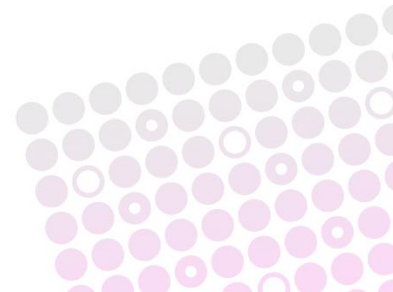


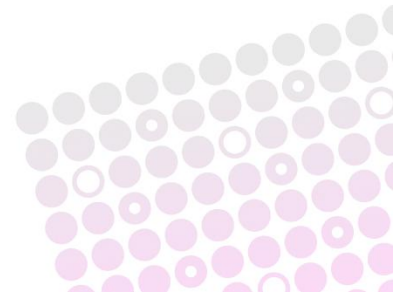
# *Insights* in the 2010 wave of products

**Ben Robb**  
**MVP, SharePoint Server**  
**CTO, cScape Ltd**



# What to expect in this session

- A short background explaining why BI is important
- An overview of BI investments in SharePoint 2010 and related technologies
  - This is a level 200 session
- Functional demos
  - I won't be doing deep dive “how to” technical demos



# Use Business Intelligence to...

**Get Real-Time Information**

**See what's happening right now**

**Find Inefficiencies**

**Understand variances and drill to detail to find trends**

**Save Money**

**Know your cost structure and take action to ensure you hit the bottom line**

**Find Profitable Customers**

**Focus resources where it really matters**



# Relevant Information is everywhere

Scorecards  
IM/chat  
Spreadsheets  
Newspapers  
Financial reports  
Documents  
Meetings  
Email  
Portals  
Business books  
Slide decks  
Webcasts  
Presentations  
RSS feeds  
Project plans  
Intranet  
Dashboards  
Blogs  
Magazines  
Analytic applications  
Television reports  
Internet  
Charts and graphs

# BI Market Trends

- Collaborative Decision Making / Social BI
- Movement of budgets into Business Units
- BI for the masses
  - Democratising the tools

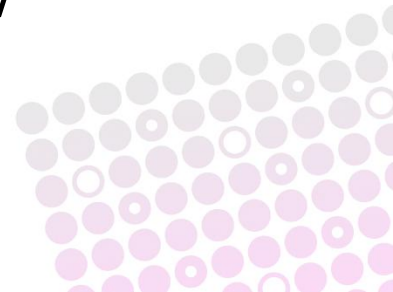


Source: Gartner (January 2010)

