

**Placeholder for
Partner logo**

Business Intelligence: Better Information, Better Decisions, Increased Profits

Presenter's Name

Title

Department

Company

Welcome

- **Agenda**
 - **What are the challenges?**
 - **Who needs Business Intelligence?**
- **Goals**
 - **Know what Business Intelligence can do for you**
 - **Know what your next steps are**

Who are we?

- **[Insert Company Name Here] is a Microsoft Certified Partner**
 - **What does this mean to you?**
 - **We have proven Microsoft expertise**
 - **We partner with Microsoft which allows us access to the most up to date training and technology to support your business needs.**
 - **We have access to 24X7 support from Microsoft to help support our customers mission critical applications**

What do we focus on?

- [Insert company-specific information here]

Analysis Paralysis: Sound Familiar?



- I have too much data and not enough information
- Why don't all of my reports tie together?
- Management needs answers yesterday
- Who has time for analysis?

Analysis Paralysis:

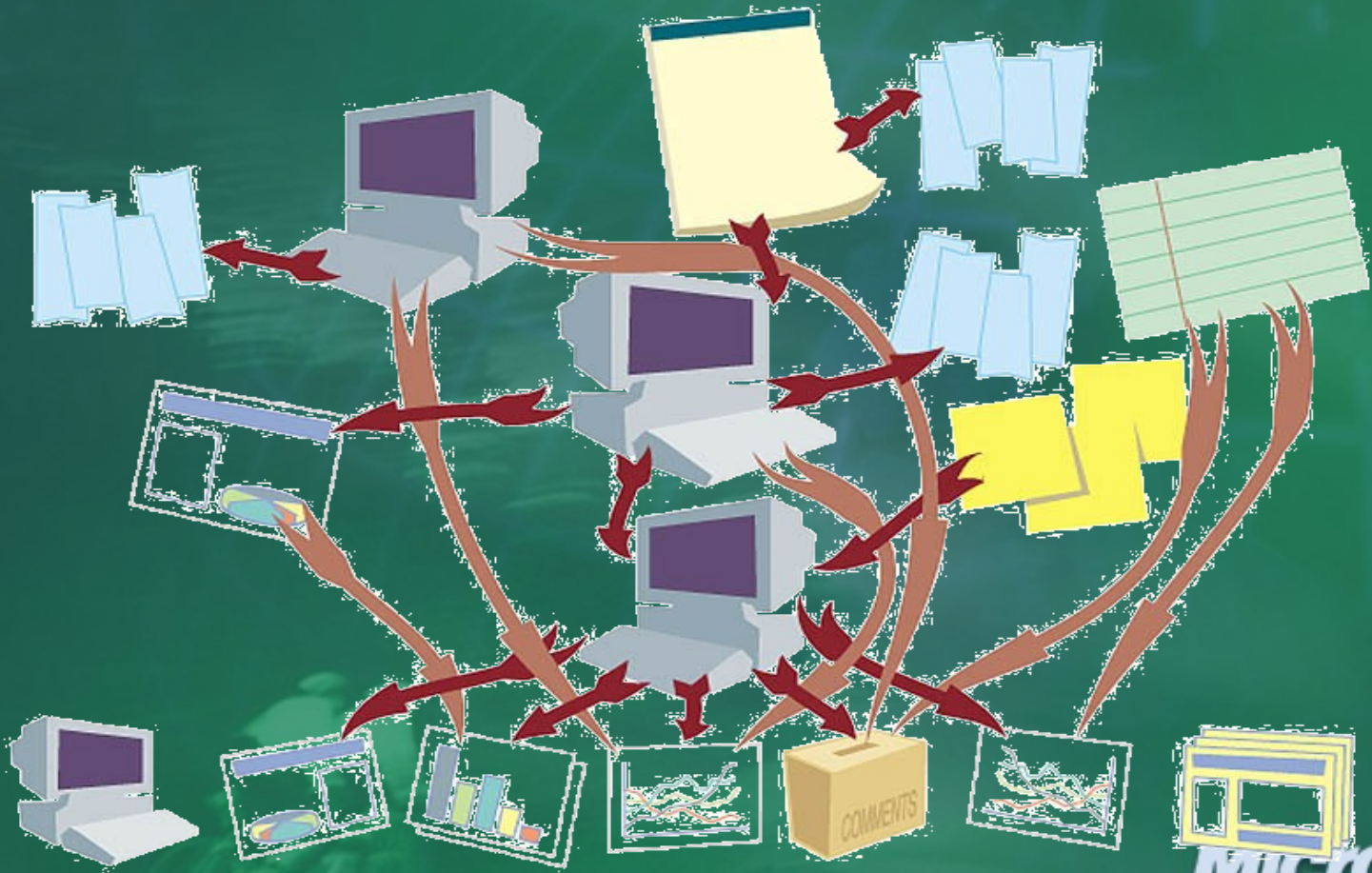
You are not alone

- Available business data is growing exponentially
- Critical decisions per week have tripled over the last five years
- Dedicated analytical personnel have decreased by 50% over the last five years

