

# Business Intelligence using Office + SharePoint 2010 + SQL Server 2008 R2

## Scenarios

### Self-Service Analytics: Sales Solution

**Summary:** This business intelligence (BI) solution scenario describes the steps that employees of the fictional company Contoso take as they analyze sales and promotions data and share that analysis with others in the company. The document that is available from the link below provides step-by-step guidance, and the accompanying sample data lets you follow along with the document.

Anna works for the UK branch of the global retailer Contoso. Contoso has operations in North America, Europe, and Asia with brick and mortar, e-commerce, and multi-channel retailing components. Anna is known for her Microsoft Excel skills and needs tools that "let me efficiently manipulate and interact with the data so that I can provide actionable data and data-driven insights for all my stakeholders." Anna's manager is interested in seeing how laptop sales are faring in some of the stores, but he also encourages her to dig in and identify any trends that catch her eye.

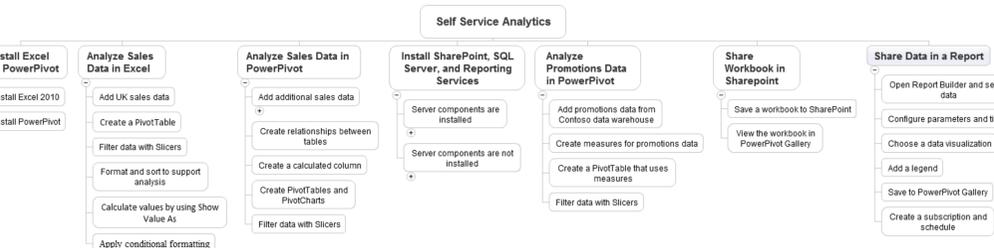


### Consider using PowerPivot for Excel and SharePoint when...

You want to combine native Excel 2010 functionality with the in-memory engine for PowerPivot for Excel to allow users to interactively explore and perform calculations on large data sets. Use PowerPivot for Excel when you want to quickly manipulate millions of rows of data into a single Excel workbook for ad-hoc reports.

Use PowerPivot for SharePoint to extend SharePoint 2010 and Excel Services to add server-side processing, collaboration, and document management support for the PowerPivot workbooks that you publish to SharePoint.

## How to build the solution



To learn about building this solution, go to:  
<http://technet.microsoft.com/bi/ff770841.aspx>

### BI Reporting: Reports and Subscriptions Solution

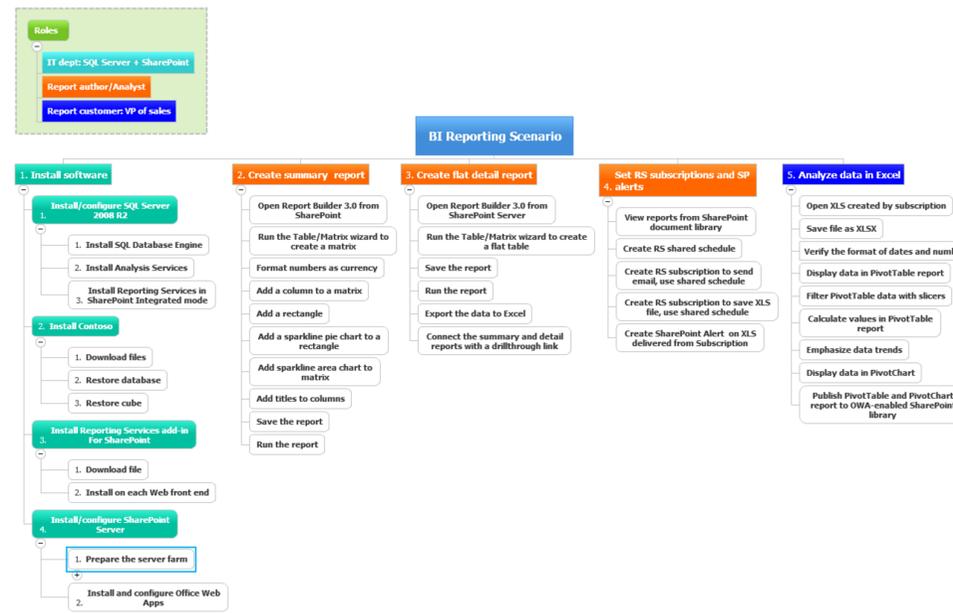
**Summary:** This business intelligence (BI) scenario describes the steps some employees of the fictional company, Contoso, take as they use Report Builder 3.0, SharePoint Server 2010, and Microsoft Excel 2010 to provide data analysis, rich report design, and flexible delivery of content.

The Contoso VP of sales request a report from Anna, report writer and analyst. Anna creates a summary report in Report Builder with pie chart and sparkline data visualizations. From this report the VP can drill through to a flat detail report, perfect for exporting to Excel. On a SharePoint Server with Reporting Services add-in, Anna sets up subscriptions to deliver these Report Builder reports and the exported data in Excel to the VP on a regular schedule.