As of January 2010

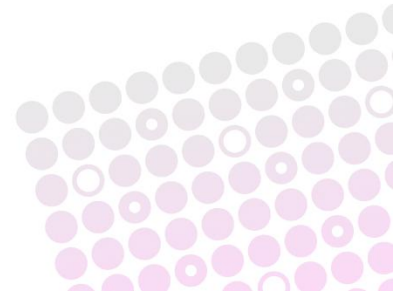
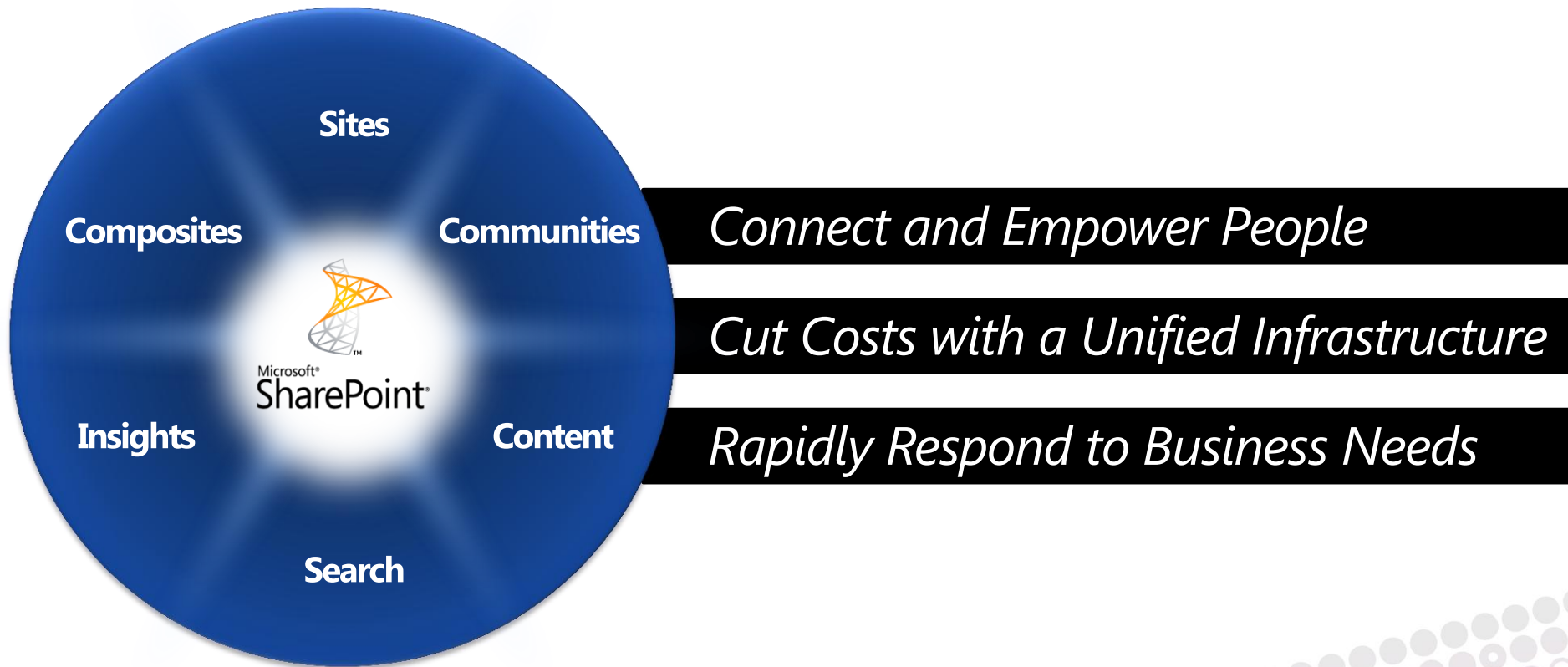
# 2007 wave of products

- Report Center
- Excel Services
- Connections to External Data Sources (BDC)
- KPI lists
- Filter web parts
- Dashboards
  
- PerformancePoint Server 2007
- SQL Server Reporting Services (SSRS) /  
Analysis Services (SSAS)



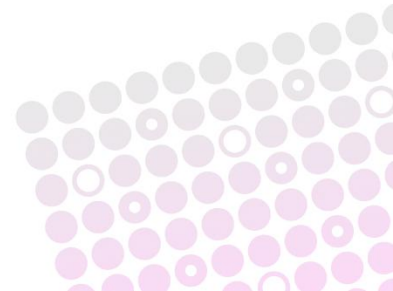
# SharePoint 2010

- The **business intelligence** platform for the Enterprise and the Web



# Product line up

- Office
  - SharePoint Designer
  - Visio
  - Access
  - Excel
- SharePoint
  - Chart Web Part
  - Analytics
  - Performance Point Services
- SQL
  - Reporting and Analytics
  - PowerPivot

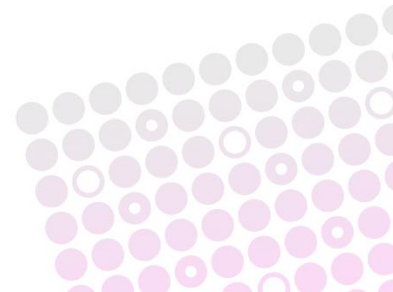




# Architectural Changes in SharePoint

## Impact on BI solutions

- New service model
- Secure store service
- Security model changes
- PerformancePoint becomes a SharePoint service
- Management through Powershell
- System integration via Business Connectivity Services



