



build | integrate | secure

Business Intelligence: Real ROI Using the Microsoft Business Intelligence Platform

April 6th, 2006

Agenda

- Introduction
- Background
- Business Goals
- Microsoft Business Intelligence Platform
- Examples
- Conclusions

Introduction

- Denim Group
 - *Texas-based Microsoft Gold Certified Partner*
 - *Software Development*
 - *Systems Integration*
 - *Application Security*
- Dan Cornell
 - *MCSD*

Background

- 1979: John Rockert explores the specific data needs of chief executives, leading to the development of executive information systems
- 1989: Howard Dresner introduces the term “business intelligence” to describe a set of methods that support sophisticated analytical decision making aimed at improving business performance

More Background

- “How you gather, manage, and use information will determine whether you win or lose.”

--Bill Gates

- “An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

--Jack Welch

Business Goals of “Business Intelligence”

- High-Level Goals
- Business Area Specific Goals

Goals of Business Intelligence

- Assess the health of your business
- Forecast revenues and profits
- Identify profitable customers and products
- Detect shifts in markets and customers

Business Intelligence for your Business Area

- Marketing
 - *Total sales and average spend per customer*
 - *Customer retention strategy*
- Finance
 - *Quickly assess position of the company versus forecasts*
 - *Measure performance versus budgets in near-real-time*
- Operations
 - *Increasing the speed of decision-making due to improved access to data*
 - *Employee productivity*
- Human Resources
 - *Effects of employee training*

Rollout Process

- Design
- Synthesize
- Store
- Analyze
- Deliver
- Manage

Design

- What information do you *need* to run your business?
- Determine what data sources are available in your organization
 - *Relational databases*
 - *Web sites*
 - *Files on file shares*
 - *Spreadsheets*
- Determine the quality and consistency of data
 - *“garbage in, garbage out”*

Synthesize

- Data Transformation Services (DTS) has become SQL Server Integration Services (SSIS)
- Business Intelligence Development Studio allows for debugging of packages

Store

- SQL 2005 blurs the line between relational databases and multidimensional databases
- Proactive Cache helps give the best of both worlds

Analyze

- Build the multi-dimensional cubes required for drill-down
- SQL 2005 includes new algorithms for data mining

Deliver

- Deliver to the desktop with Microsoft Excel
- Deliver via the web with SharePoint web parts

Manage

- Maintain the data stores over time
- Archive older data

Microsoft Business Intelligence Platform

- SQL Server 2005
 - *Online Analytical Processing (OLAP)*
 - *Extract, Transform, and Load (ETL) Tools and Data Warehouse*
 - *Data Mining*
 - *Enterprise Reporting*
- Office System
 - *Word, Excel, Project, Visio*
- SharePoint Portal Server 2003
 - *Browser-based Interface*
 - *Report Explorer and Report Viewer Web Parts*
- Visual Studio 2005
 - *Integrated Development Environment*

Top 10 SQL Server 2005 Features for Business Intelligence

- Analysis Services
- Data Transformation Services (DTS)
- Data Mining
- Reporting Services
- Clustering Support
- Key Performance Indicators
- Scalability and Performance
- One-Click Cube
- Proactive Caching
- Integration with the Microsoft Office System

