services component of SQL Server 2000 / 2005, it is designed to extend the reach of BI across the business enterprise. RSinteract enables both front-line decision makers and IT professionals to browse and interact with data dynamically and intuitively. With RSinteract, non-technical users can benefit from a self serve model enabling them to design, build, publish and interact with their SSRS reports, all via a standard web browser. Training requirements are virtually zero and installation takes no more than five minutes,

allowing deployment to be achieved instantly. Tangible results are realised within hours and days, not weeks and months.

To evaluate this new version of RSinteract please visit http://www.rsinteract.com/dl_eval.html.

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About ICS

ICS - The Microsoft Business Intelligence Expert

As a leading Microsoft Business Intelligence consultancy ICS (www.icsltd-uk.com) is focussed on helping mid-market and enterprise organisations better exploit their investment in BI technology. ICS offers a unique blend of business and technical consultancy coupled with innovative software products to enable us to rapidly deliver effective Business Intelligence solutions. Customers include Heinz, DHL (Exel Logistics), Unisys, the Co-Operative Bank, the Ministry of Defence, and CMGL.

Microsoft now offers a comprehensive Business Intelligence stack that challenges the position of the established BI vendors such as Business Objects and Cognos. Using Microsoft technology, it is no longer necessary to pay for additional complex and expensive tools - Microsoft's stack provides everything needed to deliver BI to the entire organisation, as well as to business partners and customers.

To complement Microsoft's BI toolset ICS has developed RSinteract. The award winning RSinteract works with SQL Server 2000 and 2005 to complete an important part of the solution by delivering intuitive self service reporting to make delivery of Business Intelligence to the masses a reality. In June 2006, Boston USA, RSinteract was awarded the accolade, 'Best of Tech-Ed 2006' in the BI category. Sponsored by Windows IT Media, the award recognises RSinteract's pivotal position in bringing business intelligence to the masses For further information, see: www.RSinteract.com.

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