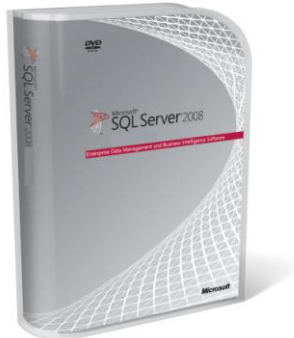




Microsoft® SQL Server® 2008

Business Intelligence



Microsoft® SQL Server® 2008 provides a scalable BI platform optimized for data integration, reporting, and analysis enabling organizations to deliver intelligence where users want it.

<http://www.microsoft.com/sqlserver/2008/en/us/business-intelligence.aspx>

TOP NEW FEATURES

- Create high-performance Analysis Services solutions with improved cube designers, subspace computation, and MOLAP enabled write-back capabilities.
- Implement more responsive Reporting Services solutions through enhancements to on-demand processing and instance-based rendering.
- Build flexible and effective reports with the new Tablix data structure and rich formatting capabilities.
- Publish reports securely over the Internet.
- Empower all users through enhanced integration with the 2007 Microsoft Office System.

INTEGRATE AND MANAGE ALL OF YOUR DATA

Use the enterprise-scale data warehouse platform of SQL Server 2008 to efficiently implement and manage unified storage for all of your business data.

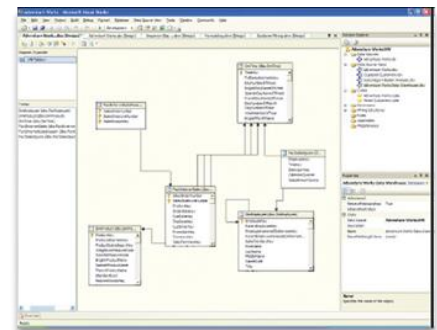
Boost data warehouse performance

Integrate large volumes of data into your data warehouse faster by using SQL Server 2008 Integration Services, and consolidate real-time data by capturing data changes. Increase the manageability and performance of large tables with partitioning, which enables you to manage growing volumes of data and users of your SQL Server 2008 data warehouse more efficiently.

Consolidate all of your data for optimized reporting and analysis

Work with all of your data and interact the way you want through support for both relational and non-relational data, including new data types that enable you to efficiently store, manage, and analyze unstructured data, such as documents and images. Incorporate data from multiple sources directly

into a single report. Use the data source view to integrate data from across the enterprise and create a Unified Dimension Model that consolidates data from heterogeneous, enterprise-wide data stores, such as SQL Server, Oracle, DB2, and Teradata, to create a holistic view of your business, helping end users gain enterprise-wide insight.



Unified Dimension Model (UDM)

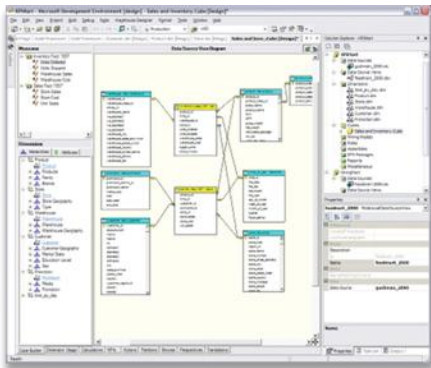
REACH ALL USERS WITH A COMPREHENSIVE PLATFORM

Use intuitive wizards and innovative tools for building integration, reporting and analytic solutions within a single environment. Realize increased developer productivity and design comprehensive BI solutions by using rich feature sets,

scaling all the way from reporting to multidimensional as well as predictive analysis and enjoy faster capitalization on new reporting and analysis capabilities.

Increase developer productivity

Use the rich visual development environment provided by SQL Server Business Intelligence Development Studio, which supports the entire development life cycle of developing, testing, and deploying robust, secure, scalable solutions. Implement best practice analysis applications through automatic notifications about potential issues in your design throughout the entire Analysis Services development process. Optimize OLAP performance with the innovative new Aggregation Designer.



Business Intelligence Development Studio

Reduce management overhead

Focus on high-value tasks while spending less time on routine maintenance and tuning operations, by using the unified management tool to provide an integrated management experience across all SQL Server technologies for increased productivity, flexibility, and manageability.

Realize the power of high performance

Build highly responsive reporting solutions with on-demand processing and instance based rendering by using SQL Server 2008 Reporting Services to take your enterprise reporting to new levels of performance and scale. Drive broader analysis with the extensive analytical capabilities provided by SQL Server 2008 Analysis Services. Use intuitive cube design tools and enhanced dimension designers to streamline the development of your analysis infrastructure and build robust, high performing solutions. Take advantage of subspace computations to significantly improve analysis cube performance, which enables users to increase the depth of hierarchies and the complexity of computations. Implement high-performance “what if” scenarios with support for write-back to MOLAP, which offers significantly better performance than the traditional ROLAP-based write-back solution.

DELIVER ACTIONABLE INSIGHT TO EVERY USER

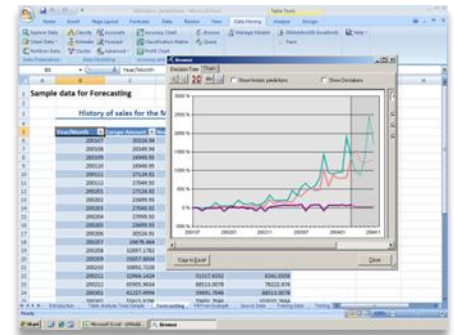
Deliver a rich user experience to everyone through an extensible, open, and embeddable architecture that is optimized for Microsoft Office interoperability.

Empower end users and extend reporting reach

Enable business users to build ad hoc reports and create reports with any structure by using the powerful report designer. Increase report flexibility by combining fixed

and dynamic rows by using the new *Tablix* report design template that enables data presentation scenarios that have previously been difficult or impossible to build. Incorporate rich formatting in reports to increase usability. Extend business insight through familiar tools

Save time and money by leveraging the tight integration between the SQL Server 2008 BI platform and the 2007 Microsoft Office System. Render reports directly to Microsoft Office Excel® and Microsoft Office Word. Make predictive analysis accessible to a wide audience by empowering end users to harness the highly sophisticated data mining algorithms of Analysis Services within the familiar environment of Excel by using the Data Mining Add-Ins. Publish and manage reports centrally on the Web with Microsoft Office SharePoint® Server 2007 and build user-specific dashboards that provide customizable views of relevant reports. Use Microsoft Office PerformancePoint® Server 2007 to enable employees to monitor, analyze, and plan business activities as well as to drive alignment and actionable insight across the entire organization.



Data Mining Add-Ins

For more information about Microsoft SQL Server 2008 visit <http://www.microsoft.com/sqlserver/2008/en/us/default.aspx>. For the latest developer news and more information on Microsoft's broad range of resources for developers, including support programs, events, training, and the MSDN Library Online, visit MSDN Online at <http://msdn.microsoft.com/>.

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