

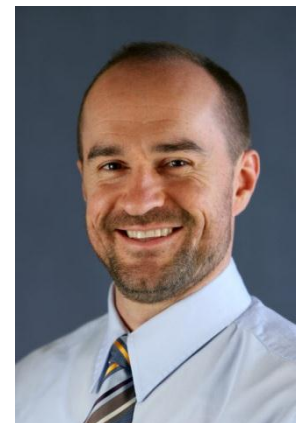
I Didn't Know We Could Do That!

Unique BI Solutions and Capabilities From Microsoft

*e*FOCUS

Presenter Introduction

- Peter Myers
- Mentor, SolidQ
- BBus, MCITP, MCT, SQL Server MVP
- 14 years of experience designing, developing and maintaining software solutions based on Microsoft database and development platforms
- Based in San Francisco
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Presentation Outline

- Microsoft BI Strategy and Vision
- SQL Server 2012
 - Enterprise Information Management
 - BI Semantic Model
 - Self-Service Reporting

Microsoft BI Strategy and Vision

To improve organizations by providing business insights to **all** employees, leading to better, faster, more relevant decisions

- Microsoft has a long-term commitment to delivering a complete and integrated BI offering
- SQL Server has led innovation in the BI space for more than a decade
- There is widespread delivery of intelligence through Microsoft Office
- The platforms are enterprise-grade and affordable



SQL Server 2012

MISSION CRITICAL PLATFORM

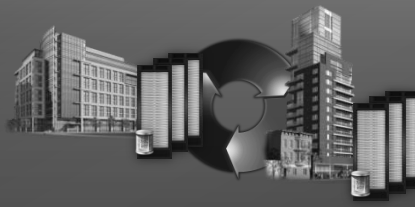


Higher availability with less
planned and unplanned
downtime

Utilization of standby
hardware for read-only
operations

Increased DW
performance and scale

DYNAMIC DEVELOPMENT



Productive, unified
developer experience

Improved interoperability
for flexibility and choice

Extending database
services to non-relational
scenarios

PERVASIVE INSIGHT



Greater data stewardship
through EIM

BI Semantic Model and
in-memory analytics

Increased agility with
new self-service BI
reporting capabilities

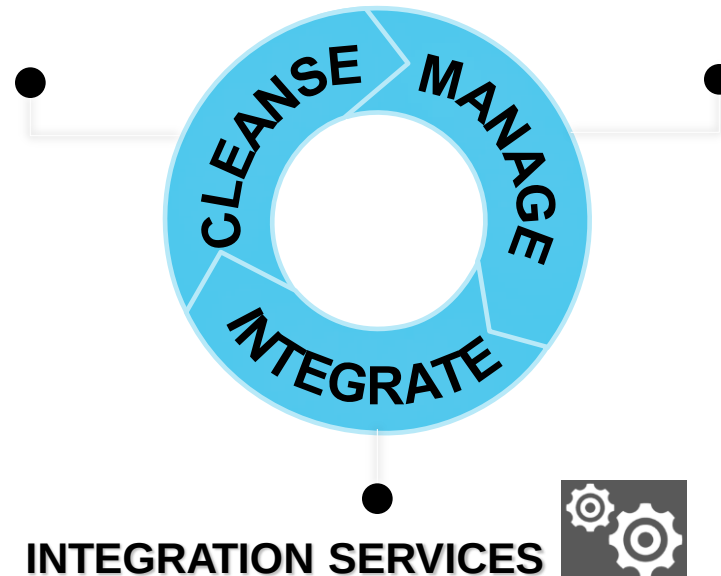
Enterprise Information Management

- Help produce accurate, trustworthy data
- Deliver credible, consistent data



DATA QUALITY SERVICES

- Knowledge-based Data Cleansing and Matching
- Standalone and SSIS Integrated



MASTER DATA SERVICES



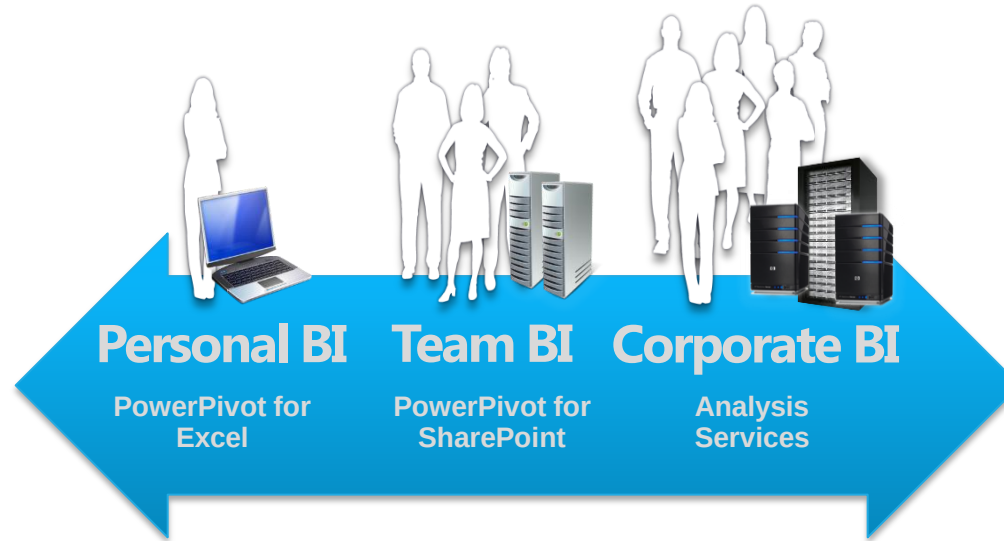
- Excel UI to Manage Data and Dimensions
- Rapid, Easy Data Loading

INTEGRATION SERVICES



- Integrated Deployment and Management
- Improved User Experience

BI Semantic Model



One Model for All End User Experiences

Self-Service Reporting



- New features and capabilities:
 - Increase performance and improve administration within SharePoint
 - Increase productivity with user-defined data alerts
 - Empower users with a new visual design experience named **Power View**

Summary

- SQL Server 2012 BI capabilities include:
 - Greater data stewardship through EIM
 - BI Semantic Model and in-memory analytics
 - Increased agility with new self-service BI reporting capabilities
- SQL Server 2012 Evaluation Edition is available for free download today:
 - <http://www.microsoft.com/sqlserver/en/us/get-sql-server/try-it.aspx>

Save the Date!

- The SQLU Summit, the SQL Server Conference for Central Europe takes place this year in Bratislava
- From September 19th to 21st, a selected group of top-speakers from the SQL Server Community is heading in to give you deep insight into SQL Server 2012 in many different aspects
- <http://www.sqlu.com>



Thank you for your attention

