



Gaining business insight through an optimized platform

Microsoft[®]
Your potential. Our passion.[™]

Helping employees to make better decisions faster is a top priority for 54% of business executives¹. This need to improve insights does not just apply to executives and analysts, it extends to employees at every level of the enterprise. Today's powerful, ubiquitous Intelligence (BI) solutions can give people right across your organization access to the critical business data they need to make faster, better decisions which drive the business forward. With real-time information, reporting, and analytics personalized by role, your information workers are empowered to take informed actions that reflect and achieve your corporate goals. The Microsoft platform for business intelligence is designed to help you achieve this enterprise wide—without increasing complexity.

Remove barriers to using your data

A flexible, integrated platform for Business Intelligence, enables you to simply connect back-end systems. By giving your people rich, actionable insights via easy-to-use tools you can then maximize the business value of your data.

Microsoft Business Intelligence is built on the proven and scalable Microsoft[®] SQL Server[™] 2005 Business Intelligence platform and delivered through the 2007 Microsoft[®] Office system. It includes analytics applications, scorecards, dashboards, reports, analysis, data mining, online analytical processing (OLAP), extraction, transformation and loading (ETL), and data warehousing.

This single, complete solution enables you to contain costs by relieving IT professionals of the need to maintain disparate BI systems.

With a highly capable foundation for data management, you can remove barriers to finding and using information, enabling your people—from information worker to CEO—to collaborate and make better decisions. Microsoft BI solutions enable you to gain:

- **Better, faster decision making.** Improve real-time visibility and the speed and quality of decision making by providing easy-to-use tools that help your people quickly understand the business relevance of complex data sets.
- **Integrated performance management.** Ensure that everyone's efforts contribute to the same overarching strategy by aligning the decision-making process at all levels of your organization through consistent monitoring, analytics, and planning.
- **More efficient data management.** Meet the growing demand for rich information services to drive business success by deploying a scalable and extensible architecture, that enables you to simply integrate and manage vast amounts of enterprise data.

Is your Application Platform **people**  **ready?**



Faster, richer business insights— at lower cost

Danish telecommunications company TDC needed to centralize data held on more than 60 disparate systems to provide a single view of information across its business. TDC deployed a 6-terabyte data warehouse using Microsoft® SQL Server™ 2005 Enterprise Edition (64-bit) database and SQL Server Analysis Services. The solution provides an integrated development environment that has transformed the way the company manages information and delivers business insights. The cost of complex analysis was slashed, with processing time reduced by 80 percent, enabling the data team to provide more value-add analytical services, instead of simply searching for data. And where once it took five people to meet the data needs of 30, integration with Microsoft® Office Excel® makes the system so easy that business analysts can self-serve. Now a data team of just 12 people can support more than 2000 employees.

Business Intelligence: Business Benefits

- Control IT costs by providing a single business intelligence framework that is easier to manage than disparate programs located in different departments.
- Improve collaboration and the quality of decisions by making information available all levels throughout the organization.
- Reduce the need for training by providing employees with BI functionality within the familiar and intuitive Microsoft® Office interface.
- Provide an in-depth view into business operations through an integrated set of analytic applications, scorecards, dashboards, reports, analysis, data mining, and data warehousing.
- Assist managers to plan and forecast work by presenting a single, common overview of a company's business processes across departments.

Business Intelligence: Application Stack

Microsoft® SQL Server 2005

Microsoft SQL Server 2005 provides many new and enhanced BI features designed to give businesses a competitive advantage, including:

- Integrating multiple data sources with SQL Server 2005 Integration Services.
- Enriching data and building complex business analytics with SQL Server 2005 Analysis Services.
- Writing, managing, and delivering rich reports with SQL Server 2005 Reporting Services.

2007 Microsoft® Office system

Microsoft delivers BI to people at all levels of the organization through performance management applications, dynamic reports and analysis, and rich data visualization using applications such as Microsoft® Office Excel® 2007, Microsoft® Office SharePoint® Server 2007 and Microsoft® Office PerformancePoint® Server 2007.

Microsoft® Office PerformancePoint® Server 2007

Improve BI performance by integrating monitoring, analysis, and planning into a single application. Office PerformancePoint Server 2007 provides all of the functionality needed for performance management including: scorecards, dashboards, management reporting, analytics, planning, budgeting, forecasting, and consolidation. It reaches all employees, across all business functions (finance, operations, marketing, sales, and human resources).

The Microsoft Advantage

Microsoft provides a highly integrated suite of products which support your total business needs and interoperate with legacy and third-party applications so that you can maximize existing investments, while establishing a strong foundation for the future. Consistent standards and built-in capabilities create an adaptive platform with affordable enterprise level scalability.



"By using SQL Server and Analysis Services to create our data warehouse, we have eliminated the need to argue over the validity of data. We now have a 'single version of the truth.' We can concentrate on the real task of drawing value from our common set of data."

Peter Møllebjerg Andersen
Head of Analysis, TDC

www.microsoft.com/applicationplatform

¹ BusinessWeek Research Services, *Wave VIII: Tighter Embrace of IT*, 2006

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