

# INTELLIGENTAPPS 4.0 SELECTED BY SAGE TO DEVELOP SAGE BUSINESS INTELLIGENCE SUITE

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## ADDITIONAL BUSINESS INTELLIGENCE FUNCTIONALITY WELCOMED BY SAGE PARTNERS

LONDON – UK – 19 JANUARY, 2004 - IntelligentApps, a worldwide provider of Excel-driven business applications and reporting analysis tools, has signed an agreement with Sage Enterprise Solutions to deliver Sage Business Intelligence Suite. New functionality delivered in IntelligentApps 4.0 enables Sage to add comprehensive Business Intelligence modules to Sage Line 500 and Sage Line 200.

IntelligentApps 4.0, which is the first .NET based Business Intelligence offering, was developed with OEM capability in mind, making it possible to extend the value and benefits of business intelligence beyond the traditional customer portfolio of the Times Top 1000.

IntelligentApps CEO, Paul Martin, said the fit with Sage is in line with IntelligentApps' strategy to bring Business Intelligence to as many users as possible. "IntelligentApps 4.0 represents the first opportunity we have had to open up our leading Business Intelligence technology for OEM opportunities and we are delighted that Sage Line customers will soon be reaping the benefits of Sage Business Intelligence Suite. Sage is an industry standard for ERP excellence, Business Intelligence is desired by all managers looking to track business performance, and Excel is the tool of choice for end users and finance managers. The Sage Business Intelligence Suite integrates these best practices into one easy low cost solution by harnessing the power and functionality built into IntelligentApps 4.0."

Sage Enterprise Solutions Division Marketing Director, Bill Hill, said that Sage Business Intelligence Suite is expected to attract strong demand. "Our customers are constantly seeking ways to get greater value from their existing systems through added functionality, and Business Intelligence is an area that they have specifically targeted. The Sage Business Intelligence Suite will help to deliver highly dynamic, graphical information to the hands of the business managers to assist with rapid, informed decision making."

Sage Enterprise Solutions partners have greeted the announcement of new Business Intelligence functionality with equal enthusiasm:

Andrew Watkinson, Sales and Marketing Director, CpiO: "Sage Business Intelligence Suite reflects the results of listening to existing customer needs. With growing demand for improved Business Intelligence functionality it is just what the customer wants. Irrespective of a company's size, its management needs up-to-date, clearly presented information upon which they can depend for day-to-day business decision making. Sage Business Intelligence Suite delivers simple-to-use, highly sophisticated reporting for

better decision making by today's business managers."

Alan Simpson, Managing Director, Datel Computing Ltd: "The majority of Sage users have built up huge amounts of data within their Sage system. We are delighted that Sage has adopted this advanced Business Intelligence technology to help customers make informed decisions based on their data."

Stuart Morland, Account Manager, The Systems Practice: "Our customers had an opportunity to preview Business Intelligence Suite at our annual user conference. They were very impressed by the added functionality and the greater value this promises to deliver to their existing systems."

Malcolm Jones, Marketing Director, Ascent Technology: "The combination of leading ERP technology with an innovative business intelligence solution provides the type of powerful ad-hoc functionality and ease of deployment over the web that promises huge benefits for Sage Line 200 and 500 customers."

Nigel Griffiths, Commercial Director, FD Systems: "Companies that are investing in new or replacement management solutions are demanding more functionality, Sage Business Intelligence Suite provides the additional level of functionality that makes that investment justifiable."

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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 its 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](http://www.intelligentapps.com)

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