



ICS SIGNS FIRST OEM PARTNER IN USA TO BRING MICROSOFT BUSINESS INTELLIGENCE TO THE MASSES

ICS announces integration of RSinteract into Synergex's Business Intelligence (BI) Platform to deliver enhanced interactive reporting capability to end users.

Manchester, UK, June 9, 2006 - Following the recent launch of their partner program in the UK, ICS has signed a deal with Synergex, a Californian based application service provider, specialising in BI solutions and services.

RSinteract, ICS' flexible, intuitive and interactive value-add tool for Microsoft® (MS) SQL Reporting Services, will be embedded into Synergex's VisualSmart™ Suite; a scalable business intelligence platform for mid tier organisations. RSinteract is designed to extend the reach of BI across the enterprise by providing an easy to use standard web browser front end for business users as well as information professionals to build and interact with Reporting Services reports dynamically.

VisualSmart™ Business Intelligence services deliver enterprise-class solutions at affordable mid-market pricing. Building on MS SQL Reporting Services, the hosted subscription based service provides a secure, low cost way to get insightful information delivered to the business. Accessed via the internet, VisualSmart™ provides actionable metrics, including advanced analytics, interactive reporting capabilities, data integration and personalised support to decision makers. RSinteract adds value to this powerful suite by providing an intuitive web browser front end, enabling information to be accessed and worked with directly by front-line decision makers and business users.

Synergex, with over 30 years experience, has a worldwide customer base. They selected ICS as their preferred partner after scouring the US market for an intuitive web-based tool, comprehensive and rich enough to satisfy the requirements of end users. RSinteract has been adopted to extend the reach of the VisualSmart™ Suite to non-technical users, who will now be able to benefit from a self serve model enabling them to design, build, publish and interact with their reports.

The partnership with Synergex immediately follows ICS's launch of a new partner programme to enable the channel to create a new generation of Microsoft -based BI solutions. This creates a new opportunity for consultancies, independent software vendors (ISVs) and Microsoft application partners to offer affordable, enterprise-wide BI solutions that deliver business results fast.

Christian Smyth, CEO of ICS said, "We believe that this partnership is the first of many in the US. Microsoft® SQL Reporting Services provides the bedrock for effective enterprise Business Intelligence and RSinteract enables businesses to capitalise on their existing database investment. With web-based interactive reporting now available to all tiers of management, business users are truly empowered in their decision support".

"The need for non-technical staff to interact with business intelligence data is becoming a necessity for companies," says David F. Dickson, General Manager of VisualSmart™. "This can only be achieved by an easy-to-use, comprehensive application with a low total cost of ownership. After a thorough investigation of the market, we determined that partnering with RSinteract will assure that our customers receive a very cost-effective solution."

"We are committed to the channel as our primary route to market," said Marcel Bonfrer, VP Channel Sales, ICS. "With the investment we're making in this program, we're looking to increase our revenues significantly, growing both our business and that of our partners. By bringing BI to the masses, RSinteract allows our partners to create a new generation of BI solutions – with great opportunities to add value and create margin."

A commercially available release of Synergex's VisualSmart™ Suite incorporating RSinteract is scheduled for Q4 2006 in the US. It will be rolled out to all existing customers with immediate effect. Pricing will fall in line with the current affordable subscription based package.

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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About VisualSmart by Synergex

For over 30 years, Synergex, the maker of VisualSmart™ business intelligence software, has worked with customers worldwide to leverage and extend their existing software investments. We provide enterprise software solutions that help build applications, automate processes, and achieve positive results. VisualSmart's combination of business intelligence technologies within a single subscription offering is unique, and conveys both immediate operational value and long-term strategic benefit to our client companies. VisualSmart™ business intelligence allows our customers to identify critical performance metrics, then build custom reports, dashboards, and analytics views that instantly deliver appropriate actionable data to the appropriate decision-makers. An Internet-based and delivered platform, VisualSmart™ provides insightful, interactive responses to satisfy our customers' query, reporting, and advanced analytical needs. For more information please visit www.vsmartonline.com, or call us at 1-800-366-3472 and ask for the VisualSmart™ team.

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