

**ICS partner with AnalySoft to deliver their award winning RSinteract end-user interactive reporting interface for MS Reporting Services as a zero-client front-end to AnalySoft's industry leading Business Warehouse for Microsoft® Dynamics™ ERP systems at VELOCITY 2006, Microsoft's Worldwide Partner Conference in Boston, MA, July 11-13, 2006 – Booth 1411.**

*Combination of products dramatically accelerates the deployment of the Microsoft Business Intelligence stack to Dynamics customers and extends its reach to more end-users across the enterprise.*

**BOSTON, MA, July 6, 2006 – ICS will use VELOCITY 2006 to demonstrate to Dynamics partners, BI partners and ISVs their RSinteract report design and interaction interface for MS Reporting Services, which won the Best of Tech-Ed 2006 award in the Business Intelligence (BI) category. Today ICS announced a partnership with AnalySoft, leaders in the rapid deployment of Business Warehouse solutions for Microsoft Dynamics ERP systems, including Dynamics NAV™, Dynamics AX™ and Dynamics GP™ (formerly Navision, Axapta and Great Plains). ICS will demonstrate RSinteract in conjunction with the AnalyServer Business Warehouse product from AnalySoft to show how rapidly and effectively the two products can be used to benefit the customers of leading Dynamics partners.**

RSinteract is a web-based, zero-client interface for business end-users and information professionals to harness the power of MS Reporting Services, a key component of SQL Server, to gain access to valuable data and information for reporting and operational decision support. RSinteract provides intuitive functionality for end users who are able to benefit from a self-serve interface enabling them to design, build, publish and interact with reports based on both relational and cube data. RSinteract empowers non-technical business users to leverage the benefits of the powerful SQL Server Reporting Services platform for the first time.

AnalySoft's Business Warehouse (BW) is powered by patent-pending AnalyServer™ technology which is tightly integrated to the Dynamics ERP systems to create and manage a next generation data warehouse solution. Employing all of the components of the Microsoft Business Intelligence stack including SQL Server, Analysis Services, Reporting Services, MSOffice and SharePoint Services, AnalyServer delivers a fully reconciled data warehouse environment which can be installed and configured in as little as an hour.

RSinteract supports both MDX and SQL queries to AnalyServer enabling the analysis of aggregated sales, financial and operational summaries held in the OLAP HyperCube layer and then drill through to the lowest level of atomic data, such as invoice line items, within the AnalyServer data warehouse. The advantages of using the AnalyServer Business Warehouse, rather than raw ledger data, is that the numbers are already balanced and reconciled between all the key ledgers, so that everyone is working from the same version of the truth, and the key business metrics, such as gross margin and profit by product and by customer, are immediately available for analysis.

Dr Nigel Geary, Founder and CEO of AnalySoft said "When I first saw RSinteract I recognized its potential to accelerate the adoption of Microsoft Reporting Services as a true BI tool by business users. Our customers and partners who are using MS Reporting Services have struggled with the creation of their reports due to lack of technical skills and time. RSinteract removes a big barrier to deploying MS Reporting Services in our customers around the world."

Christian Smyth, CEO of ICS added "Companies like AnalySoft can deliver a powerful ready built Data Warehouse "Application" in hours, saving organizations serious time and money over typical hand-crafted solutions. ICS and AnalySoft have a common vision to deliver BI to the masses through rapid deployment products which empower business users to gain immediate business insight from the mountains of data held in ERP systems."

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## **About ICS**

ICS - The Microsoft Business Intelligence Expert

As a leading Microsoft Business Intelligence consultancy ICS ([www.icsltd-uk.com](http://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](http://www.RSinteract.com).

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## **About AnalySoft**

AnalySoft Development Ltd is the author of AnalyServer™ – a trusted Business Warehouse for Microsoft® Dynamics™ applications including Dynamics-NAV, Dynamics-GP and Dynamics-AX (formerly Navision, Great Plains and Axapta). AnalyServer brings the full potential of Microsoft Business Intelligence and data warehousing for mid to enterprise level markets without the risk, delay and expense associated with traditional BI/data warehouse projects. AnalySoft is a Microsoft Certified Partner with an ISV Royalty License agreement to bundle SQL Server and Business Scorecard Manager with AnalyServer licenses. AnalyServer also supports Microsoft Excel, ProClarity and Reporting Services for a wide diversity of applications which can be delivered across the enterprise through AnalyServer Portal, a secure web-based publishing and distribution solution based on SharePoint Services.

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AnalySoft customers include Boehringer-Ingelheim, BroadSoft, Dawn Farm Foods, Habitat for Humanity, Harrods Aviation, NuHeat, Operon, Power Seeds & Hardware, Rotary Watches, Ryvita, Sega Europe, Steinway & Sons, TomTom International and Watkins Manufacturing, a division of Masco.

AnalySoft's HQ is located in Bracknell, UK with US operations based out of Irvine, California and various global satellite offices.

For product and partner contact information visit: [www.AnalySoft.com](http://www.AnalySoft.com).

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