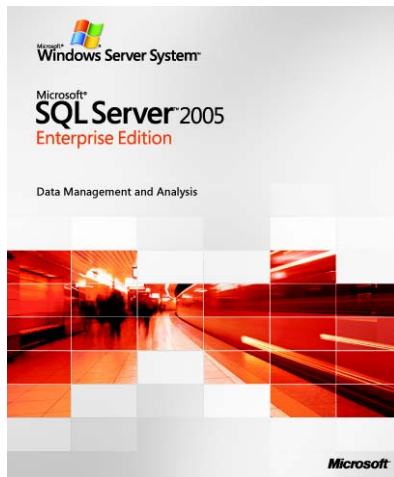


Microsoft® SQL Server™ 2005 Reporting Services

Report Builder



Information workers throughout an organization need access to business data for timely and effective decision making. With a wide range of skills and expertise, these business users need an intuitive yet powerful tool to explore and find answers to critical questions without deep technical knowledge of corporate data sources.

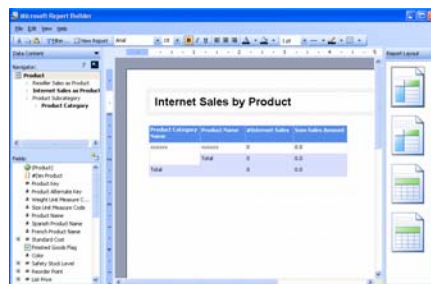
Report Builder, a new component of Microsoft SQL Server 2005 Reporting Services, allows business users to create their own reports using a user-friendly model of their data. Report Builder leverages the Reporting Services platform to bring ad hoc reporting to all end users.

Report Builder Client

Users create and edit reports with the Report Builder client application. The Report Builder user interface is built on top of familiar Microsoft Office paradigms such as Excel and PowerPoint.

Report Builder is a *ClickOnce* application deployed via the browser. Users start by selecting report layout templates containing pre-defined data sections such as tables, matrices and charts. They drag and drop report items from the model to the design surface and set constraints to filter the report data. The model contains all of the necessary information for the Report Builder to automatically generate the source query and retrieve the requested data. The Report Builder also allows users to:

- Add text and formatting to reports
- Create new fields and calculations defined using the model
- Preview, print and publish reports
- Export report data to formats such as Microsoft Excel



Design ad-hoc reports with Report Builder

Interactive Data Exploration

Report Builder reports enable users to interactively drill and explore data related to the content of their report.

- Automatic generation of new drill down reports allows users to explore data along model navigation paths.
- Queries for navigation reports are generated on the fly, passing the context of the user's current "location".
- Users can keep drilling as long as there is a relationship to follow from the current item.

Report Builder Models

Report Builder reports are built from models that provide a business layer on top of the underlying data source. Report models include:

- Business names for database fields and tables
- Defined relationships between items in the data source
- Logical groupings of model items

The model aids users in navigating and selecting the desired information from the underlying data source. The Report Builder then uses the report model definitions to automatically generate the source query for retrieving the requested data. In addition, model elements can be secured so that users only see data they have permissions to see.

Region	Product	Sales
North	Product A	100,000
North	Product B	200,000
North	Product C	300,000
North	Product D	400,000
North	Product E	500,000
North	Product F	600,000
North	Product G	700,000
North	Product H	800,000
North	Product I	900,000
North	Product J	1,000,000
North	Total	5,000,000
South	Product A	100,000
South	Product B	200,000
South	Product C	300,000
South	Product D	400,000
South	Product E	500,000
South	Product F	600,000
South	Product G	700,000
South	Product H	800,000
South	Product I	900,000
South	Product J	1,000,000
South	Total	5,000,000
East	Product A	100,000
East	Product B	200,000
East	Product C	300,000
East	Product D	400,000
East	Product E	500,000
East	Product F	600,000
East	Product G	700,000
East	Product H	800,000
East	Product I	900,000
East	Product J	1,000,000
East	Total	5,000,000
West	Product A	100,000
West	Product B	200,000
West	Product C	300,000
West	Product D	400,000
West	Product E	500,000
West	Product F	600,000
West	Product G	700,000
West	Product H	800,000
West	Product I	900,000
West	Product J	1,000,000
West	Total	5,000,000
Total	Total	20,000,000

View a Report Builder report

Report Builder models can be built against Microsoft SQL Server and Analysis Services databases.

Model Designer

The Report Builder Model Designer is the user application for defining, editing and publishing reporting models. Modelers can launch the Model Designer and start designing directly against a data source or they can automatically generate a model based on a set of predefined rules as the starting point for model design.

Integration with Reporting Services

Once published, Report Builder reports are just like any other Reporting Services report and

leverage all of the viewing and management features of the reporting platform.

- Report Builder reports are published in the Report Definition Language.
- Reports are managed, secured and delivered by the same methods and APIs.
- Report Builder reports can be edited in the Report Designer to take advantage of Report Designer's full capabilities such as nested data regions and expanded expression support,
- Report Builder can be launched from third party applications for integrated reporting.

Management Studio Integration

The user interface for securing and managing models and model items is integrated into SQL Server Management Studio, the unified

console for managing all SQL Server components. Models are managed just like other Report Server items (reports, folders, data sources).

For developers, there are a set of new management programming interfaces for integrating model management into custom applications.

Additional Information

SQL Server is part of the Windows Server System -- a comprehensive and integrated server infrastructure that simplifies the development, deployment and operations of flexible business solution.

For more information on SQL Server 2005, visit <http://www.microsoft.com/sql/2005>.

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