WELCOME TO TECH | IMMERSION

Track: Performance Point Services 2010

Presenter: Kathrine Lord
Agenda

- Microsoft Business Intelligence Offering
- Overview of SharePoint Services
- Dashboards, Scorecards, and KPIs
Gartner Magic Quadrant

“Magic Quadrant for Business Intelligence Platforms”, January 2011 Rita L. Sallam, Bill Hostmann, James Richardson, Andreas Bitterer
Microsoft Business Intelligence Offering

**Business User Experience**
- Familiar User Experience
  - Self-service access & insight
  - Data exploration & analysis
  - Predictive analysis
  - Data visualization
  - Contextual visualization

**Business Collaboration Platform**
- Business Collaboration Platform
  - Dashboards & scorecards
  - Excel Services
  - Web based forms & workflow
  - Collaboration
  - Search
  - Content management
  - LOB data integration

**Data Infrastructure & BI Platform**
- Data Infrastructure and BI Platform
  - Analysis Services
  - Reporting Services
  - Integration Services
  - Master Data Services
  - Data Mining
  - Data Warehousing

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**Data Infrastructure & BI Platform**
- SQL Server 2008 R2
  - Analysis Services
  - Reporting Services
  - Integration Services
  - Master Data Services
  - Data Mining
  - Data Warehousing

**Business User Experience**
- Microsoft Office
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  - Contextual visualization
BI as a Part of Business Productivity
Maximizing Business Insight

Data Feed or Table Import

Published Workbooks

Workbooks as Data Sources

OLTP and OLAP Data Sources
SharePoint BI Services Overview

- Native SharePoint Services
  - PerformancePoint Services
  - Excel Services
  - Excel Calculation Services
- SQL Server Integrated Services
  - PowerPivot Services
  - Reporting Services
Dashboards Are Visual Displays of Information
Dashboard Benefits

- Increase transparency and accountability
- Promote collaboration
- Enable better decision making
- Business users have the information they need without relying on IT
Scorecards Are Elements of a Dashboard Used to Track Status
Scorecards Help Measure KPIs and Support Better Decision Making

- Measure KPIs at all levels of the organization
- Align, monitor, and drive performance
- Break out and analyze key metrics by product, geography, channel, segment, etc.
- Provide transparency and accountability
- Support better decision making
Key Features of Microsoft BI
Dashboards and Scoreboards

- Create dynamic dashboards
- Deliver rich scorecard and analytic view capabilities
- Allow for advanced visualizations (decomposition tree, strategy maps)
- Provide user with easy tools in a familiar environment
- Integrate with Excel Services, Reporting Services, Virtual Earth (SDK)
Industry leading capabilities

PowerPivot has “obliterated the volume limits of Excel, operated in memory, and clearly placed analytic application authoring functionality into the hands of Excel users”.
   - AMR

Excel is the BI technology used most extensively by businesses.
   - *InformationWeek* Analytics/Intelligent Enterprise 2009 Business Intelligence Survey

Microsoft is the fastest growing Business Intelligence vendor.
   - IDC
Customers Love the Powerful Capabilities

“PowerPivot for Excel 2010 is a perfect solution because it allows the user to be able to manipulate and get to the bottom of what the data really means, without having wait for IT department.”

Fabio Catassi, CTO

“We presented the Power Pivot in Excel to our power users and no exception, they loved it and they’re pushing hard for it. “

Ayad Shammou, Lead Database Administrator

“The real power of SQL Server 2008 R2 reveals itself with the coupling with Office 2010. Without even getting out of Excel, the end-user can now analyze data, import its own data for enrichment, and publish its own analysis on SharePoint.”

Michel Aginay, Director

“Deploying business intelligence solutions based on Office 2010 and SharePoint 2010 means that end users can start working with business intelligence tools that are based on other tools that they already know.”

Alan Whitehouse, BI Practice Lead
Summary

Empower Your People to Innovate

- Increase individual productivity through familiar and intuitive tools
- Enable your end users to create their own BI solutions
- Improve end user sharing and discovery of insights

Improve Organizational Effectiveness to Grow

- Increase team and organizational productivity through dashboards
- Improve visibility into key team and organizational objectives and metrics
- Increase business user efficiency with an integrated collaborative platform

Enable IT Efficiency to Reduce Costs

- Cut cost and complexity by leveraging existing IT investments
- Scale-out to support Business Intelligence for all users at a lower TCO
- Increase productivity with familiar and intuitive development & management tools
Thank you.