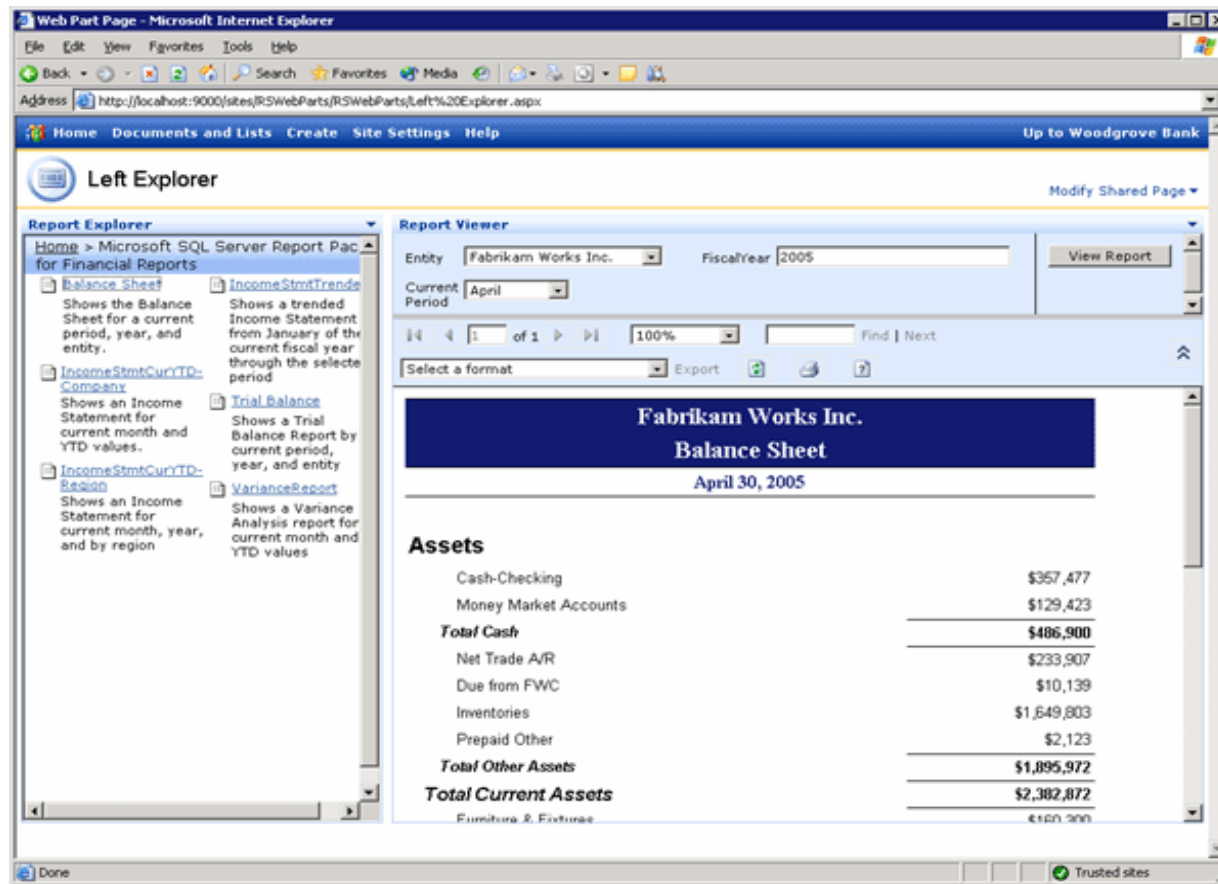
Microsoft Office System

- Programmability
 - *Office 2003 has excellent .NET integration*
 - *Office 12 will be even better*
- Access Enterprise Applications from Familiar Applications such as Word and Excel
 - *More response user interfaces than via the web*
 - *No need to retrain users*

SharePoint Portal Server 2003

- Web = Universally Accessible
- Web Parts
 - *Report Explorer*
 - *Report Viewer*
 - *Scorecard*
- MySite
- Single Sign-On
- Content Targeting and Audiences
- Collaborate, Collaborate, Collaborate!