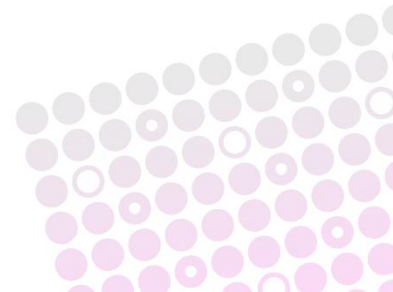
# Excel and Excel Service investments

## Excel

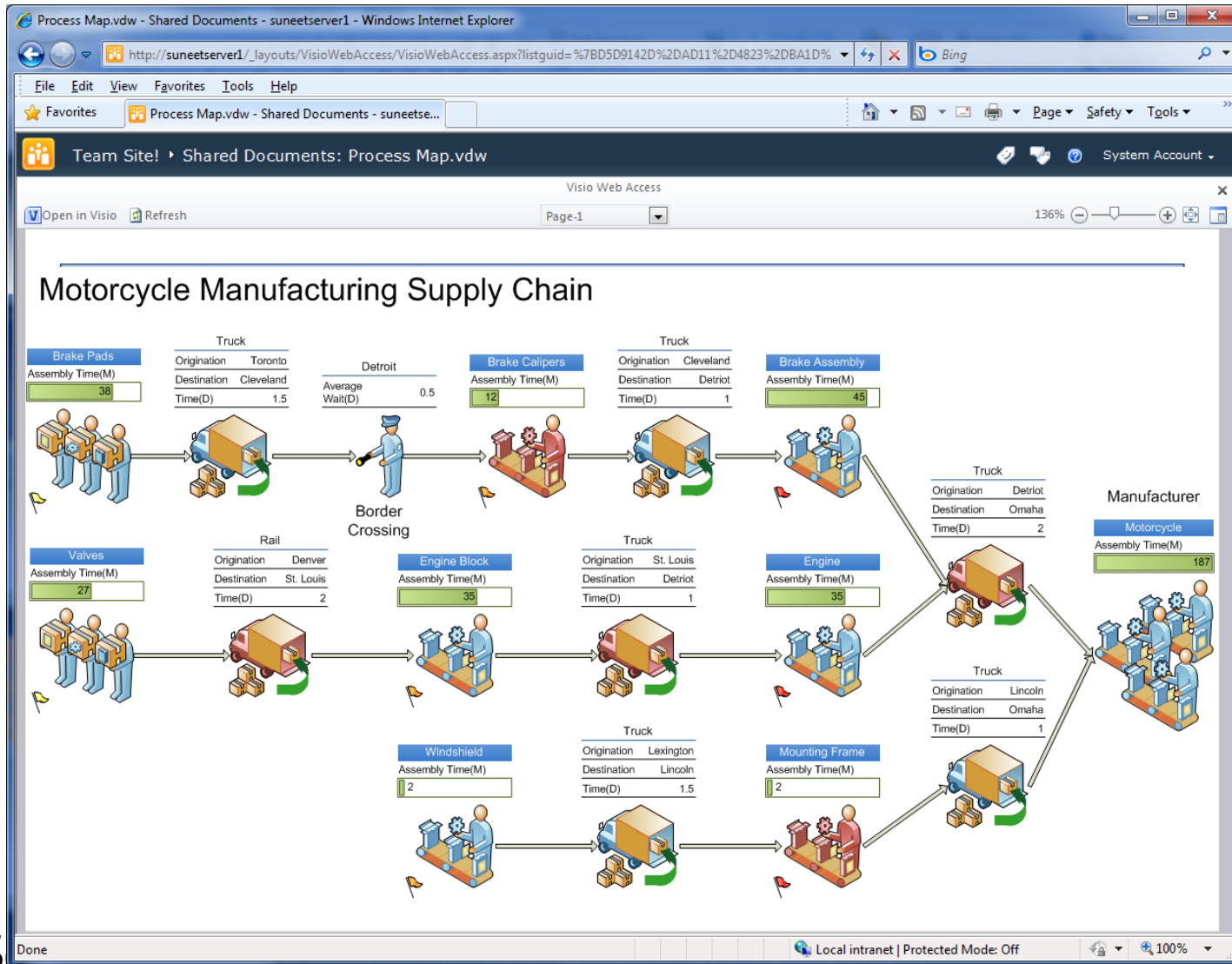
- Conditional Formatting
- Sparklines
- Slicers
- Search Filters
- Named Sets
- Pivot Charts

## Excel Services

- More workbooks
- Client fidelity
- Edit
- Collaboration
- REST
- Client OM



# Visio and Visio Services



Office Investments

**DEMO**



# SharePoint BI investments

- Chart Control

**Chart Customization Wizard**

- [-] **Step 1: Select Chart Type**
  - Standard Chart Types
  - Custom Chart Types
- [+] Step 2: Chart Appearance Properties
- [+] Step 3: Chart Element Properties

**Step 1: Select Chart Type**

On the Standard Chart Types tab, you can choose a chart type from any of the available chart types, including all 2D and 3D chart types. On the C you can continue with the current chart type.

