Microsoft

HEROES

happen {here}

Windows Server 2008 Microsoft Visual Studio 2008 Microsoft SQL Server 2008

Microsoft® SQL Server™ 2008

{ Pervasive Business Intelligence }

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Challenges

- Changing business needs

- Data is locked inside business applications

- Learning curve for specialized BI tools

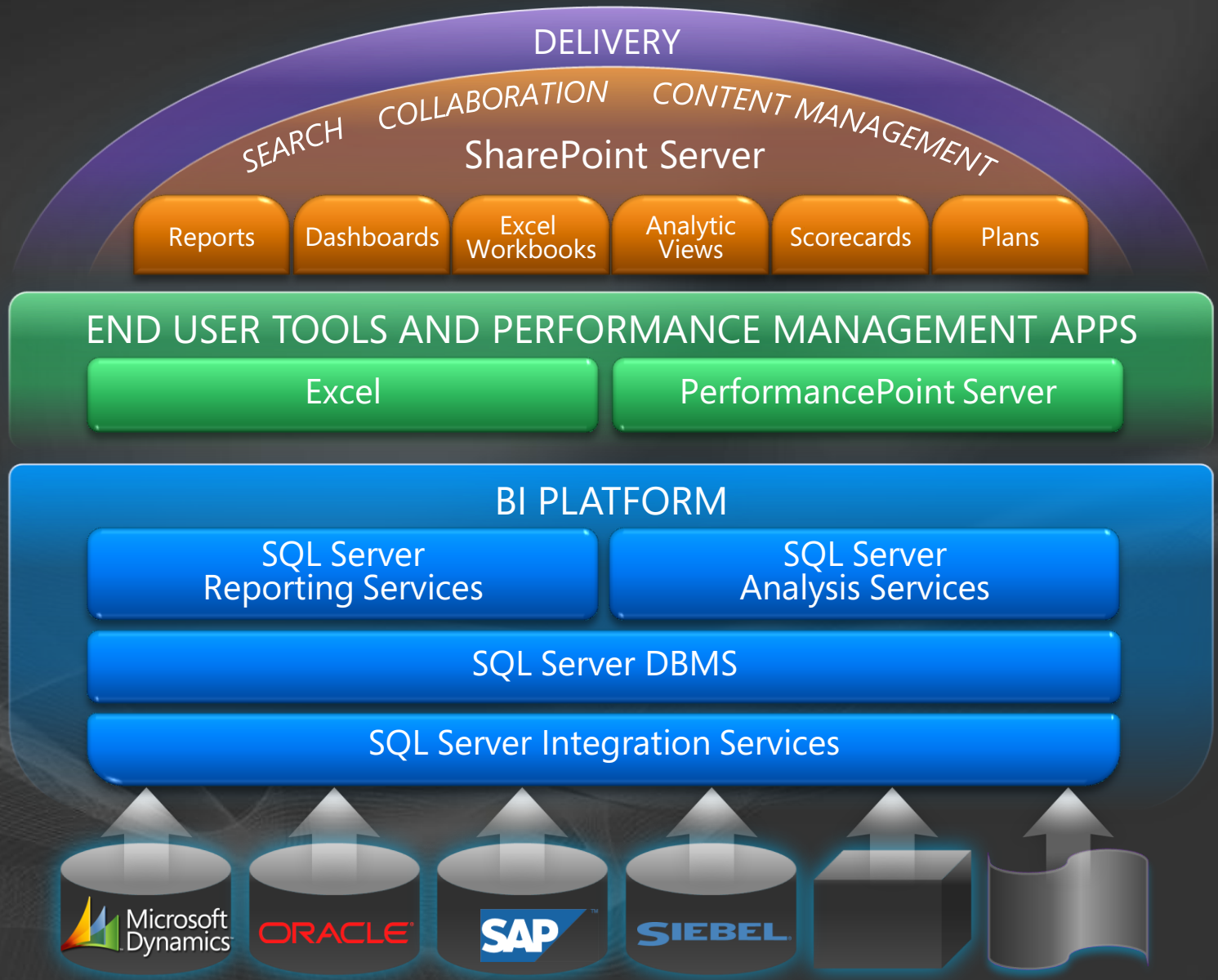
Microsoft Business Intelligence

Vision and strategy

Improving organizations by providing business insights to { **all** } employees, leading to better, faster, more relevant decisions

- Complete and integrated BI and performance-management offering
- Widespread delivery of intelligence through Microsoft Office
- Enterprise-grade and affordable