Report Explorer and Report Viewer Web Parts



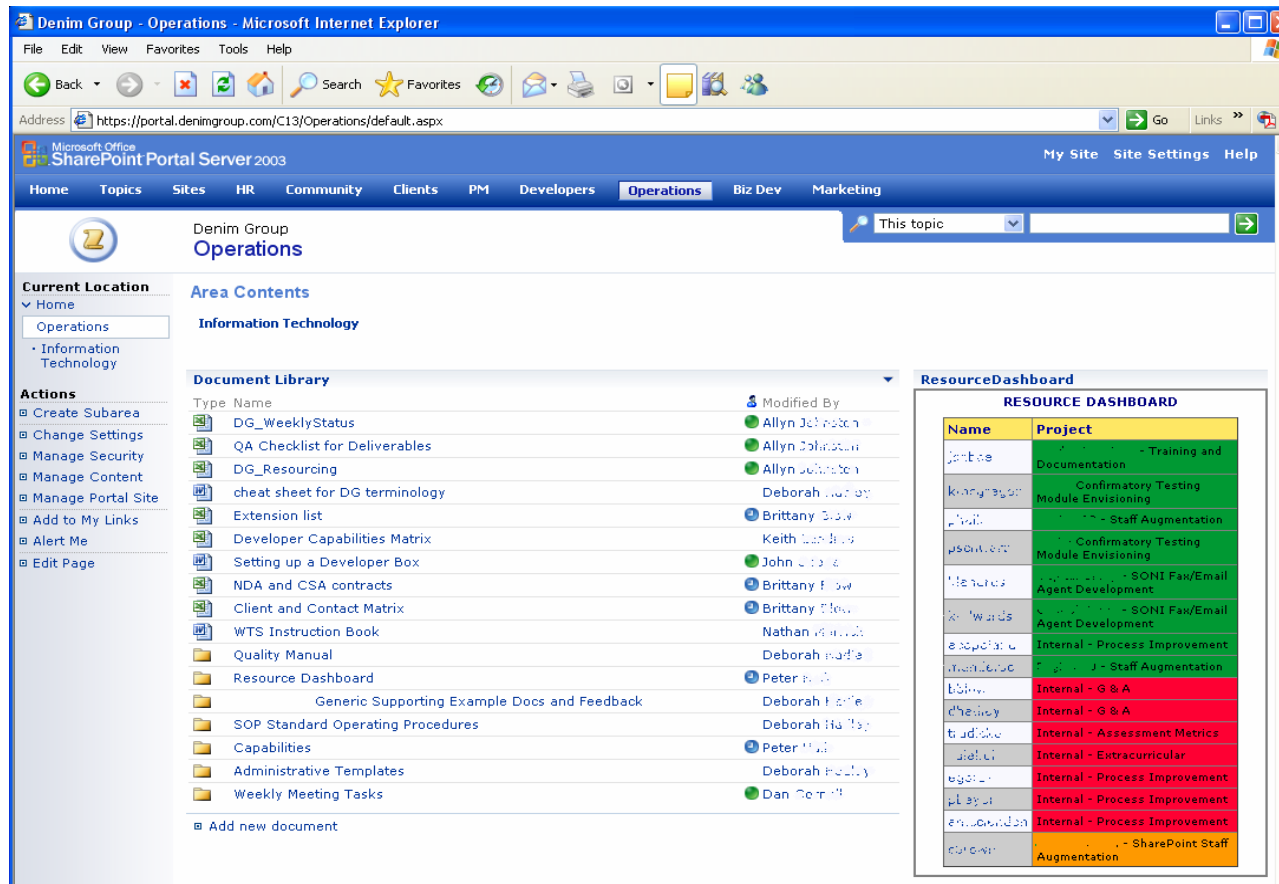
Visual Studio .NET 2005

- One Toolset for Creating and Maintaining Integrated Enterprise Applications
- Templates and Tools for:
 - *SQL 2005*
 - *Microsoft Office System*
 - *SharePoint*

Case Study: Denim Group

- Consulting organization
 - *When people are billing, we are making money*
- Extensive use of SQL Server (2000, 2005) for data storage
- Extensive use of SharePoint portal
 - *Started with collaboration*
 - *Moved into using it as a dashboard*
- Custom WebPart created to interface with time and expense tracking system

Case Study: Denim Group



Denim Group - Operations - Microsoft Internet Explorer

Address: https://portal.denimgroup.com/C13/Operations/default.aspx

Microsoft Office SharePoint Portal Server 2003

My Site Site Settings Help

Home Topics Sites HR Community Clients PM Developers **Operations** Biz Dev Marketing

Denim Group Operations

Current Location: Home > Operations > Information Technology

Area Contents: Information Technology

Document Library

Type	Name	Modified By
Document	DG_WeeklyStatus	Allyn Johnston
Document	QA Checklist for Deliverables	Allyn Johnston
Document	DG_Resourcing	Allyn Johnston
Document	cheat sheet for DG terminology	Deborah Hattie
Document	Extension list	Brittany Flew
Document	Developer Capabilities Matrix	Keith Daniels
Document	Setting up a Developer Box	John Clark
Document	NDA and CSA contracts	Brittany Flew
Document	Client and Contact Matrix	Brittany Flew
Document	WTS Instruction Book	Nathan Marshall
Document	Quality Manual	Deborah Hattie
Folder	Resource Dashboard	Peter Hall
Folder	Generic Supporting Example Docs and Feedback	Deborah Hattie
Folder	SOP Standard Operating Procedures	Deborah Hattie
Folder	Capabilities	Peter Hall
Folder	Administrative Templates	Deborah Hattie
Folder	Weekly Meeting Tasks	Dan Connell

ResourceDashboard

Name	Project
jenboe	Documentation - Training and
keithdaniels	Confirmatory Testing Module Envisioning
phillip	SONI Fax/Email - Staff Augmentation
psawyer	Confirmatory Testing Module Envisioning
blanchard	SONI Fax/Email Agent Development
johnward	SONI Fax/Email Agent Development
edspokane	Internal - Process Improvement
deborahh	SONI Fax/Email - Staff Augmentation
johnward	Internal - G & A
chenev	Internal - G & A
trudisue	Internal - Assessment Metrics
deborah	Internal - Extracurricular
eggs	Internal - Process Improvement
playa	Internal - Process Improvement
emulund	Internal - Process Improvement
psawyer	SONI Fax/Email - SharePoint Staff Augmentation

Demonstration

- Drilling down to analyze a problem
 - *From scorecard summaries to specific data points*

Conclusions

- Executives Require Access to Timely Information
- Microsoft Platform Offers Cost-Effective Infrastructure with a Familiar Toolset