



## ICS Launches RSinteract 'Standard Edition'

New price entry point and updated 'Feature Set'

**Manchester, UK, May 1, 2007** - Today, ICS announced the news of the new edition of its Business Intelligence solution- RSinteract, the award winning, essential end -user tool for Microsoft SQL Server Reporting Services.

The 'Standard Edition' of RSinteract will be launched at the forthcoming Microsoft BI Conference 2007 on 9th May, Seattle, USA. The new edition will cost just \$399 and to celebrate the launch, ICS is running a promotional discount of \$100 for an exclusive community of people including conference attendees and those who have displayed an interest in ICS's BI solutions over the last 12 months. The conference special \$299 offer will only be available from 9<sup>th</sup> until 15<sup>th</sup> May, 2007, 24:00 Eastern Daylight Time (EDT).

Wayne Gallaway, COO of ICS Ltd, explained, "We believe that the new edition provides excellent value for money for the Mid- Market or Enterprises with departmental requirements".

The new standard edition offers all of the benefits of the enterprise edition including:

- extending the reach and benefits of SQL Server Reporting Services
- the delivery of interactive self-service reporting to business users on both relational and OLAP data sources
- zero footprint framework delivered via a standard web browser

New features of RSinteract include full support of Analysis Services 'named sets' and 'calculated members'. This new support will allow developers to create better structured cubes that enable business users to navigate data more rapidly and effectively.

RSinteract is designed to extend the reach of BI across the business enterprise by providing an easy to use standard web browser front end for business users and information professionals to build and interact with Microsoft® SQL Server Reporting Services reports dynamically. The solution presents dynamic functionality for end users who are able to benefit from a self serve model enabling them to design, build, publish and interact with their reports.

If you wish to find out more, please visit <http://www.RSinteract.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](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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