End-to-End BI Offering



Microsoft®
SQL Server™ 2008
Business Intelligence

Unlock Your Data

- Connect to data
- Integrate data
- Manage your data

Deliver Relevant Information

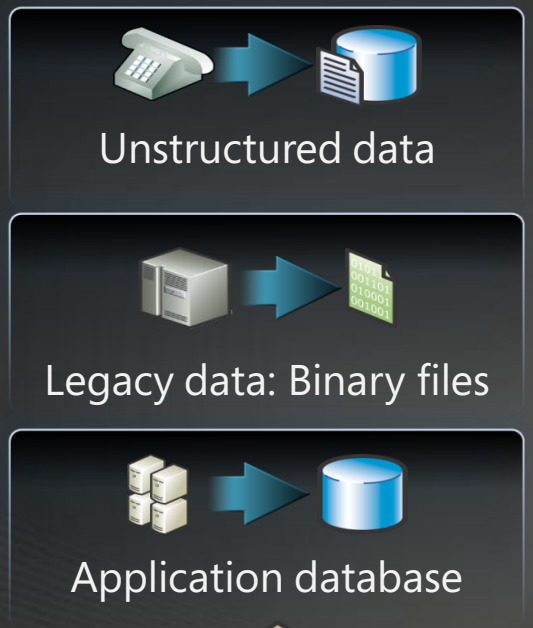
- Design intuitively
- Scale for the enterprise
- Deliver through Office

Drive Actionable Insights

- Predict outcomes
- Personalize the experience
- Embed insights

Intelligent Data Platform

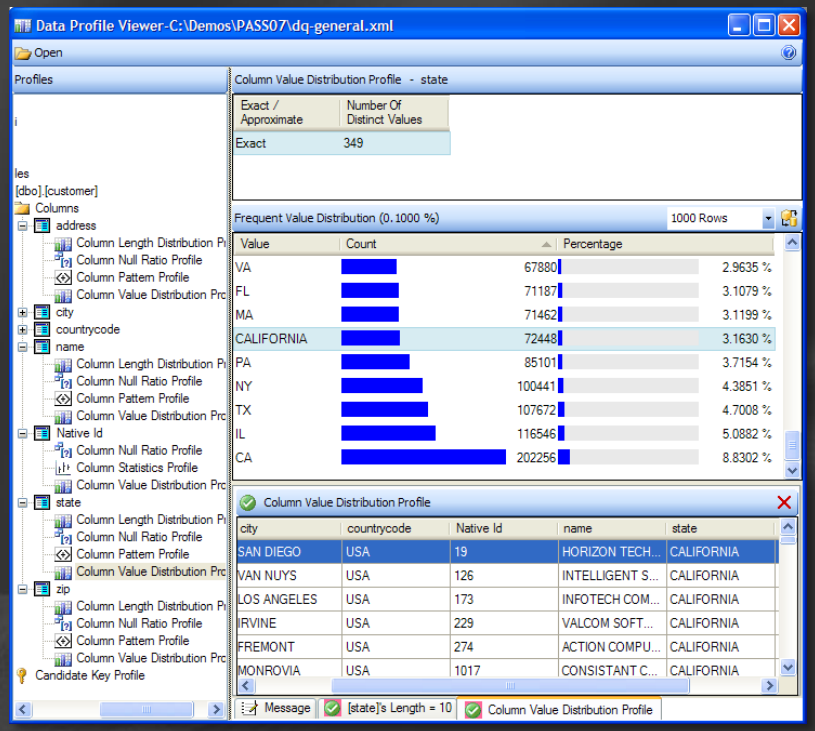
Unlock Your Data



- Connect to data
  - Extensive connectivity
  - Native providers for Oracle, Teradata, SAP BW, and MySAP
- Integrate data
  - SSIS pipeline improvements
  - SSIS persistent lookups
  - Data profiling
- Manage your data
  - Data compression
  - DW query optimizations
  - Change Data Capture (CDC)

Integrate Data
Data profiling

- Integrated profiling
  - Data Flow Task
  - Profile any table
  - Output to file
- External Viewer
  - Profile per column
    - Outliers
    - Candidate keys
    - Value distribution
    - Patterns



