

It's a New Day for BI.



Microsoft® Business Intelligence Conference 2007

May 9-11 | Seattle

Join us for the first-ever Microsoft Business Intelligence Conference, the inaugural, worldwide event for customers and partners. This exciting and informative conference will showcase Microsoft's market-leading business intelligence (BI) products, solution expertise and customer successes.

The event will feature a keynote address by Steve Ballmer, CEO of Microsoft, and is designed to educate customers and partners on every aspect of Microsoft's BI offering. You can also expect educational tracks, customer best practices sessions, the first-ever Microsoft BI Awards presentation, hands-on labs, and much more!

Attend this 3-day conference to see how Microsoft BI can help you drive increased business performance at strategic, tactical and organizational levels. You'll learn best practices from industry thought leaders and other Microsoft BI customers for designing, building and deploying robust BI applications for everyone in your organization, while controlling costs. It's one of the smartest investments you'll make all year!

Who Will Benefit From Attending:

- CIOs, CTOs, and IT Professionals
- BI Team / Project Leaders
- Business decision makers
- Analysts

FIRST EVER
DON'T MISS

For more information and to register visit

www.microsoftbiconference.com

The Essential Guide to Microsoft Business Intelligence



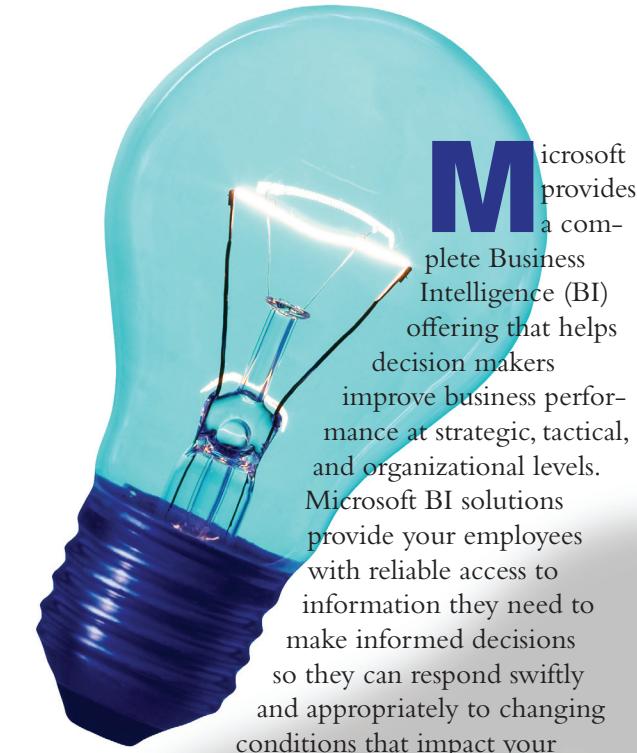
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Microsoft



icrosoft provides a complete Business Intelligence (BI) offering that helps decision makers improve business performance at strategic, tactical, and organizational levels. Microsoft BI solutions provide your employees with reliable access to information they need to make informed decisions so they can respond swiftly and appropriately to changing conditions that impact your business.

Microsoft BI is built on the powerful end-to-end Microsoft SQL Server 2005 platform and is delivered throughout your organization via the familiar Microsoft Office interface. This integrated approach means you can build and deploy robust BI applications for everyone throughout the company, while keeping costs under control.

Drive Pervasive Business Performance

Microsoft BI includes management tools and processes designed to help optimize corporate performance and improve customer satisfaction. By focusing on planning, forecasting, and other business priorities, these performance management tools help you make optimum use of financial, operational, sales, and human resource data. Equally important, you gain a single, common overview of your company's business processes.

Create Flexible, Customized Scorecards

Dynamic business scorecards help you track and analyze financial, operational, customer, and human resource information across your organization, gaining insight into the drivers that affect business performance.

Take advantage of advanced scorecard functionality with reports, charts, graphs, and

analysis tools in Microsoft Office Business Scorecard Manager 2005. You get easy-to-use templates and a single interface for viewing Key Performance Indicators (KPIs) so that you can combine real-time data with historical data, analytical tools, policies, and processes.