Source: Gartner Group

Analysis Paralysis:

The problem: Systems aren't integrated



Business Intelligence to the Rescue

BI fills the analysis gap

Business Intelligence

Enterprise Applications

- Store large amounts of data (OLTP)
- Require IT knowledge
- Contain minimal computational / analysis capability

Data consistency
Multi-dimensional
Large data volumes
Getting data to users
Quick response times
Powerful analytics
Closed-loop analysis
End-user friendly

Business Drivers

- Improve decision making
- Improve profitability
- Reduce costs
- Improve quality
- Increase customer loyalty



“In 2001, leading IS organizations will *STANDARDIZE* on a common BI Platform, using this as a primary criterion for selecting BI Applications.”

Gartner Group

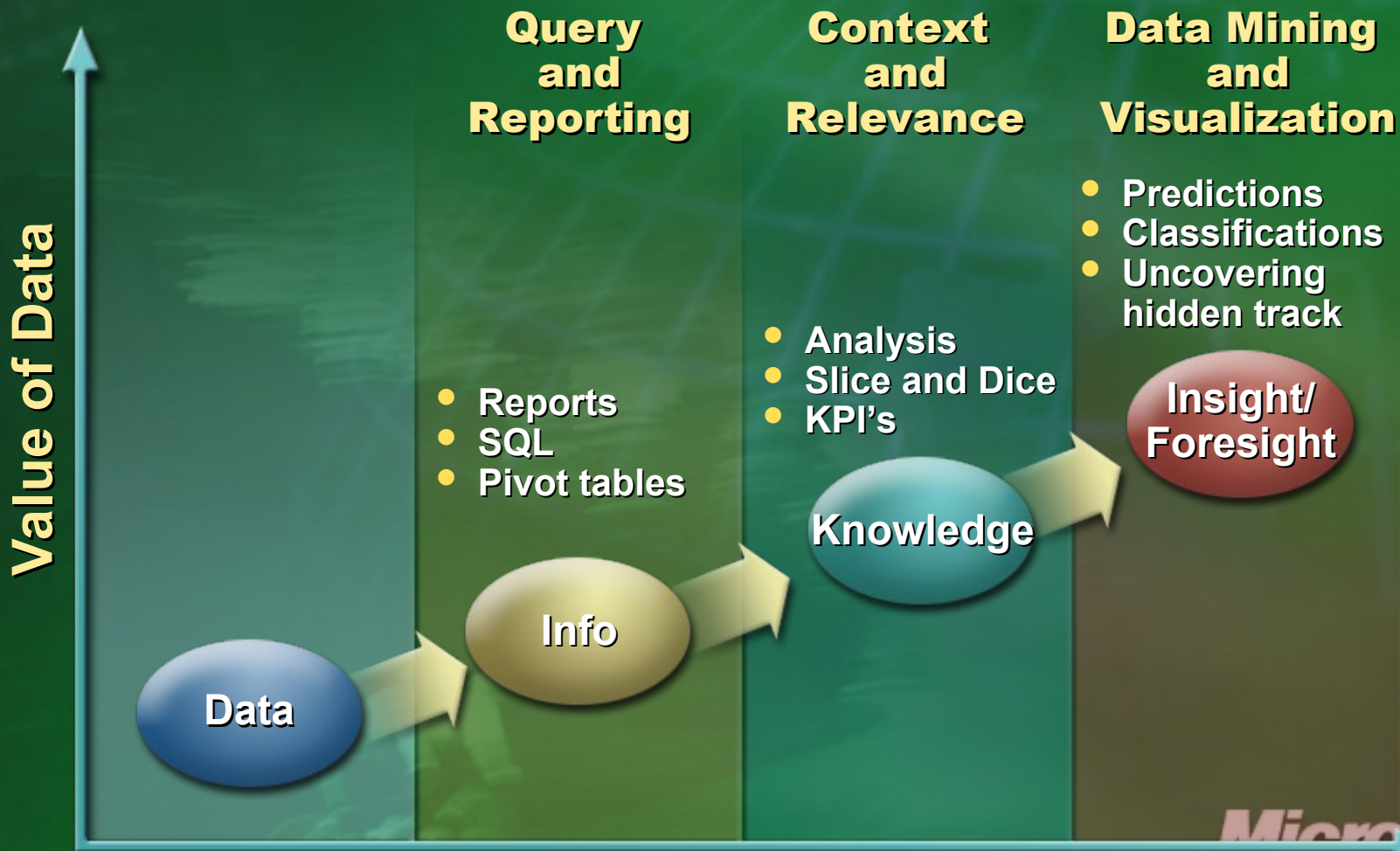
*Business Intelligence Platforms:
Evaluation Criteria*



