



## PRESS RELEASE

### NEW 'DIRECT' ORACLE SUPPORT WITH SQL SERVER REPORTING TOOL

RSinteract V 3.5 steps up its BI game

**London, UK, 11 October 2007** - For the first time end-users will be able to report on information from both SQL and Oracle, without requiring extensive technical resource or the need for multiple reporting tools. The new version of RSinteract; the end-user tool for SQL Server, will deliver business information from an Oracle data source in addition to SQL Server, directly, rapidly and efficiently. Until now, Oracle data would have to have been restructured as SQL Server 'views' to facilitate interrogation by a SQL Server reporting tool. The disadvantage of this approach is that it is very time consuming to set up and then maintain when the Oracle transactional data structure changes. RSinteract removes these technical overheads and obstacles facilitating fast and intuitive information reporting.

The new RSinteract release, version 3.5, enables end-users and information professionals to interact with and manipulate information from both SQL and Oracle. Unlike competitive solutions, RSinteract does not require an intermediate layer of information or 'metadata' to access Oracle information and thus avoids technical and performance overheads.

RSinteract is a zero footprint solution that leverages the power of Microsoft® SQL Server™, enabling organisations to extend business intelligence to users across the whole enterprise, without additional technical support or expensive licensing costs.

Wayne Gallaway, Chief Operating Officer RSinteract, explains:

“Some of our prospects and customers were plagued with their end-users' inability to report on data from an Oracle and SQL Server data source efficiently using the same reporting tool. They wanted users to be able to query data from a number of Oracle

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tables without having to write technical SQL statements. Much to their surprise there was no product in the market to address their requirements. All methods of accessing the additional Oracle database were convoluted, compromised by speed and the high total cost of ownership.”

The new RSinteract release, v 3.5, will be commercially available at the end of October 2007, and will radically change the shape of the Microsoft BI landscape. Further version 3.5 enhancements and features include:

Support for -

- OLAP named sets & calculated members
- SQL schemas
- 64 bit operating systems
- Improved UI performance using AJAX.NET
- Smarter filtering options
- Pick-lists can be pre-filtered
- Better MDX in OLAP reports
- Faster drill-through

Another eagerly awaited feature is the support for Report Builder Models, which is scheduled for release in early 2008. It is anticipated that this new feature will further position RSinteract ahead of its competitors as the first SQL Server reporting solution to provide this support.

RSinteract provides a simple zero footprint report design interface that is 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. Giving access to SQL Server™ Analysis Services / UDM cubes as well as relational data, the solution presents dynamic functionality for end users who benefit from a self serve model, enabling them to design, build, publish and interact with their reports. This means greatly improved decision-making, leading to cost savings, increased customer satisfaction and higher revenues.

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## NOTES TO EDITORS

### 1) About ICS – The Microsoft Business Intelligence Experts The Authors of RSinteract

As a leading Microsoft Business Intelligence consultancy, and Microsoft Gold Certified Partner, ICS ([www.thebiexperts.co.uk](http://www.thebiexperts.co.uk)) 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 rapidly deliver Business Intelligence solutions based on Microsoft and Oracle platforms. Customers include DHL (Exel Logistics), infoLab, Synergex, Sporting Index and Browne Jacobson.

### 2) Microsoft SQL Server

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. The Microsoft BI stack provides everything needed to deliver BI to the entire organisation including business partners and customers.

### 3) RSinteract

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.

RSinteract trades as RSinteract Inc. in the USA (a subsidiary of ICS) while in the UK, it trades under the parent company, ICS Ltd.

For further information, see: [www.RSinteract.com](http://www.RSinteract.com).

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