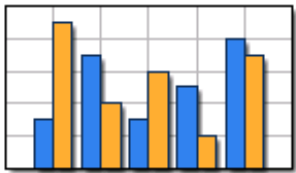
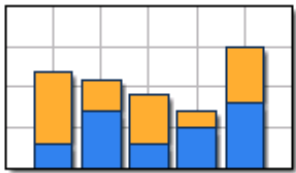
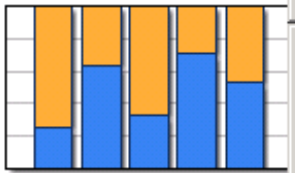
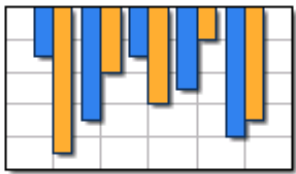
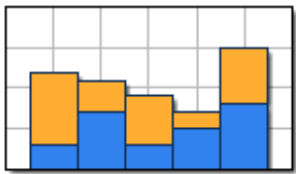
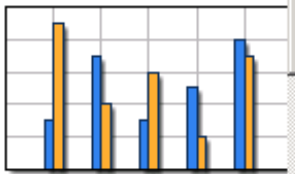

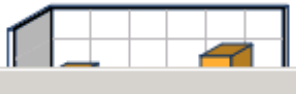

Standard Chart Types Custom Chart Types

**Chart Type Categories**

- Custom
- Bar
- Area
- Line
- Point/Bubble
- Financial
- Pie
- Radar
- Polar
- Gantt/Range Column
- Range
- ErrorBar
- BoxPlot
- Funnel
- Pyramid