What is Business Intelligence?

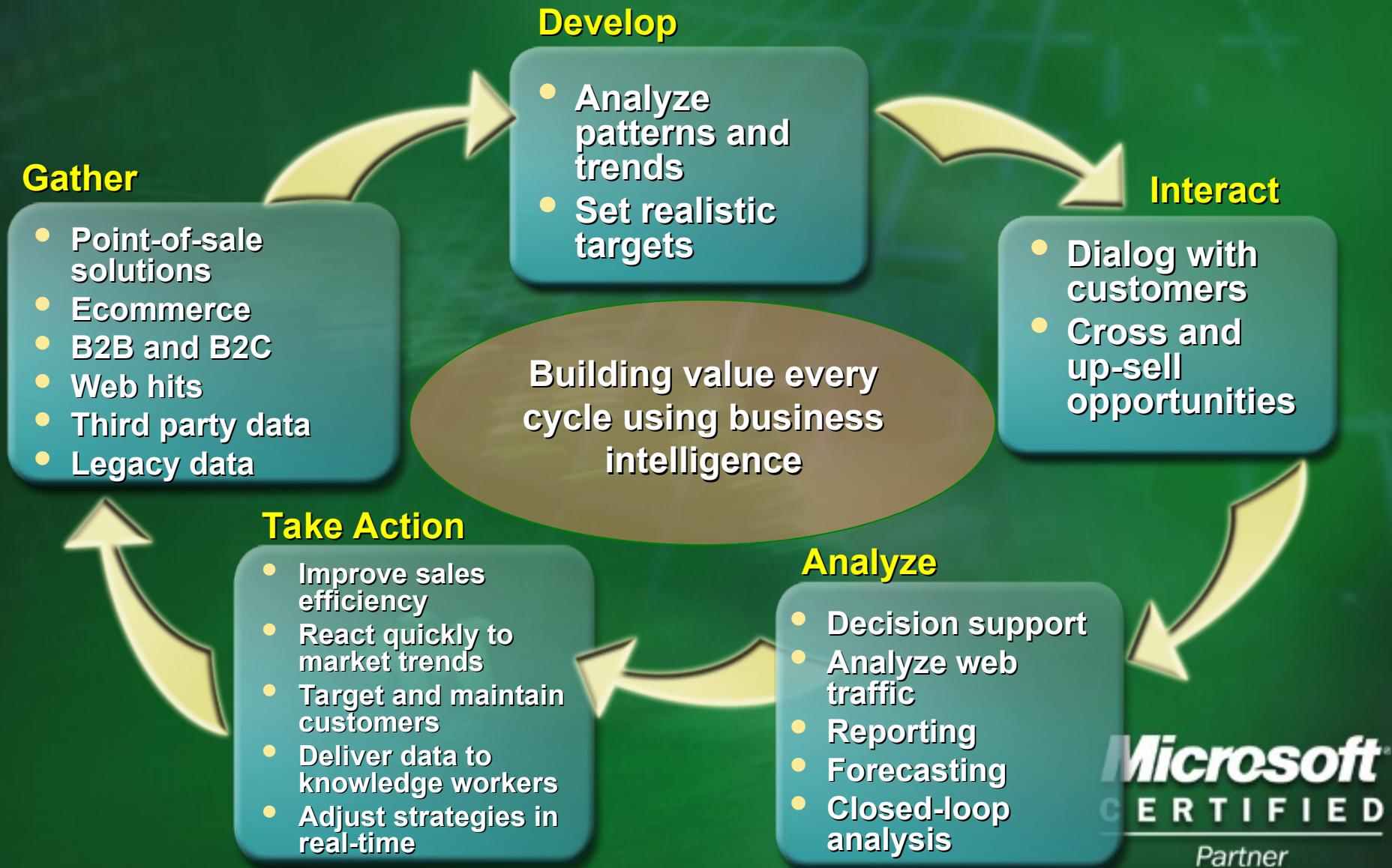
- BI Provides a holistic overview of your business
 - It **monitors** the financial and operational health of your organization
 - It **regulates** the operation of the organization
 - Allows you to **identify trends** so you can be proactive

