



## Enabling Business Intelligence for Everyone

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Microsoft delivers a complete Business Intelligence (BI) solution by combining the familiar productivity tools in Microsoft® Office 2010 with the collaboration features in Microsoft SharePoint® Server 2010, all built on the trusted and scalable Microsoft SQL Server® 2008 R2 platform.

With Microsoft Business Intelligence, your employees can analyze data and create deep business insights. They can perform robust analysis in familiar environments, then easily share their insights across the organization for better decision making. Microsoft Business Intelligence enables you to build and deploy cost-effective BI applications for everyone.

### Empower your people with insights

You want to empower employees with the relevant information they need to make better decisions. With Microsoft Business Intelligence, you get the right information to the right people faster, so they can generate valuable insights.

#### Enable managed self-service analysis

Use the powerful self-service analysis capabilities in Microsoft Excel to slice through massive amounts of data, uncover patterns, and find answers. Analysis tools include:

- **Advanced Visualizations** to discover patterns, highlight trends, and spot exceptions
- **Slicers** to quickly slice and dice through large amounts of data
- **PivotTables** to interactively explore your data and summarize it in useful reports
- **Named Sets** to quickly identify and work with a relevant set of data every time

The revolutionary **PowerPivot for Excel** allows business users to quickly manipulate very large data sets and share analysis with co-workers—while IT manages the data, security, and supporting infrastructure. PowerPivot supports the unmatched analytical power and ease-of-use of Excel while allowing users to connect to any data source—databases, reports, data feeds, Web pages, Excel files, and more.

**PowerPivot for Sharepoint** allows you to easily publish your reports and analysis to SharePoint 2010, enabling further analysis and collaboration with others via a web-based interface. SQL Server 2008 R2 also enables support for ad hoc BI applications in Sharepoint, including automatic data refreshes and data processing with the same performance as in Excel.

In addition, IT can track the usage of PowerPivot applications via the PowerPivot Management Dashboard and identify mission-critical Excel applications, while not spending time managing and revising one-off reports.

#### Utilize self-service reporting

Microsoft Business Intelligence supports self-service reporting, offering pre-defined and intuitive report components that make it easy for business users to create their own reports. Microsoft SQL Server Reporting Services provide a sophisticated, enhanced reporting experience for everyone—from novice to power users.

IT benefits from the managed self-service capabilities within PowerPivot, by efficiently creating reports using SQL Server Reporting Services 2008 R2 and providing presentation quality reports via SharePoint, while end users work directly with current and relevant data.



Figure 1: Microsoft Business Intelligence

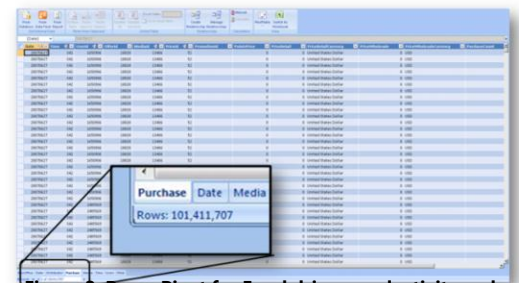


Figure 2: PowerPivot for Excel drives productivity and insight

### **Create personalized dashboards**

With Microsoft Business Intelligence, you can easily create, use, and share personalized dashboards. Microsoft SharePoint 2010 lets you quickly assemble information from disparate sources and display and explore the data in dashboards using built-in Web Parts. Web Parts can include key performance indicators (KPI), Excel spreadsheets, Microsoft SQL Server 2008 R2 Reporting Services reports, data from line-of-business applications, or third party information.

### **Improve organizational effectiveness**

Microsoft Business Intelligence helps you improve organizational effectiveness, so that your entire company operates more efficiently and strategically. As you generate and share insights throughout the organization, you can more easily align organizational goals and enable effective decision-making by connecting people with information. With the robust Microsoft Business Intelligence solution, you can:

- **Share insights throughout the organization** by broadly and securely publishing spreadsheets and other information.
- **Collaborate on decision making** using a transparent environment to create, access, and share data and documents.
- **Search for relevant BI content** and provide actionable results via smarter, visual, and conversational searches of people, reports, and line-of-business content.
- **Manage structured and unstructured content** including documents, e-mail messages, videos, instant messages, blogs, wikis, and more.
- **Create rich, context-driven dashboards** that assemble and display relevant business information from disparate sources.

## **Drive IT and developer efficiencies**

Using an integrated Business Intelligence solution from Microsoft, you can minimize IT costs while supporting self-service BI for the entire organization:

### **Cut costs by leveraging existing IT investments**

Most organizations already own the BI building blocks needed for a Microsoft Business Intelligence solution—Microsoft SQL Server, Microsoft SharePoint, and Microsoft Office. With BI already a part of the productivity and collaboration environment, you can turn information into insight using your existing investments—cutting costs and reducing complexity.

### **Easily manage the self-service environment**

The PowerPivot Management Dashboard within SharePoint offers the enhanced capabilities your IT department needs to monitor and govern content created by your employees using self-service tools. IT can track, review, and analyze the usage of thousands of users to determine the content being used, evaluate the reports being accessed, and identify which are the most critical BI assets in the organization.

### **Ensure data quality**

Master Data Services (MDS) provides a master data hub to support a centralized approach to defining, deploying, and managing master data. Supporting both BI and operational requirements, MDS can deliver faster, more accurate, and consistent results across the enterprise. Besides simply storing the current authoritative source, MDS enables IT organizations to track versions of master data at a specific point in time.

### **Increase productivity with familiar, intuitive tools**

Microsoft further helps you increase productivity in your IT department by delivering familiar and intuitive development and management tools, so developers can quickly get up to speed without needing to learn new skills.

## **For More Information**

Learn more about Microsoft Business Intelligence at: [www.microsoft.com/bi](http://www.microsoft.com/bi)