### Consider using Reporting Services with SharePoint 2010 when...

Use SQL Server Reporting Services to deliver reports that publish at regular intervals and on-demand. It's also suitable where report requirements are well established and customers are not always familiar with the underlying data set.

Use Reporting Services with SharePoint to publish report server content types to a SharePoint library and then view and manage those documents from a SharePoint site.

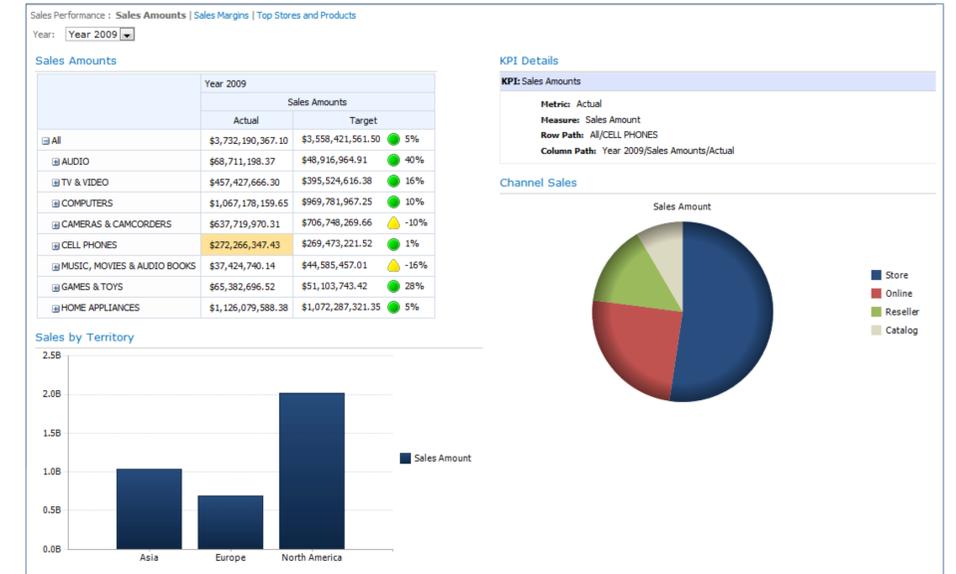


To learn about building this solution, go to:  
<http://technet.microsoft.com/bi/ff769487.aspx>

### Corporate Dashboards: Sales Solution

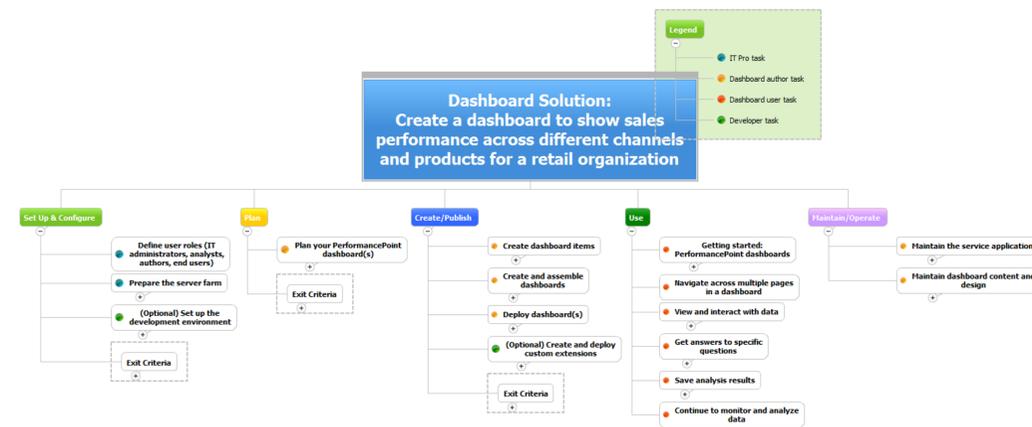
**Summary:** This solution scenario walks you through the process of creating and then using a basic dashboard to track organizational performance. The dashboard includes various report views that empower users to quickly and easily gain insights through Microsoft business intelligence.

The Sales dashboard includes a variety of reports, arranged in two or more dashboard pages to provide users across the organization with the information they need to make decision. The Sales dashboard includes a variety of reports, arranged in two or more dashboard pages. North American Sales and Marketing personnel at Contoso are interested in viewing sales performance information, such as whether sales amounts are on or off target and how certain channels, such as online stores and resellers, compare with each other.



### Consider using PerformancePoint Services when...

Use PerformancePoint Services for creating dashboards, scorecards, and key performance indicators (KPIs) that help deliver a summarized view of business a performance. The dashboard is a point of entry to drill-down analysis for driving agility and alignment across an organization. PerformancePoint Services gives users integrated analytics for monitoring, analyzing, and reporting. Publish the dashboards to SharePoint 2010.



To learn about building this solution, go to:  
<http://technet.microsoft.com/bi/ff643005.aspx>

