

# IntelligentApps Endorses Microsoft Acquisition of New Business Intelligence Functionality

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ActiveViews' Ad Hoc Reporting Tool To Elevate Future Of Microsoft's SQL Server Business Intelligence Offering

LONDON - April 27, 2004 – IntelligentApps, Microsoft's SQL Server 2000 Reporting Services launch partner and worldwide provider of Microsoft Excel and Web-based Corporate Performance Management (CPM) software, today congratulated Microsoft Corp. on the extension to its business intelligence (BI) platform with the acquisition of ActiveViews Inc. ActiveViews provides an ad hoc reporting system that takes advantage of the power of Microsoft .NET and SQL Server Reporting Services to allow users to easily unlock and explore data stored in a myriad of systems.

IntelligentApps is a longstanding Microsoft partner and strong supporter of the Microsoft BI platform. Last year the company redeveloped the entire IntelligentApps product suite using .NET technologies to provide a broader range of CPM functionality from Dashboards to OLAP applications to Relational Transaction applications.

Paul Martin, CEO, IntelligentApps commented: "IntelligentApps is very excited about the acquisition of Active Views as it will strengthen our Corporate Performance Management application platform based upon Analysis Services, Reporting Services, Microsoft Office and Web Deployment. Users can now create relational reports with ease and link them into a CPM application through IntelligentApps Excel and Web Server Editions. The Microsoft BI platform with Active Views now offers customers much more than traditional BI players such as Business Objects, Cognos and Hyperion, and at a fraction of the cost or complexity."

Lloyds TSB Commercial Finance makes extensive use of IntelligentApps on 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."

With the addition of the ActiveViews technology, SQL Server will enable better access to information for every employee at every level in a company, increasing their ability to make more-knowledgeable decisions.

"SQL Server "Yukon" Analysis Services and Reporting Services together with IntelligentApps and Active Views will provide a next generation CPM architecture with massive scalability and flexibility," concluded Martin.

#### About SQL Server

Microsoft SQL Server, part of Microsoft Windows Server System, is the complete database and analysis offering for rapidly delivering the next generation of scalable e-commerce, line-of-business and business intelligence solutions. It dramatically reduces the time required to bring these applications to market while offering the scalability needed for the most-demanding environments. More information on Microsoft SQL Server can be found at <http://www.microsoft.com/sql/>.

#### 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)

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