

RSINTERACT ENTERS SCANDINAVIAN MARKET WITH OBJECTWARE

ICS signs leading Scandinavian Business Intelligence (BI) Consultancy, Objectware to deliver rich and flexible Microsoft SQL Reporting Services solutions to customers with RSinteract.

Manchester, UK, July 6, 2006 - Today ICS announced a reseller agreement with a leading Scandinavian BI consultancy- Objectware who are part of the Itera Consulting Group, trading on the Oslo stock exchange. The Norwegian company will use ICS's RSinteract value-add tool for Microsoft® SQL Server Reporting Services to deliver intuitive, ad-hoc interactive reporting capability to front-line decision makers and business users. 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 Reporting Services reports dynamically.

The deal has been kick-started in the form of a pilot project at a key Norwegian customer. Christian Nordbakk, senior BI consultant at Objectware explained, "A significant part of our consultancy operations focus on delivering BI solutions on the Microsoft platform. A project that we are involved in, called for rich yet intuitive 'end user' capability that was not provided with Microsoft Report Builder. This limitation was overcome with the discovery of RSinteract. RSinteract 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. Non-technical business users at our customer will now be empowered in their decision support whilst burden will be relieved from the already overstretched IT department. The success of the pilot will provide a proof point for a push to new and existing customers."

Christian Smyth, MD of ICS said, "Our relationship with preferred resellers is critical to our growth and success in foreign territories. They are leaders in their geography and are subsequently equipped to respond and deal with the unique reporting and analysis challenges of the mid-market. Objectware's pervasive reach assures our success in Scandinavia".

The agreement with Objectware follows the recent launch of the ICS partner programme. The programme enables the channel to create a new generation of Microsoft -based BI solutions using RSinteract. It 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 and drive incremental revenues,

- ends -

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.

ICS media contact

Huzmah Ahmed
ICS Ltd
pr@rsinteract.com
+44 (0) 161 886 8500

About Objectware

Objectware (www.objectware.no) is an independent consulting company located in Oslo, Norway, that delivers solutions based upon professional work and solid competence in the use of software technology. We are focused on Microsoft (50%) and Java (50%) technology. Objectware was established in 1994, and has been profitable every quarter since that.

Our commitment to Microsoft technology is specialized around building solutions on the Windows Server System platform, and has resulted in three Microsoft Gold Partner certifications. Our key focus is on collaboration and enhanced productivity through the components provided by the Microsoft Office System, Microsoft SQL Server 2005, and Microsoft Visual Studio .NET 2005. Using these technologies, we provide end users with custom built smart clients, reporting solutions, and scorecard solutions that combine access to information from a wide range of underlying systems within a business context. Our primary verticals include finance and the legal sector.

Objectware media contact

Morten Dybdahl
morten.dybdahl@objectware.no
+47 934 18 714