Analyze Root Cause and Business Trends

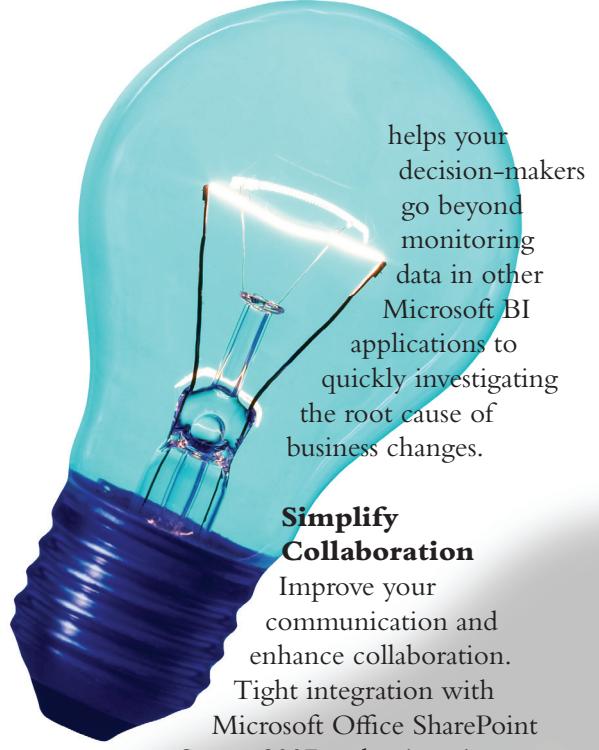
Analytics are critical for your decision makers to understand the reasons behind business change so they can take action on the results. ProClarity Analytics 6 helps move your decision makers beyond simply monitoring 'what' is happening in the business to understanding 'why.' Intuitive data navigation, powerful calculation techniques, and patented data visualizations help your users explore large quantities of data in a way that provides rapid insight.

Advanced visualizations, such as the patented Decomposition Tree, the Performance Map, and the Perspective View help your users quickly understand complex data. They can more readily spot trends, patterns, and outliers that will help them make more informed decisions. In addition, ProClarity delivers the ability to centrally store, manage and share decision maker-built business logic, views, sets and KPIs. These will help provide one version of the truth for your organization.

Develop Insight

Evaluate relationships between your performance metrics and important organizational objectives, then analyze changes and identify opportunities for improvement with Business Scorecard Manager and ProClarity. Customized views and advanced visualizations communicate information graphically, making it easier to develop knowledge and deep contextual insight.

Plan, budget, forecast, and gain a detailed view into supporting documentation. Create reports and charts, and set role-based permissions, whether data comes from a relational, multidimensional, or user-defined data source. "Click to analyze" functionality in ProClarity



helps your decision-makers go beyond monitoring data in other Microsoft BI applications to quickly investigating the root cause of business changes.

Simplify Collaboration

Improve your communication and enhance collaboration. Tight integration with Microsoft Office SharePoint Server 2007 makes it easier to work together in ways that can lead to increased insight and more powerful decisions.

Drive Business Results

Easily deploy scorecard or analytic views to an Office SharePoint site or directly to other applications in the 2007 Microsoft Office system. Improving collaboration can make it possible for you to align goals and behavior with overall strategic business plans, which can lead to better overall performance.

Deliver Intelligence with Integrated Reporting and Analytics

Organizing and analyzing large amounts of data can be a challenging task. Microsoft Business Intelligence provides an efficient way for users to work with all of their data in one location. Delivering business intelligence in the familiar and easy-to-use Microsoft Office environment means that critical business data is now available at the right time and in the right format. It also means information is available where your users work, collaborate, and make decisions. Microsoft Office integration with SQL Server 2005 incorporates information from data warehouses, enterprise applications, and virtually any data source available across an organization.