Value of Your Data



Investment in Business Intelligence

Solving Business Problems

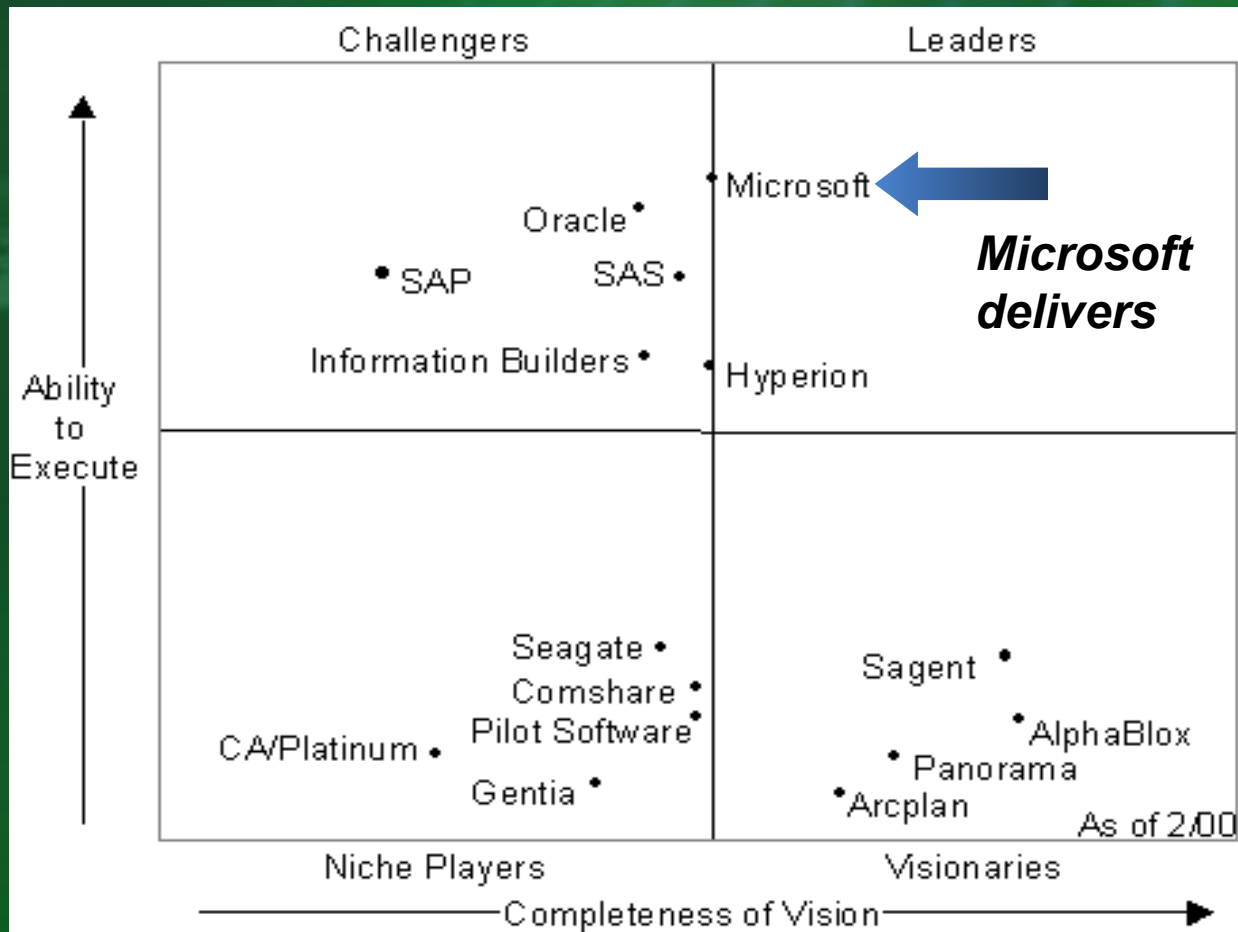


The Microsoft® BI Advantage

Open and Extensible	OLE DB, Current DWA Partners, .Net Servers and Office, Data Access, Metadata, System Management, XML
Comprehensive Platform	Integrated Analysis Services, DTS, Metadata, EQ, Data Mining and Relational DB
Fastest Time to Market	Scalability of data and users, manageability ease of deployment/administration, flexible application development

