



## **RSINTERACT WINS BEST OF TECH-ED 2006 FOR BUSINESS INTELLIGENCE**

Sponsored by Windows IT Media, the award recognises RSinteract's pivotal position in bringing Business Intelligence to the masses.

**Microsoft Tech-Ed 2006, Boston, US, 14 June 2006-** Windows IT Media, honoured ICS's RSinteract solution by naming it Best of Tech-Ed in the Business Intelligence (BI) category. The announcement was made at a special award ceremony in Boston. "The winners at Tech Ed 2006 each represent best-in-class technology products. After closely evaluating all entries, our team of editors chose winners based on the products' strategic importance to the market, competitive advantages, value to the customer, and value in the marketplace," said Mike Otey, Technical Director for Windows IT Media.

"RSinteract provides a simple report design interface that allows end users to quickly build new reports or customize existing reports on any data source defined in Reporting Services," said Diana May, Technical Editor for Windows IT Media. "Because it is a server-based web application, it requires no client software or plug-ins. The simple user interface allows business users to interactively browse data, create and deploy reports to share with other users, and virtually eliminate the need for IT intervention."

RSinteract is the essential value-add to the Microsoft® SQL Server Business Intelligence stack. Integrated with the Reporting Services component of SQL Server 2000 / 2005, it is designed to extend the reach of BI across the business enterprise. RSinteract enables both front-line decision makers and IT professionals to browse and interact with data dynamically and intuitively. With RSinteract, non-technical users can benefit from a self serve model enabling them to design, build, publish and interact with their reports, all via a standard web browser. Training requirements are virtually zero and installation takes no more than five minutes, allowing deployment to

be achieved instantly. Tangible results are realised within hours and days, not weeks and months.

Christian Smyth, CEO of ICS said “We are thrilled to receive this accolade. The award recognises the product’s value to MS Reporting Services and the business enterprise. RSinteract enables businesses to capitalise on their existing SQL Server investment. With web-based interactive reporting available to all tiers of management, business users are truly empowered in their decision support. The award is a proof-point that we have one of the best BI solutions in the market!”

This award strengthens RSinteract’s position in the market, establishing it as a key BI player. Since its launch in January, the solution has been OEMed into two software vendor’s products, signed up by half a dozen resellers and adopted by several blue chip companies.

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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).

### ICS media contact

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

## 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*, three monthly paid subscription print newsletters, 12 direct-request email newsletters, and a Web-site resource for more than 2.5 million IT professionals each month. 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, more than 250,000 web site visitors monthly, 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 200,000 email newsletter subscribers. The three publications' Web sites generate more than nine million page impressions. Their email newsletters have more than one million opt-in subscribers. *Windows IT Media* is the world's leading producer of custom roadshows, paid conferences and paid workshops for Windows and SQL Server IT professionals.

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