{ Unlocking Your Data }

demo

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Intelligent Data Platform

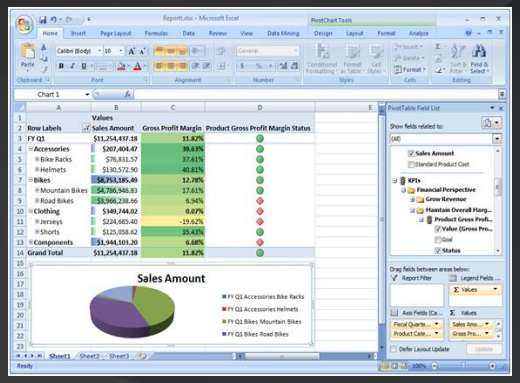
Deliver Relevant Information

- Design intuitively
  - Prescriptive analysis design
  - Flexible report design

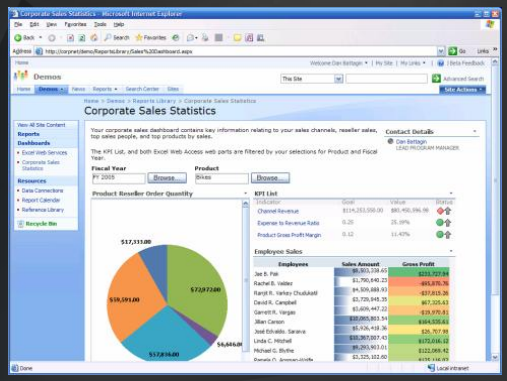
- Scale for the enterprise
  - Memory management
  - IIS agnostic
  - Read-only, scale-out
  - MOLAP writeback

- Deliver through Office
  - New Word report rendering
  - SharePoint integration
  - Data mining add-ins

Deliver Through Office



Analyze data in Excel

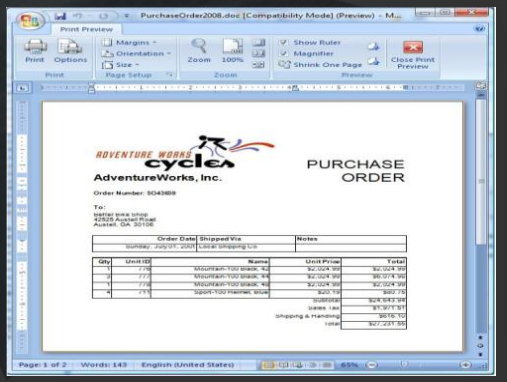


Publish reports and analysis to SharePoint

SQL Server

Collaborate and share reports, analysis, and scorecards

Render reports in Microsoft Office



{ Scalable Analysis }

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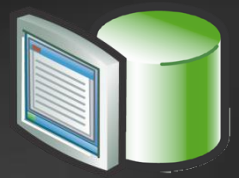
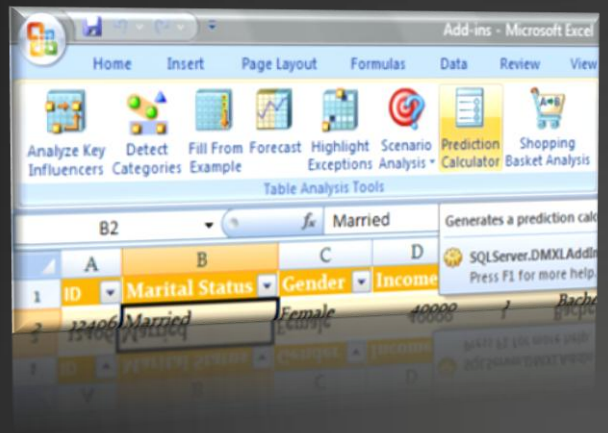
Intelligent Data Platform

Predict Outcomes
SQL Server 2008 data mining



- Engine and algorithm improvements
  - Long-term predictions with Time Series
- Enhanced mining structures
  - Split training and testing partitions
  - Querying against structure data
  - Data filtering when building models
  - Cross-validation
- Data Mining Add-ins for Office 2007
  - Market Basket analysis
  - Prediction Calculator

