

IntelligentApps Announces Commercial Release Of 4.0

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Integration Of New Microsoft SQL Server 2000 Reporting Services Promises Wide Scale Deployment and Extended Application Range

IntelligentApps, the worldwide provider of Excel-driven business intelligence and reporting analysis software, today announced commercial availability of Release 4.0. IntelligentApps 4.0 provides a code free environment where powerful Corporate Performance Management solutions can be delivered in lightening timescales. This release fully exploits Microsoft's Excel environment for developing applications and the SQL Server 2000 Analysis and Reporting Services environments for wide scale deployment.

Paul Martin, CEO of IntelligentApps commented, "recent industry research has completely verified our belief that an Excel based approach to business intelligence is fast becoming the preferred option for delivering scalable, enterprise applications with the lowest cost of ownership. With the addition and integration of new Microsoft technologies like Microsoft SQL Server 2000 Reporting Services and the introduction of our web based delivery platform, IntelligentApps Web Server edition, we have expanded the range of applications for which IntelligentApps is suitable."

Applications such as Performance Dashboards, ERP and CRM reporting, Product Profitability and Planning and Sales Analysis can be delivered in a fraction of the time, cost, and complexity of other business intelligence approaches.

Product Suite Redeveloped Using Microsoft .NET Technology:

"Release 4.0 represents the biggest development and investment in our product set to date, and end users will benefit from massive improvements to ad hoc capability, functionality and scalability," commented Nico Kichenbrand, CIO IntelligentApps. "Developing in .NET has allowed us to totally address the one outstanding issue for Excel based business applications, that of web deployment. Excel users can now develop reporting applications using terabytes of data held in SQL Server 2000 Analysis Services, then simply save their workbooks as thin client applications."

Renaud Besnard, Product Solution Marketing Manager for Microsoft's Server Business Group, commented, "IntelligentApps has harnessed the power of SQL Server Reporting Services and delivers more real-time information to more employees in an organisation. The result is every employee at every level will have better access to information that will increase their decision-making capabilities and provide more business value to the company."

Product Launches to Strong Reviews:

Lloyds TSB Commercial Finance, the UK's No.1 provider of asset based lending facilities, is an early adopter of IntelligentApps 4.0. "We have been very impressed with the speed of delivery that IntelligentApps will allow. Particularly as our application has been changed from a previous home grown ASP model, with around 2000 lines of code, to a complex OLAP model in IntelligentApps with around 5 lines of code. This clearly has major benefits for the future with reduced maintenance and ease of support," Paul Miles, Business Systems Manager.

Moore Stephens, IntelligentApps' first global partner and one of the world's largest international accounting and consulting groups, has presented 4.0 to its clients with favourable reviews. "We are particularly excited to see the integration with Microsoft Reporting Services. Our clients view this as a huge benefit as they look for seamless web access to their reporting applications and distribution to hundreds of users in and around their organisations," Paul Latache, Director.

Paul Martin concludes, "The trouble with traditional business intelligence solutions is that they are either expensive, complicated or no where near as customisable to the levels end users, and in particular Excel end users, would expect. Many vendors have over 10 products to provide a total solution, causing an integration headache in their own right. Our approach is simple: use SQL Server Analysis Services as the OLAP data store then simply add Excel with IntelligentApps Excel Edition as the client platform for all applications. Deploy in what best suits your organisation either Excel, Internet Explorer, or a combination of the two, using IntelligentApps Web Server Edition."

Functionality that moves IntelligentApps into the Enterprise space includes:

- Ability to handle massive queries with millions of rows and thousands of columns
- Ability to publish applications to the web and deploy via a thin client architecture
- Ability to Drill Across/Drill Into to highlight problem areas quickly and efficiently
- Introduction of new functionality, such as Report Actions, to provide further application functionality without the need for code
- Simplified interface for faster report creation and greater ad hoc capability
- 100% .NET based with support for Web Services. Allows applications to be deployed easily across multiple servers.

- More powerful rules engine – ability to display All Descendents, Leaves etc.
- Future proofing – integration with Microsoft SQL Server Web Reporting Services and XMLA driver support for “Yukon”

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About IntelligentApps

IntelligentApps focuses on providing corporations with industrial strength Corporate Performance Management applications, ensuring the highest levels of scalability, coupled with the absolute lowest cost of ownership. By marrying the industry standard and leading OLAP database platform, SQL Server 2000 Analysis Services, with the end user deployment tools of choice, Web Browser and Excel for report authoring, IntelligentApps provides a new breed of Performance Management applications for the Microsoft Business Intelligence platform.

Users and IT can create and manage sophisticated multidimensional applications without the steep learning curves and costly training associated with proprietary Business Intelligence solutions.

Since launching its initial product set in 2002 IntelligentApps has fully exploited the Microsoft .NET platform to develop it's revolutionary 4.0 product family, becoming a Microsoft Office 2003 launch partner in November 2003 and developing the first seamless operational reporting interface for Microsoft SQL Server Reporting Services. This development has resulted in the Corporate Performance Management ideal of 'Develop in Excel, Deploy on the Web'.

Founded in 1999 and headquartered in London England, IntelligentApps is a privately owned company with over 140 customers worldwide. Major customers include Reuters, Pennzoil, Shell, News International, Philip Morris, DeBeers, Ace Underwriting, Dell, Thorntons, ALEA, Scottish & Newcastle Retail and the Home

Office.

Typical end user applications include Performance Dashboards, Sales and Financial Reporting applications, KPI Scorecards, Ad Hoc Reporting, Operational Analysis, and Production Reporting.

For further information on IntelligentApps products and worldwide partnership opportunities visit our website at www.intelligentapps.com

IntelligentApps - Freedom to develop applications in lightning timescales and provide the best analytical and reporting solution commercially available - Freedom to excel.