Microsoft in Business Intelligence

Source: Gartner Group March 2000



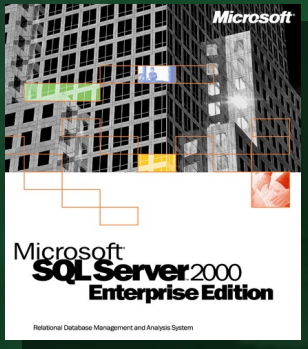
Video Case Study

ASB Bank

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Microsoft's BI Platform



- **SQL Server™ 2000**
 - **Data Transformation Services**
 - **Analysis Services (OLAP and Data mining)**
 - **Metadata Services**
 - **English Query facility**



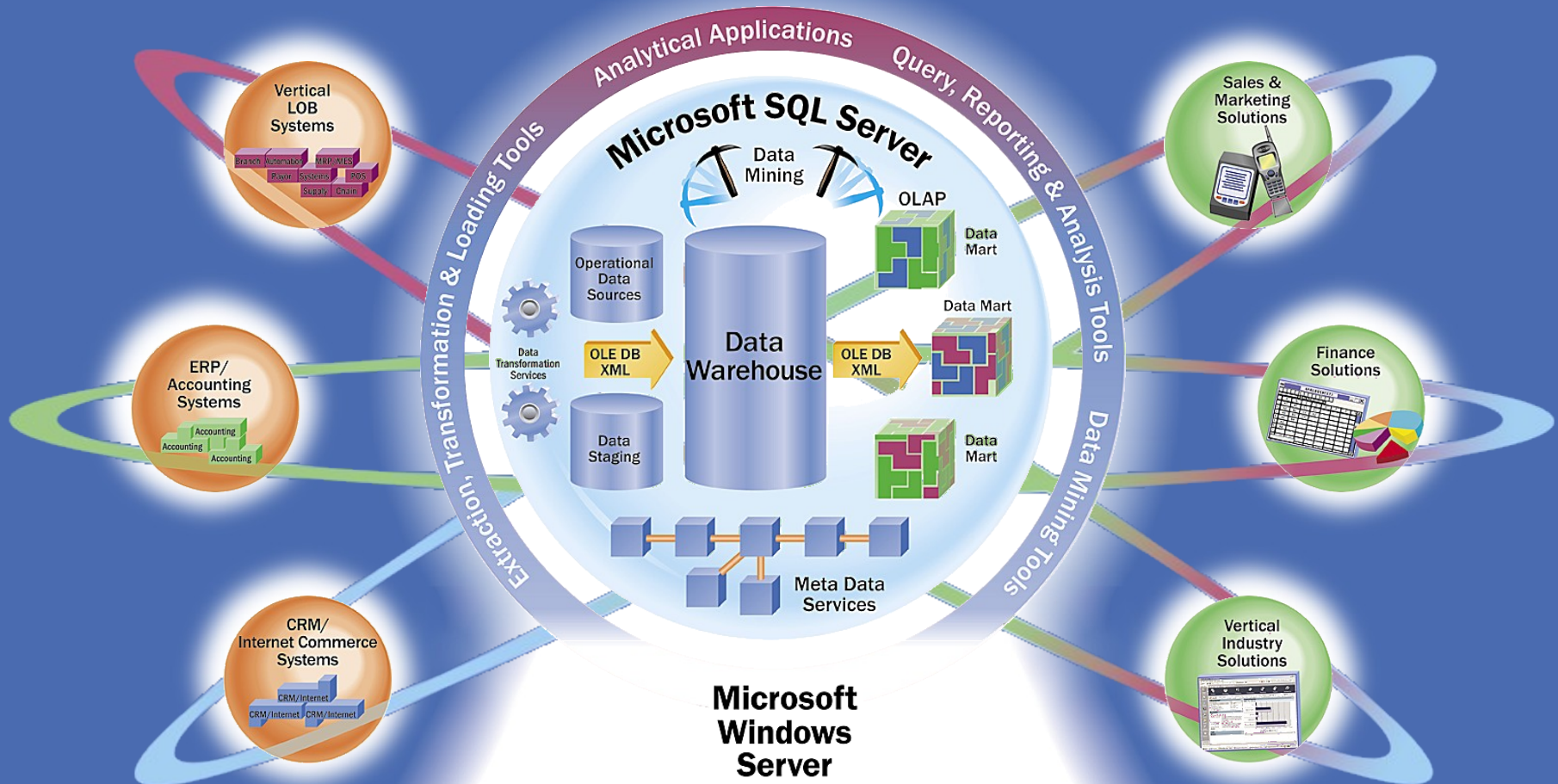
- **Office XP**
 - **OWC**
 - PivotList
 - Charting
 - Better import/export to Excel experience
 - **Excel**
 - Visual totals
 - Multi-select page fields
 - Custom ad hoc grouping
 - Member properties
 - OLAP performance

