**What is SQL Server Reporting Services (SSRS?)**

* SQL Server Reporting Services (SSRS) is a server-based report generating software system from Microsoft
* SSRS enables users to quickly and easily generate reports from Microsoft SQL Server databases
* The SSRS service provides a unique interface into Microsoft Visual Studio so that developers as well as SQL administrators can connect to SQL databases and use SSRS tools to format SQL reports in many complex ways
* Administered via a Web interface, it can be used to prepare and deliver a variety of interactive and printed reports

**Advantages of using SSRS**

1. Virtually all small to large size companies collect and store data weather its mom and pop store or Facebook. To make sense of all the data collected and be able to make effective business decisions, users and upper management need combined data from various sources to make important business decisions
2. This is where Microsoft SQL Server Reporting Services (SSRS) allows the administrator to create and present reports that will aid the company
3. SSRS is a comprehensive reporting platform whereby reports are stored on a centralized web server
4. SSRS supports renders reports to formats including HTML, PDF, CSV, XML, and Image (TIFF) and also offers complete rendering in Microsoft Office Word and Microsoft Office Excel
5. Can enable automatic delivery of reports via email or by sending them to a file share from where users can access the reports
6. Interactive sorting features allows the user to sort the data - in ascending or descending order
7. Provide users can with drill down options of selecting
8. SSRS provides the safety of company data. SSRS implements a flexible and a role-based security model to protect reporting resources. Only users that have access to the database, table, or objects controlled by the administrator can access the reports via web