



AWARD WINNING RSINTERACT ANNOUNCES NEW PRICING STRATEGY AND LIMITED PERIOD SPECIAL OFFER

RSinteract, winner of 'Best of Tech-Ed 2006' to launch new pricing model and special limited period discount at Softworld, UK's largest BI solutions exhibition.

Manchester, UK, September 26, 2006 - ICS, a specialist in Microsoft Business Intelligence (BI) services and solutions, today announced the launch of their new pricing model and special discount for RSinteract at Softworld's Total Business Solutions Exhibition at Birmingham NEC on 18 and the 19th October.

RSinteract provides a simple zero footprint report design interface that can be used to harness the power of Microsoft[®] SQL Server Reporting Services, 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.

RSinteract's new pricing structure facilitates the employment of a business intelligence solution regardless of the organisation's size and requirements. Fundamentally, it is tailored for both entry level and enterprise installations. This means that RSinteract is available for as little as USD 3950 (EUR 3375, GBP 2250). Plus, a 10% discount on enterprise and server/ CAL licensing is available at the start of the NEC show until 31 October 2006, bringing the entry level price down further to USD 3555 (EUR 3037, GBP 2025).

Christian Smyth, CEO of ICS said, "Our on-site seminar at Softworld entitled 'The BI Scandal', is an extremely valuable opportunity to educate people about how they can maximize on their investment in Microsoft[®] SQL Server technology and skills. In essence it's about informing people and organizations that Microsoft SQL Server 2005 provides the bedrock for effective enterprise business intelligence and that it's position challenges traditional business intelligence vendors whose systems are

often too complex and sophisticated. This means business intelligence adding value across the organization at all levels”.

He added, “This is an exciting time for us, as RSinteract has been well received across North America and Europe, so we are proud to have the opportunity to present our homegrown product at the largest BI solutions exhibition in the UK. We will be running one-to-one demonstrations on our stand on both days.”

Since its launch in January, the RSinteract solution has been OEMed into two software vendor’s products, signed up by half a dozen resellers and adopted by several blue chip companies. In addition it was awarded the ‘Best of Tech-Ed 2006’ award for the BI category at Boston in June.

RSinteract stand number at Softworld 2006: BI/ TBS 737

Seminar Room at Softworld 2006: AFS8 (11 am)

To find out more about Softworld> <http://www.totalbusinesssolutions.com>

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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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