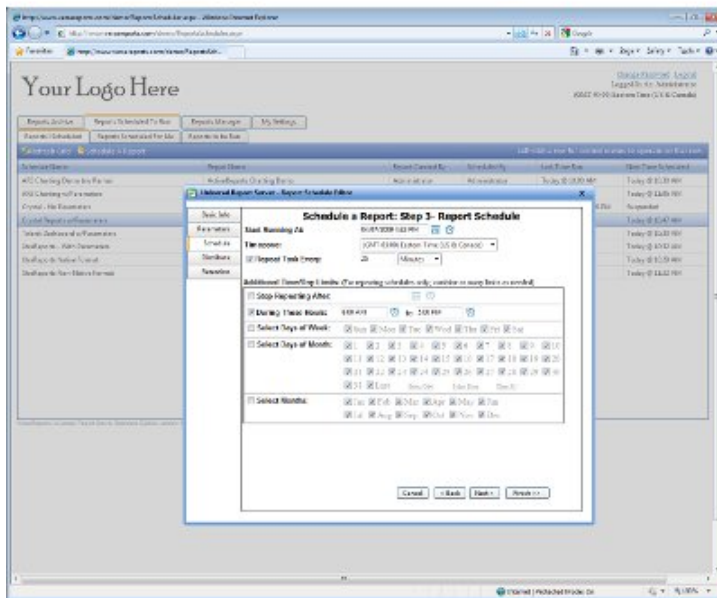


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CRN Spotlight: 10 Hot Emerging Vendors For June 2010



VersaReports

Company: VersaReports **Tech Sector:** Software **Key Product:** VersaReports Universal Report Server

The Lowdown: Report servers, such as SAP's Crystal Reports and Microsoft's SQL Server Reporting Services, are essentially portals for back-end reporting engines that businesses use to schedule and manage the dissemination of reports to managers and employees.

So why are most report servers priced according to the number of users? "That just seems wrong," said Andy Feibus, managing partner with Atlanta-based VersaReports LLC, in an interview. "There's no reason that report servers have to be priced on a per-user basis."

VersaReports, founded in early 2009, developed VersaReports Universal Report Server, which uses Microsoft's .Net framework to connect with a range of commercial and custom reporting engines. VersaReports' software, which first hit the market in December, is priced at \$4,995 per server for systems with no more than two CPUs (with an unlimited number of cores) and \$14,995 for big servers with more than two CPUs.

Atlanta-based VersaReports initially focused its sales efforts on report designers, Feibus said, but it's seeking alliances with business intelligence and accounting software vendors and their resellers, and with solution providers with business intelligence and report design expertise. Resellers and end-customers can add their own logo to the VersaReports interface (see screenshot). The company already sells its product through Component Source, a major development tools distributor.