

# RSinteract for MS SQL Server Reporting Services

## Realising Business Intelligence for the Masses



engine but as with all enterprise reporting engines it can be difficult for non-technical users to use to build and interact with reports. Technical experts are required to generate reports using the Report Designer in Visual Studio® or Report Builder in SQL Server 2005. This can create significant bottlenecks in getting timely information out to the business and hinder the delivery of BI to the wider enterprise.

RSinteract is designed to allow all authorised users, not just those who have strong technical skills, to work with corporate information dynamically, intuitively and interactively. RSinteract does this by taking advantage of all the benefits of the powerful Reporting Services engine and making them easy to use, without any additional client software or plug-ins - just via the use of a standard familiar web browser interface.

### RSinteract:

- ▶ Adds value to Reporting Services without proprietary output or components - it generates standard RDL that can be used, deployed and distributed in the same way as any other Reporting Services report.
- ▶ Is the only tool that allows users to build and edit Reporting Services reports interactively.
- ▶ Provides intuitive self-service reporting and analysis via a standard web browser.
- ▶ Works with relational data, Analysis Services, and UDM cubes in SQL Server 2000 & 2005.

### What is RSinteract?

RSinteract is an essential value-add tool for Microsoft® SQL Server Reporting Services. For the first time it allows business users with a standard web browser to build and edit Reporting Services reports dynamically, intuitively and interactively on both relational and OLAP data. Complementing Microsoft's Report Designer and Report Builder, RSinteract helps SQL Server 2000 and 2005 to complete an important part of the solution for delivery of Business Intelligence (BI) to the masses.

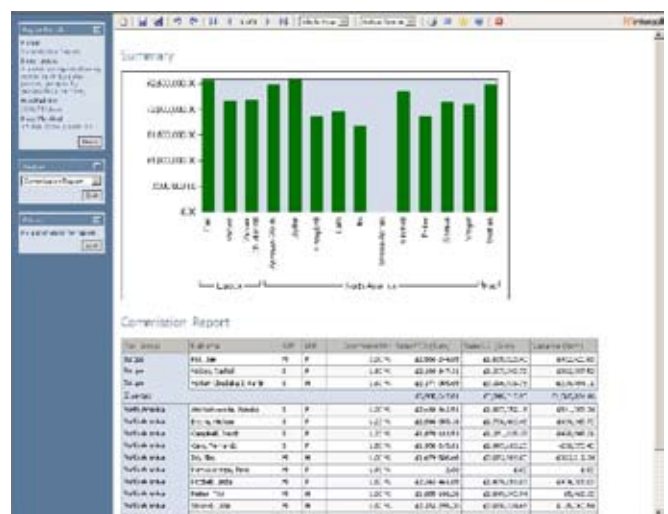
### Why is RSinteract required?

"It has been clear for some time that business intelligence has not been hitting the people that need it most: the average business user," (Philip Howard, BI analyst, Bloor Research). "...it is good to see companies like ICS addressing the needs of this wider community."

RSinteract, from business data specialists ICS, overcomes many of the problems of rolling out BI to ordinary business users by providing a tool designed specifically for those users to build and interact with reports intuitively. RSinteract is designed to add value to Microsoft's already powerful BI infrastructure, and simply make it easier for business users to self-serve information for day-to-day decision support using the Microsoft platform.