Drive Actionable Insights



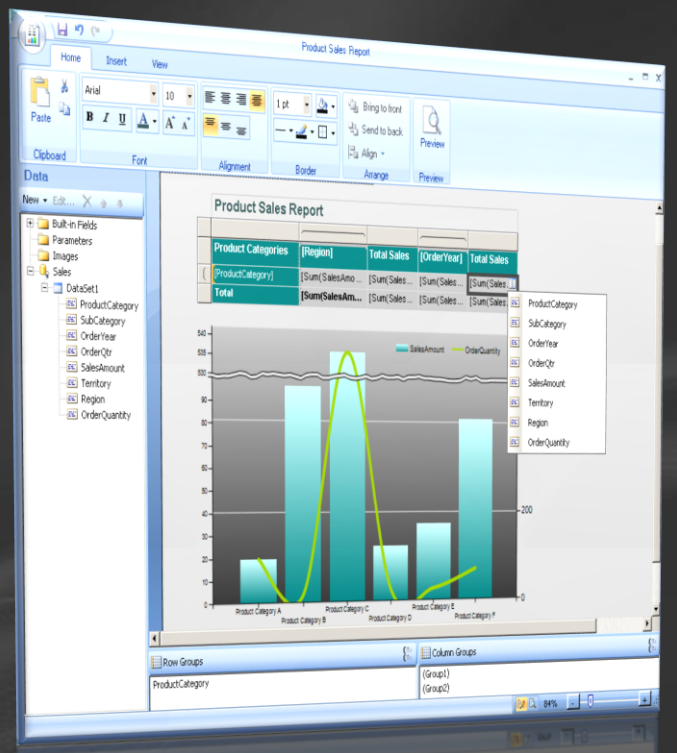
- Predict outcomes
  - Time Series algorithm
  - Data mining add-ins
- Personalize the experience
  - End-user authoring
  - Rich visualizations
  - Flexible layouts
- Embed insights
  - Report Viewer controls
  - Web service access

{ Predict Outcomes }

demo

Personalize the Experience
Enhanced Report Builder

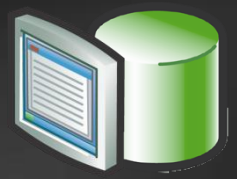
- Intuitive authoring environment for business users
  - Support for both semantic layer and direct SQL access
  - Ability to customize reports regardless of initial design location
  - Seamless modification of data fields and chart types
  - Support for
    - Relational and multidimensional data
    - Multiple data sources
    - Multiple regions
  - New visualization controls



Impactful Report Authoring

- Powerful visualizations
  - Charts
  - Gauges
- Rich text support
  - Mixed styles and hyperlinks within a single text box
- Report Designer
  - Data pane
  - Improved dialog boxes
  - Snap-to lines
  - Grouping panes

Flexible Report Layout



- New data region structure: Tablix
  - The best of Table merged with the best of Matrix:

Table + Matrix

Customer	Growth
Retail	
Odin	19%
Bikes, Inc.	322%
Wholesale	
ABC Corp.	19%
Thor, Ltd.	322%
Grand Total	56%

		2001	2002	Total
Retail	Odin	1,115	1,331	2,446
	Bikes, Inc.	152	642	794
Wholesale	ABC Corp.	11,156	13,312	24,468
	Thor, Ltd.	1,523	6,421	7,944
Grand Total		13,946	21,706	35,653

{ Flexible Reporting }

demo

Scalable BI solutions with Zap & SQL Server

- **Starbucks Philippines (Rustan Coffee Corporation).**
- SQL Server 2008
- 25 GB data upload each month.
- 1.2 TB DW with 4 years data.
- Data distributed across 130 stores and the Corporate HQ.

- **Video-Ezy**
- SQL Server 2005 (evaluating SQL Server 2008 upgrade). Large DW.
- Largest Cube: 34 GB
- 32 Million Dimension Members in a Single Cube
- Full Load – Processes 750 Million records in 3 hours.
- Incremental Load – takes 20 minutes only (Daily – once).

- **Queensland Police Service**
- Upto 10,000 Users accessing Zap.
- DW in SQL Server 2005. 2.5 TB

Summary

- SQL Server 2008 provides a comprehensive and scalable BI platform that lets you
  - Unlock your data silos
  - Deliver relevant information to users through Microsoft Office
  - Drive insights within your organization through powerful reports and comprehensive analytics
- Is part of Microsoft's End-to-End BI offering
  - Complete and integrated
  - Pervasive delivery through Microsoft Office
  - Enterprise-grade and affordable

Resources

- Learn more about Business Intelligence
  http://www.microsoft.com/sql/2008/solutions/bi.mspx
- Learn more about SQL Server 2008
  http://www.microsoft.com/sql/2008/default.mspx
- Discover SQL Server 2008: Webcasts, Virtual Labs, and White Papers
  http://www.microsoft.com/sql/2008/learning/default.mspx
- SQL Server 2008 training
  http://www.microsoft.com/learning/sql/2008/default.mspx
- Download latest SQL Server CTP
  http://www.microsoft.com/sql/2008/prodinfo/download.mspx
- Join the Singapore SQL user group
  http://sgsql.sqlgroups.com

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