The Microsoft Data Warehousing Framework

Operations

Management

Analysis & Planning



Disco



“As our data warehouse was based on Microsoft SQL Server 7.0, we thought that it would be most natural and appropriate to use the new possibilities offered by the data mining techniques that come with the analysis services of Microsoft SQL Server 2000 Enterprise Server.”

-- **Horacio Díaz**
*Data Warehousing Project
Leader, Disco S.A.*

Solution

Microsoft SQL Server 2000

Critical Success Factors

- Scalability
- Integrated data mining

Impact

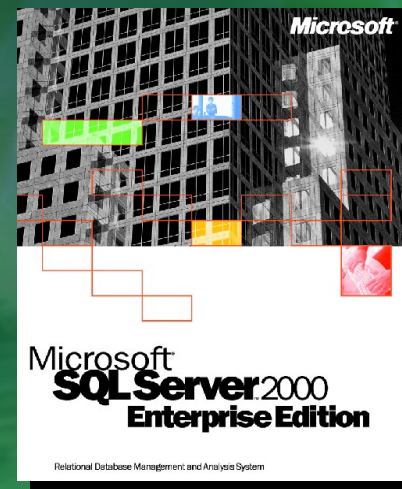
- Improved effectiveness of marketing and promotions

Technology Features

- SQL Server 2000
- Windows® 2000 Advanced Server

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BI is *the Compelling Reason* to Upgrade to and Deploy Windows 2000, Office ^{XP} and SQL Server 2000



Microsoft Business Intelligence Platform

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Microsoft SQL Server 2000

The complete database and analysis offering for rapidly delivering the next generation of scalable e-commerce, line-of-business and data warehousing solutions

- **Fully Web-Enabled**
 - Native XML support
 - Web-based access, querying and analysis
- **Highly Scalable and Reliable**
 - Record-setting performance
 - Failover clustering and SMP support
- **Fastest Time-to-Market**
 - Integrated, extensible and complete
 - Easy to build and manage

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Scalability

Two complementary approaches to scalability

Scale Up

- Shared everything – SMP
- Scales with hardware
- Cost increases w/ scale
- Single point of failure
- High performance code
- Good memory utilization
- SQL Server a leader on scale-up

Scale Out

- Shared nothing clustering
- Unlimited scaling by adding nodes
- “Farms” of low-cost servers
- Cost linear with scale
- No single point of failure



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World Bank

“SQL Server 2000 and OLAP technology gives us the ability to browse all this data in an extremely flexible way. It’s a very powerful tool . . . [providing] the kind of data you need right now.”

*-- Christian Petersen,
Lead Economist,
World Bank*

Solution

**Microsoft SQL Server 2000/
Microsoft Windows 2000 Advanced Server**

With Microsoft Visual Basic 6.0

Critical Success Factors

- Flexible development environment
- Real time data

Impact

- Ability to make decisions based on real-time economic data
- Reduced cost to provide data to decision makers

Technology Features

- SQL Server 2000
- Knosys ProClarity Tools

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Demonstration Picasso Computers Digital Dashboard

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Partner Integration

Where We Can Help

Assessment

Data
Warehousing

Data
Mining

Decision
Support

Web
Publishing

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How to Get There

1. **Understand Business Intelligence**
 - Answer questions for your organization
2. **Address Business Intelligence Gap**
3. **Identify Technologies and Approaches**
 - Buy or build?
 - Farm out none-core?
 - Identify the correct partners for you
 - Plan pilot: identify goals, identify personnel
4. **Engage [YOUR COMPANY NAME]**
 - Contact our team at [CONTACT INFORMATION] to find out how we can help you

Planning and Deployment Resources

- For excellent information related to Microsoft® Business Intelligence strategies and solutions:
<http://www.microsoft.com/business/bi/>
- For engaging [YOUR BUSINESS NAME], contact us at [EMAIL, PHONE, CONTACT INFO] to find out how we can solve your business problems.

Discussion





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