### How does RSinteract fit within the Microsoft BI platform?

Fundamental to Microsoft's BI stack is SQL Server and its reporting engine, Reporting Services. Reporting Services is an extremely powerful



Example RSinteract report (zero footprint, standard web browser)

Realising Business Intelligence for the Masses...Continued

RSinteract also:

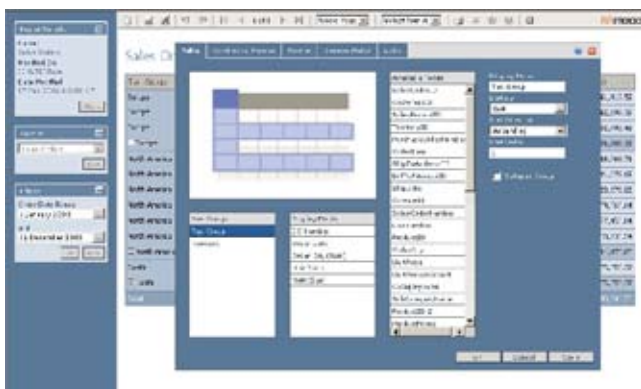
- ▶ Reduces bottlenecks in information delivery to the business.
- ▶ Reduces burden on IT / IS.
- ▶ Allows IT / IS to create template reports for business users to build on and modify interactively.
- ▶ Has a zero footprint framework, delivered via standard web browser.
- ▶ Makes the implementation of an additional database or semantic data layer optional, not obligatory.
- ▶ Is fast and easy to install, deploy and upgrade.
- ▶ Compliments technical report creation tools provided with Reporting Services.
- ▶ Offers flexible server and user based licensing models.

Using RSinteract, organisations are able to leverage all the benefits of Reporting Services to provide a rich tapestry of dynamic information to the full enterprise, which can be used to improve business performance and corporate governance, drive down costs, and enhance customer service.

How does RSinteract fit with other third party BI tools?

"...despite their best efforts the mainstream business intelligence vendors have found it difficult to extend their offerings to suit the needs of non-specialists". (Philip Howard, BI analyst, Bloor Research).

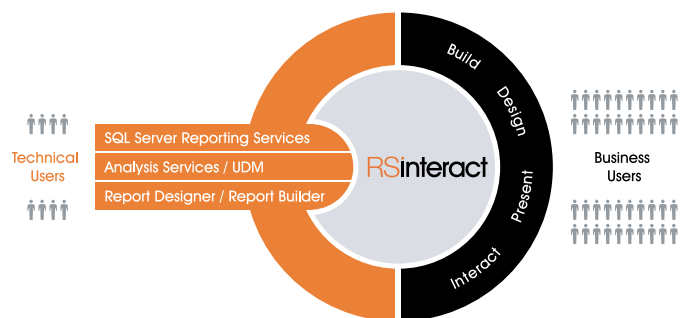
RSinteract is designed to simplify reporting for the business user. It can sit alongside various analytics and dashboarding solutions, such as Business Scorecard Manager, Excel and Proclarity. It is best suited to delivering interactive business reporting, either independently or via drill-down from high level scorecards and dashboards produced in other tools.



Easy to use report formatting and interactive editing

What sets RSinteract apart?

Leading BI vendors such as Business Objects and Cognos claim to cater for business intelligence for the wider enterprise. In practice, these tools are often less widely deployed than they should be due to unnecessary complexity and steep licensing costs. RSinteract, as a value-add tool to the Microsoft® SQL Server BI suite, provides a simple alternative that is easy to deploy and use. Together with its low cost of ownership, this makes business intelligence for the masses a reality.



How is RSinteract deployed?

RSinteract is a server based web application, designed for rapid deployment out of the box in a variety of infrastructures. It requires no client software or plug-ins and is suitable for ASP and OEM partnership models as well as direct deployment within clients' own environments. Its only major prerequisite is a connection to Microsoft® Reporting Services in SQL Server 2000 or 2005.

How future-proof is RSinteract?

Due to its light architecture, requiring only a server based install, and its seamless integration with SQL Server Reporting Services, RSinteract is designed to move forward as the Microsoft BI stack develops. Installation of feature upgrades is non-intrusive as there is no proprietary database or security model to implement, and backward compatibility for reports built in RSinteract is always incorporated in software updates.

Contact

For further details please visit [www.rsinteract.com](http://www.rsinteract.com) or contact an ICS representative at [info@rsinteract.com](mailto:info@rsinteract.com).