Use Familiar Analysis Tools

Take advantage of Office tools for analysis that are deeply familiar to many within your organization. Instead of spending time learning new tools, decision makers can focus on becoming more informed and effective in their work. For example, Office Excel 2007 can deliver faster performance, increased spreadsheet capacity and intuitive formula authoring. The simplified conditional formatting, enhanced PivotTable and PivotChart dynamic views are complemented by advanced sorting and filtering capabilities. Full support for SQL Server 2005 Analysis Services makes it possible to extract information and contextual insight from a data warehouse and expose it within Office Excel 2007. With the live connection to information in Analysis Services, you can take advantage of its metadata model, called the Unified Dimensional Model (UDM). You can then use the UDM to define business logic, calculations, and metrics.

Perform Advanced Analysis

Carry out even more advanced analysis of your data using ProClarity Analytics 6. ProClarity provides advanced analysis tools to help business users explore large quantities of data in a way that provides rapid insight. Simple navigation, patented, advanced visualizations, and powerful calculation capabilities are core components that make ProClarity the best tool for answering the question ‘Why?’ when it comes to business change. ProClarity’s powerful analytic features are also available as zero footprint or “thin” analytic components. There are a variety of deployment options, including rich or thin analytics via the Web, a desktop client, or zero footprint thin dashboards.

Improve Spreadsheet Analysis

Capitalize on the online connection that is part of Excel Services in Office SharePoint Server 2007. This live connection to Analysis Services exposes metadata, dimensions, and metrics in understandable business terms. And it is easy to modify and refresh reports from within the Web browser, helping to ensure that everyone is interacting with the most recent data and calculations.

Work and Analyze Online

Using Excel Services, the new server-based version of Office Excel 2007 in the 2007 Microsoft Office system, your users have a more efficient means of creating, managing, and sharing spreadsheets, while effectively controlling access to your information through a Web browser in a centrally-managed environment. Browser-based access also enables them to view and interact with spreadsheet data from within business dashboards. And they can evaluate the data in context using additional, comparative information present on the screen.



For More Information

Learn more about Microsoft Business Intelligence at: www.microsoft.com/bi

For complete system requirements, please visit: www.microsoft.com/office/preview/beta/sysreq.mspx

Share Information Efficiently While Enhancing Security

Using Server-based storage, management, calculation, and interaction using the Web provide enhanced security and broad access to spreadsheets. By controlling access rights with enhanced management features, it is easier to decide what information to share and with whom.

Develop Office Excel Models

Build Office Excel models and incorporate them into custom applications using the Office Excel Web Services application programming interface (API). Built-in Data Connection Libraries in Office Excel 2007 simplify how you connect to external data sources. Import information directly from your enterprise resource planning (ERP) system without the need for duplicate password authentication.

Manage Your Business Intelligence and Data Warehousing Infrastructure

Decision makers rely on their ability to access the right information at the right time in the right format. When you’re working with proprietary

information, there’s an even greater need for protection. At the same time, you need swift and reliable access to data.

Draw on the extensive business intelligence capabilities provided by SQL Server 2005. Reliable and scalable, SQL Server 2005 has greatly enhanced security capabilities, as well as innovations in reporting, data integration, development tools, and analytics. SQL Server 2005 extends the value of your enterprise data and analytical applications.

and distribute them as broadly or narrowly as you choose throughout your business. The centrally-managed reporting system, with customization and wizards, means you can design, create and preview reports more quickly, and publish them your way. You can also export report data directly to Office Excel 2007 for further analysis. And because it is modular and Web-based, Reporting Services scales easily to support high-volume environments. Because reports are based on centrally stored and managed data, reports are also based on accurate, current data.

Customize Development Using Familiar Tools

Develop business intelligence applications more efficiently using Business Intelligence Developer Studio, the first integrated development environment for business intelligence applications. Built on the Microsoft Visual Studio 2005 development system, Business Intelligence Developer Studio provides a common environment developers can use to work more efficiently. They will also like the project templates that provide context for creating specific constructs and functions specific to business intelligence applications. And you can customize the development environment to match your own design and development style.

Delivering integration, coupled with ETL capabilities and powerful reporting functionality, the SQL Server platform provides a proven, scalable platform for enterprise data management and business intelligence across the company.

Check out the integrated Microsoft Business Intelligence offering to find out how it can help you improve business performance at strategic, tactical, and organizational levels.

Visit www.microsoft.com/bi for more information.

