

The slide features a light gray background with a white grid pattern that curves and flows across the bottom and right sides. The text is centered in the upper half of the slide.

Microsoft®
SQL Server™ 2008
Business Intelligence

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The Problem

- Most Companies have plenty of data
 - But not always the right data
- Data is not information
- Data is often spread across heterogeneous systems and is not consistent across those systems

Business Intelligence?

- Business Intelligence (BI) is the process of turning data into information so businesses can make better decisions faster
- The process often involves consolidating data from different data sources and using tools to view the consolidated data
- Sometimes referred to as Decision Support Systems or Executive Information Systems

SQL Server 2008 BI Platform

Microsoft®
SQL Server™ 2008
Integration Services

Microsoft®
SQL Server™ 2008
Analysis Services

Microsoft®
SQL Server™ 2008
Reporting Services

Integrate

- Data acquisition from source systems and integration
- Data transformation and synthesis

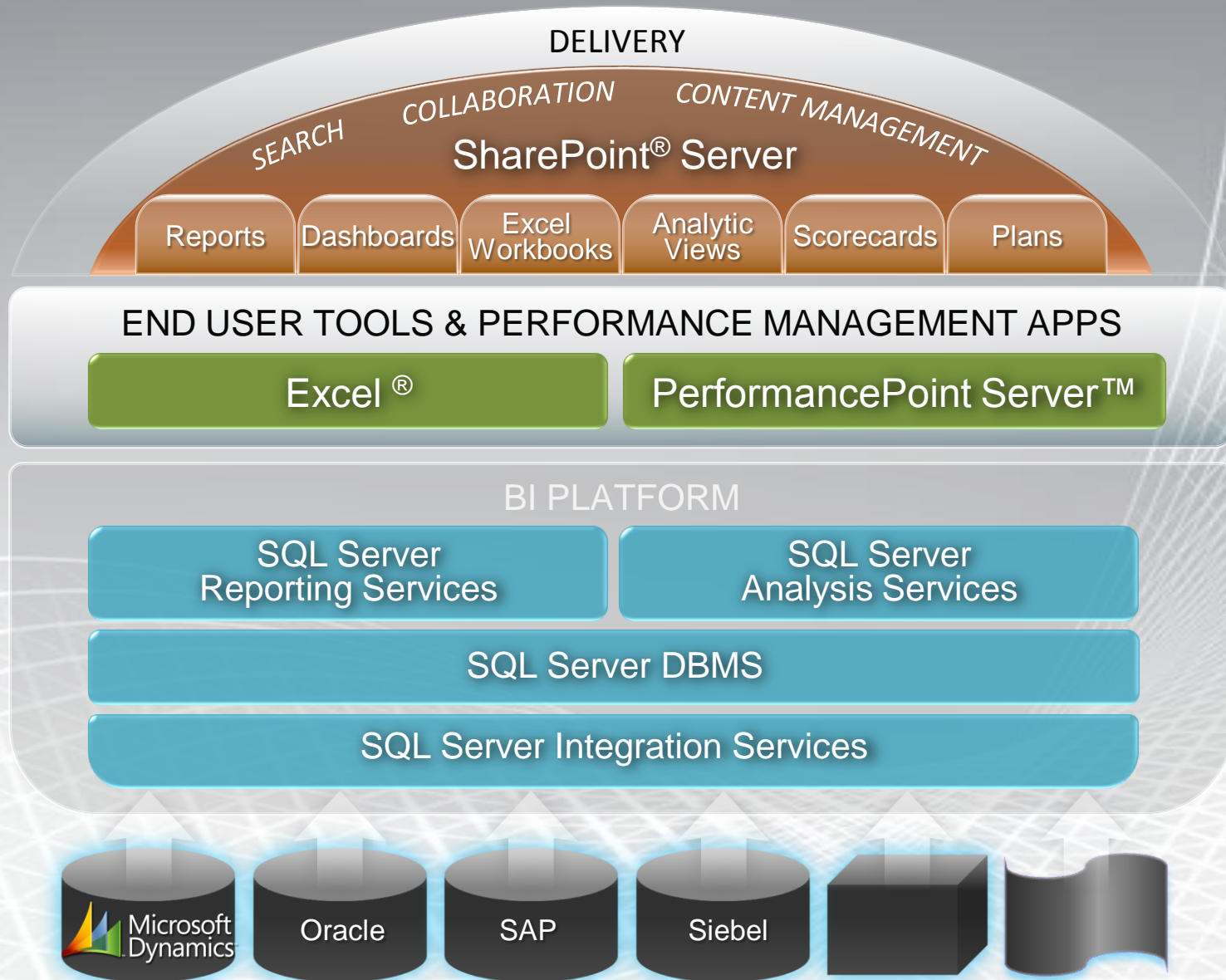
Analyze

- Data enrichment, with business logic, hierarchical views
- Data discovery via data mining

Report

- Data presentation and distribution
- Data access for the masses

The Microsoft End-to-End BI Offering





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