

PENTON'S WINDOWS IT PRO AND SQL SERVER MAGAZINE  
*ICS' RSINTERACT*  
BEST OF TECHED 2006 AWARDS FINALIST

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3 May 2006 – Penton's Windows IT Pro and SQL Server Magazine announced that ICS' RSinteract solution was chosen as a finalist in the Business Intelligence category for the Best of TechEd 2006 Awards. The winners will be determined after final judging at TechEd 2006 in Boston, MA and announced the evening of June 14.

"The field included more than 250 entries. After technically evaluating all of the entries, we chose finalists based on the product's strategic importance to the market, its competitive advantages and the value to the customer," said Michael Otey, Technical Director for Windows IT Pro and SQL Server Magazine.

**About ICS**

ICS ([www.icsltd-uk.com](http://www.icsltd-uk.com)) is a software house which specialises in decision support and operational business intelligence solutions. Founded in 1992, its blue chip and mid-tier clients include Heinz, Exel Logistics, Unisys, the Co-Operative Bank, the Ministry of Defence and CMGL.

Since 2000 ICS has focussed primarily on business intelligence solutions and consultancy based on Microsoft .NET and SQL Server. In 2002 the company released netDrill, an ad hoc reporting and secure data distribution tool for SQL Server. In July 2004 ICS was awarded a substantial six-figure grant by the UK Department of Trade and Industry (DTI) for Innovative R&D in Business Intelligence, recognising its excellence in the field. ICS is a Microsoft Gold Certified Partner with competencies in Custom Development and Data Management solutions.

RSinteract is an innovative interactive business intelligence tool for the masses developed by ICS for Microsoft SQL Server Reporting Services. RSinteract brings business intelligence to the wider business community for the first time, offering a truly intuitive and interactive tool specifically for operational users and middle management. For further information, see: [www.RSinteract.com](http://www.RSinteract.com).

**About Windows IT Media**

Penton's Windows IT Media, the largest independent Windows IT community in the world, includes flagship print publication Windows IT Pro. First published in 1995, Windows IT Pro is the editorial leader in its field and has a paid subscription base of 105,000. The magazine is published in 13 languages and has an international reach into 160 countries. Windows IT Pro UPDATE, the group's flagship email newsletter, is the only e-newsletter to make BtoB Magazine's Media Power 50 list.

Windows IT Media also includes SQL Server Magazine and MSD2D. SQL Server Magazine has 30,000 paid subscribers, and three email newsletters sent to more than 130,000 opt-in subscribers. MSD2D is a rich online information resource for IT professionals, with a focus on the software developer community. MSD2D has a robust product mix that includes a vertical search engine, Web sites, partner directories, email newsletters, trade show programs and Web seminars.

The Windows IT Media network has 2.5 million unique visitors to its websites each month, and more than one million (gross) subscribers who opt-in to one or more of our email newsletters. Windows IT Media is the world's leading producer of custom roadshows, paid conferences and paid workshops for Windows and SQL Server IT professionals.

For more information visit: [www.windowsitpro.com/pressroom](http://www.windowsitpro.com/pressroom), and [www.windowsitmedia.com](http://www.windowsitmedia.com)

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