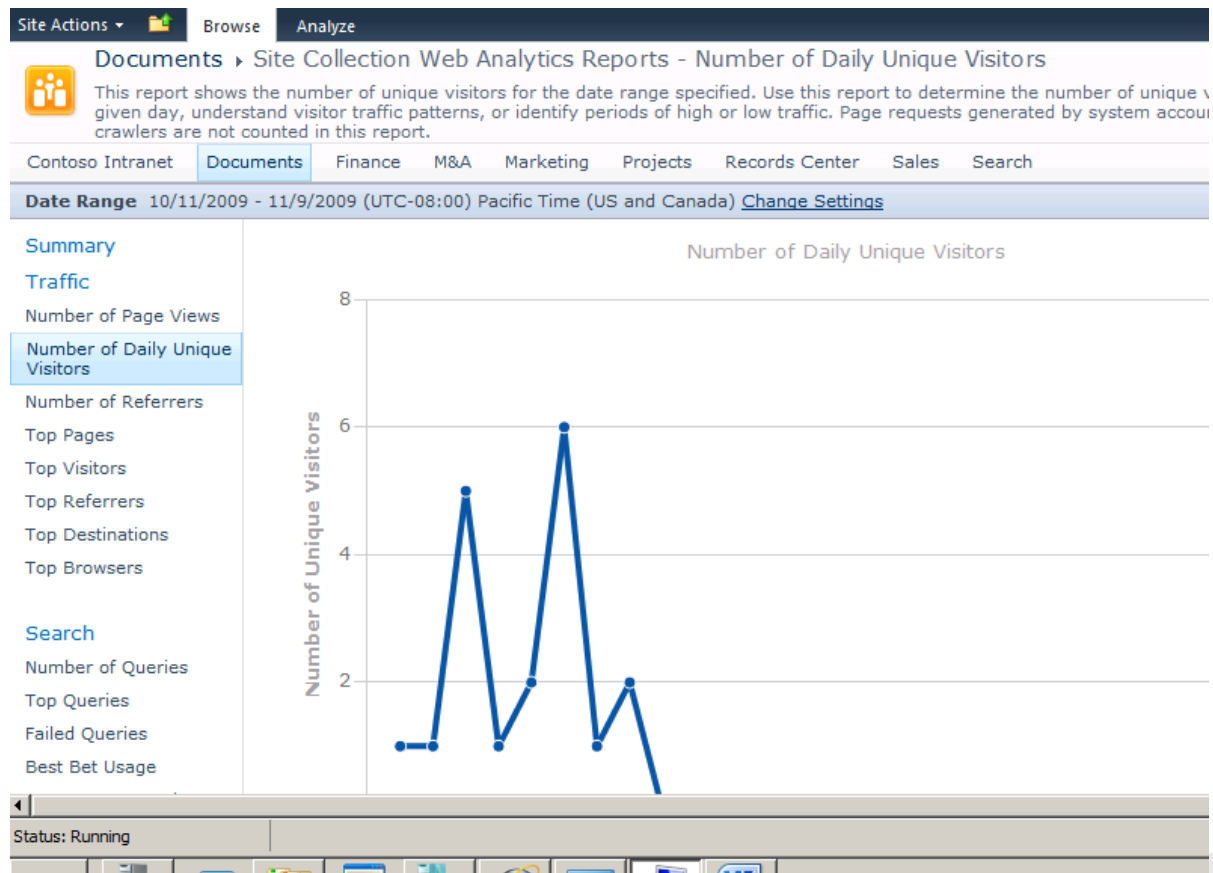
**Chart Templates**

All Chart Types 2D Chart Types 3D Chart Types

 Column	 Stacked Column	 100% Stacked Column
 Reversed Column	 No Gap Stacked Column	 Thin Column
		

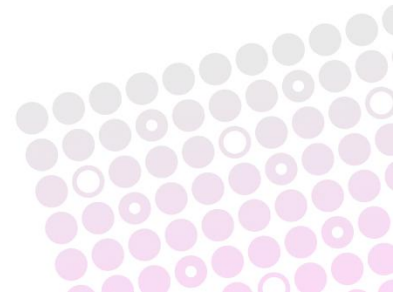
# SharePoint BI investments

- Web Analytics Service



# PerformancePoint in SP2010

- Extensive set of features in SharePoint to compliment BI
- Centralized content management
- Security
- Extensibility and Customization through views and templates
- Scale and performance
- Filters



# PerformancePoint in SP2010

The screenshot displays a PerformancePoint dashboard with the following components:

- Scorecard:**

Category	Today	Quarter	Target
Sales Development	\$1966 K	\$182879 K	\$113536 K (61%)
TV & VIDEO	\$44 K	\$3443 K	\$2003 K (72%)
Margin Development	\$428 K	\$23870 K	\$13261 K (89%)
AUDIO	-14.02 %	-13.88 %	3.0% (-56.3%)
TV & VIDEO	25.58 %	13.77 %	3.0% (599%)
	98.66 %	-0.08 %	3.0% (-103%)
- Sales Performance vs. Quotas:**

State	Sales Quota	Revenue Per Sq. Mile
Alaska	\$0.5M	\$446 (55%)
Colorado	\$16.9M	\$2,852 (168%)
Washington	\$27.0M	\$5,461 (446%)
Wisconsin	\$16.9M	\$2,431 (143%)
Maryland	\$62.0M	\$3,984 (3,290%)
Texas	\$16.1M	\$3,656 (266%)
Connecticut	\$4.4M	\$974 (3%)
Florida	\$6.5M	\$1,704 (70%)
Maine	\$3.1M	\$917 (8%)
Massachusetts	\$16.9M	\$2,204 (129%)
- Charts:**
  - Sales Per Store Type:** Stacked bar chart showing sales for Store, Online, and Catalog from January to December.
  - Gross Margin Per Region:** Bar chart showing gross margin percentages for each month.
  - Gross Margin Per Store Type:** Stacked bar chart showing gross margin for Store, Online, and Catalog from January to December.
  - Sales Per Region:** Bar chart showing sales for each month.
- Map:** A map of the United States with states highlighted in green and yellow, corresponding to the sales performance data.
- Person Responsible:** Profile for Sohyr Madava, Sales Quota: 800,000, Territory Sq. Miles: 1,125, Modified: 9/22/2009 10:28 AM.
- Note Board:** A message from Kim asking for an update on the sales forecast.



