

# **INTELLIGENTAPPS AND EARLY ADOPTER, LLOYDS TSB COMMERCIAL FINANCE, ANNOUNCE INTEGRATION WITH SQL SERVER 2000 REPORTING SERVICES AT MICROSOFT LAUNCH**

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LONDON – UK – 27 JANUARY, 2004 - IntelligentApps, the worldwide provider of Microsoft Excel and Web-based Corporate Performance Management (CPM) software, today announced support and unveiled its plans for further integration with Microsoft SQL Server 2000 Reporting Services.

Paul Martin, CEO of IntelligentApps said: "Recent industry research and customer adoption has completely verified our belief that corporate customers wish to fully exploit and harness seamless OLAP and Relational CPM applications using Microsoft SQL Server 2000 Reporting Services and SQL Server 2000 Analysis Services as the server platform, combined with the user's front end tools of choice, Excel and a Web Browser."

Over the last year, IntelligentApps has redeveloped its entire product suite using Microsoft's .NET technologies. "This approach has allowed us to integrate SQL Server 2000 Reporting Services reports and render them live from within Excel to provide the full range of CPM functionality from Dashboards to OLAP applications to Relational Transaction applications, at a fraction of the cost and complexity of traditional vendors," added Martin.

One early customer has been Lloyds TSB Commercial Finance, which makes extensive use of the Microsoft SQL Server 2000 platform for its highly visible Basel II compliance reporting application.

"For Lloyds TSB Commercial Finance, SQL Server 2000 Reporting Services is the final piece in the CPM jigsaw," said Paul Miles, Business Systems Manager (MIS). "Our credit risk information is stored in a series of SQL Server 2000 OLAP cubes. These, in conjunction with Excel and IntelligentApps, have enabled us to develop and deploy fast and intuitive risk analysis solutions to over 100 managers in a matter of weeks. We now plan to use the integration model between SQL Server 2000 Reporting Services and IntelligentApps to provide production reporting from the same user friendly interface, exploiting existing skills and knowledge of Excel to provide a low cost deployment model."

Microsoft Ltd's Cornelia Cole, Partner Manager of Business Intelligence(BI) and Data Management commented, "IntelligentApps has been a strong supporter of the Microsoft BI platform and has an excellent customer base of large corporations using SQL Server 2000 Analysis Services and Excel. We are

delighted that its support for SQL Server 2000 Reporting Services will extend IntelligentApps' usage and provide a much broader range of Corporate Performance Management applications.”

IntelligentApps will provide full support for SQL Server 2000 Reporting Services as part of its 4.1 release of IntelligentApps Excel Edition and Web Server Editions. Excel based applications with millions of rows of data can be created from Analysis Services and Reporting Services and then consumed by either Excel, Microsoft Internet Explorer or Pocket Internet Explorer for ultra thin devices.

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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 2000 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 visit our website at [www.intelligentapps.com](http://www.intelligentapps.com)

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

#### About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software — any time, any place and on any device.

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