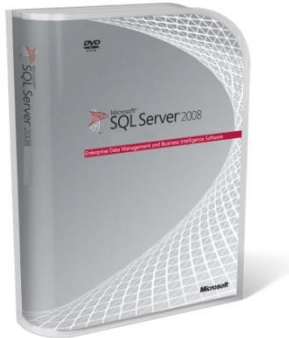




# Microsoft® SQL Server® 2008

## Data Warehousing



*Microsoft® SQL Server® 2008 and its integration with the Microsoft BI platform enables better business decisions by increasing the freshness of data, incorporating all your systems, validating the data, providing fast interactive query response time, and delivering intuitive reports. It does all this while reducing the burden on your IT department.*

<http://www.microsoft.com/sqlserver/2008/en/us/data-warehousing.aspx>

### TOP NEW FEATURES

- Data compression
- Reduced storage requirements and increased query performance
- Resource Governor to manage concurrent workloads
- MERGE Transact-SQL statement to perform common data warehouse tasks
- Star schema query optimizations and enhanced parallelism to speed up data warehouse queries
- Minimally logged INSERT INTO ... SELECT FROM ... for faster extract, transform, and load (ETL)
- Tablix control for rich, intuitive reports in Reporting Services
- Block computation for faster MDX query performance
- Scalable lookup tasks in SQL Server Integration Services to increase ETL performance
- Change data capture to identify changes in operational databases

### QUICKLY BUILD YOUR DATA WAREHOUSE

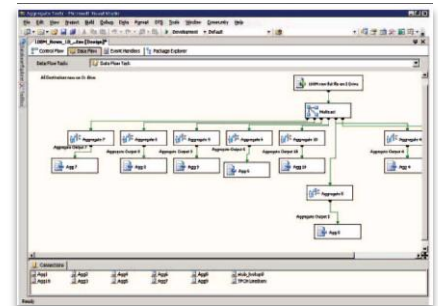
Use SQL Server 2008 Business Intelligence Development Studio to provide development teams that are building data-centric applications with tools that enable a productive and collaborative environment for building solutions.

#### Create enterprise-class data integration applications

Use SQL Server Integration Services (SSIS) to implement the ETL operations that are required to build a data warehouse. SSIS provides:

- A scalable pipeline architecture that provides a multi-threaded 64 bit platform to transform your growing data volumes in narrower batch windows.
- Connectivity to non-SQL Server, RDBMS, mainframe systems, and ERP Systems.
- A large number of built-in transformations to consolidate data from numerous systems, reduce data duplication, and clean dirty data.

- Out-of-the-box capability to manage slowly changing dimensions.
- Seamless integration with SQL Server Analysis Services to directly build Analysis Services cubes.
- Extensibility through the power of the Microsoft .NET Framework by incorporating custom scripts and components directly into your data integration flow.
- Integration of large volumes of data through lookups on large tables, such as customer dimensions.
- Built-in data profiling tasks that enable you to profile your source and target data.



SQL Server Integration Services

- Use change data capture to identify operational changes without requiring expensive batch processing. Take advantage of rapid implementation of common data warehouse ETL scenarios by using the new MERGE Transact-SQL statement.

### **EASILY MANAGE DATA**

Benefit from the increased scalability, manageability, and performance offered by SQL Server 2008.

### **Achieve enterprise scalability**

Take advantage of SQL Server 2008 features such as partitioning, snapshot isolation, and 64-bit support, which enable you to build and deploy the most demanding applications. Leverage enhanced parallel query processing to improve query performance in large databases. Increase query performance further with star schema query optimizations.

### **Manage data warehouses effectively**

Use an integrated management environment to monitor, manage, and tune all databases and associated services across your enterprise. Customize and extend the management environment and build additional tools by using SQL Management Objects (SMO).

Take advantage of improvements to the management of enterprise database applications, including enhanced support for large databases and more flexible management of distributed

databases. Use SQL Server 2008 partitioning to partition large data sets into manageable chunks. Use online index management to reduce index maintenance complexity and downtime. Bring your data warehouse online faster by backing up and restoring only active partitions. Control the resource utilization of concurrent workloads with the new Resource Governor. Use data compression to reduce the storage costs and increase query performance by reducing I/O. Use backup compression to help reduce storage costs.

### **DELIVER BUSINESS INSIGHT**

Provide deep analytical capabilities, rich visualization and collaboration, and enterprise reporting to all employees.

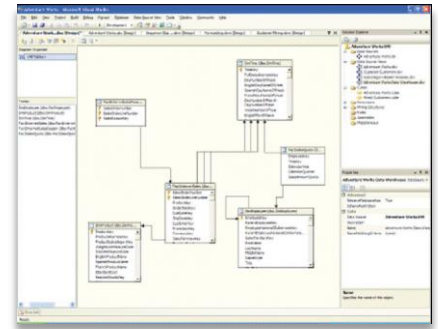
### **Deliver deep analytical capabilities**

Provide a unified and integrated view of all of your business data as the foundation for traditional reporting, OLAP analysis, Key Performance Indicators (KPI), scorecards, and data mining in a unified dimensional model (UDM) that includes all of the entities and measures in your data warehouse.

Expose analytical data to end-user tools through industry standard MDX. Provide a centralized KPI engine for all your business intelligence end-user tools.

Use data mining models to get predictive insights into your business. Extend data mining capabilities by plugging custom algorithms into the engine.

Provide a scalable analytical engine that can handle large analytical data sets with larger number of users. Drive predictive analysis directly within Microsoft Office Excel<sup>®</sup> 2007.



**Unified Dimensional Model**

### **Provide rich visualization and collaboration**

Use Microsoft Office PerformancePoint<sup>®</sup> Server to integrate seamlessly with other Microsoft business intelligence products including the 2007 Microsoft Office System, SQL Server 2008 Reporting Services, and Microsoft Office SharePoint<sup>®</sup> Server 2007 and provide analytics within the applications that decision makers use daily.

Use SQL Server 2008 Reporting Services to immediately start building reports from your data in the UDM and relational databases. Use the scalable reporting engine to drive reports of any size or complexity. Expose reports to information workers through SharePoint. Provide ad hoc reporting capabilities for power users through Report Builder. Publish reports securely over the Internet.

For more information about Microsoft SQL Server 2008 visit <http://www.microsoft.com/sqlserver/2008/en/us/default.aspx>. For the latest developer news and more information on Microsoft's broad range of resources for developers, including support programs, events, training, and the MSDN Library Online, visit MSDN Online at <http://msdn.microsoft.com/>.

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