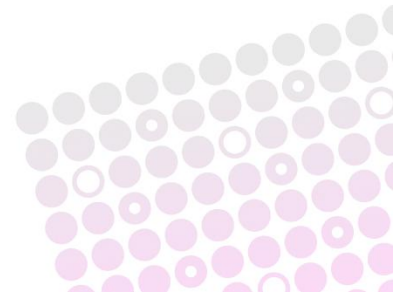


SharePoint 2010

**DEMO**

# SQL Server RS

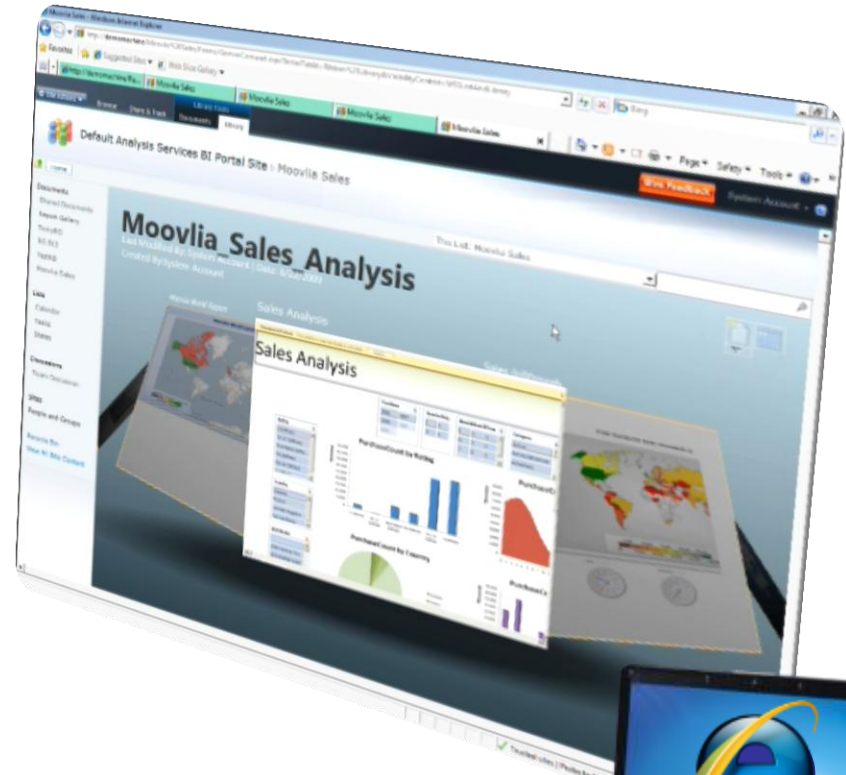
- One step integration configuring SSRS integration via RS add-in
- Alternative Access Mapping in server
- SharePoint user support in data extensions in server
- Performance improvements
- ULS logging



# PowerPivot

PowerPivot for Excel (Client)

PowerPivot for SharePoint (Server)



PowerPivot

**DEMO**

# Microsoft BI Stack

## Business User Experience



- Self-service access and insight
- Data exploration and analysis
- Predictive analysis
- Rich, contextual data visualization

## Business Collaboration Platform



- Thin client experiences
- Scorecards and Dashboards
- Collaboration
- Search
- Charting
- Custom reports

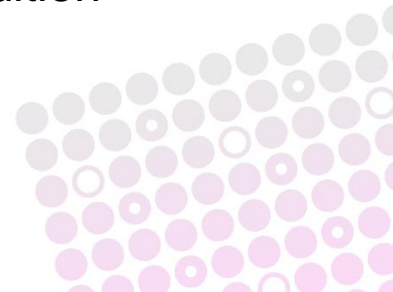
## Data Infrastructure and BI Platform



- Analysis Services
- Reporting Services
- Integration Services
- Master Data Services
- Data Warehousing
- PowerPivot

# SKUs / Licence implications

- **Enterprise** licences required for most of what I've shown:
  - Excel Services
  - Visio Services
  - Access Services
  - Custom Reports
  - Advanced Charting
  - PerformancePoint Services
- Intranet scenario
  - Enterprise Server
  - eCALs
- Internet scenario
  - Microsoft SharePoint Server for Internet Sites Enterprise Edition
- PowerPivot will be **separately** licenced



# Thank you for your time

- Questions?
- Contact me:
  - [ben@cscope.com](mailto:ben@cscope.com)
  - @benrobb
  - <http://sharepointtales.wordpress.com>

