



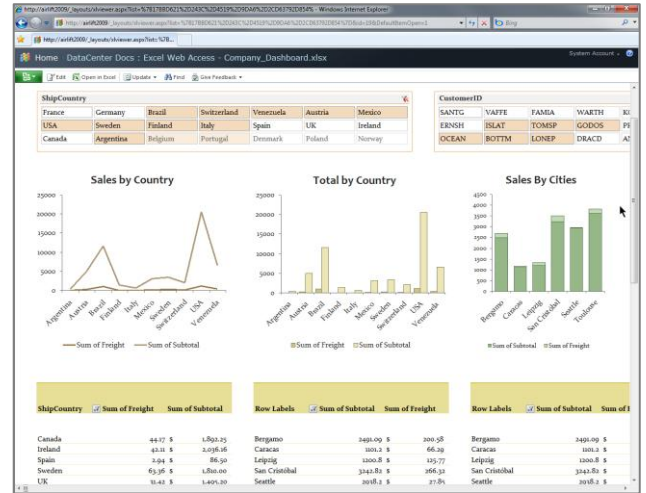
# SharePoint 2010 Insights: BI for Everyone

Microsoft® SharePoint® 2010 Insights lets everyone access the business information they need to make better decisions. With powerful reporting and analysis tools, anyone can use the information in databases, reports, and business applications to address specific needs. Because SharePoint 2010 Insights makes Business Intelligence (BI) available to everyone, it can help all your people—and the entire company—be more effective and efficient.

## Help Everyone Be Decision Makers

Make decisions you can feel certain about with a full set of robust tools that can help you access, analyze, and share the right information quickly and easily.

- **Self Service:** Help all your people discover and manage the information they need to do their jobs, using only a browser.
- **Information from Many Sources:** Find and work with information from databases, reports, business applications, and other external sources—all within the same environment.
- **Familiar Tools:** Create and share information confidently using familiar, comfortable tools.



Excel Services provides access to Microsoft Excel® workbooks in SharePoint 2010.

## Improve Your Company's Effectiveness

Access the right information at the right time to make better business decisions and take advantage of opportunities.

- **Accountability:** Drive, manage, and measure success by using one version of data to align key metrics to specific business strategies.
- **Transparency:** Provide the right people with trusted access to information when they want it.
- **Discoverability:** Make it easier for your people to find the right information across data sources and content types using powerful analytics like the Decomposition Tree and detailed dashboards that pull information from multiple places.

## Make IT More Efficient

Build and maintain an infrastructure that effectively drives BI to all users, inside and outside the firewall.

- **Business-Ready Platform:** Quickly scale up and out using a highly available, secure, and integrated platform with a unified architecture.
- **Centralized Infrastructure Management:** Ensure performance and increase reliability with powerful system management tools and features.
- **More Effective Development:** Easily create applications from a single development platform to meet changing business needs.



The Team Dashboard in SharePoint 2010 provides a highly visual view of your data.



## Key Supporting Features

SharePoint 2010 provides a full set of rich features to help everyone in your company access, use, and manage BI.

### Excel Services

Excel Services in SharePoint 2010 makes it simple to consistently use, share, secure, and manage Microsoft Excel workbooks as interactive reports.

### Visio Services

Visio Services in SharePoint 2010 provides the capability to render Microsoft Visio® diagrams and charts within the browser. Plus, anyone can use an out-of-the-box Web Part to apply filtering criteria to a diagram and restrict what is rendered.

### PerformancePoint Services: Dashboards and Scorecards

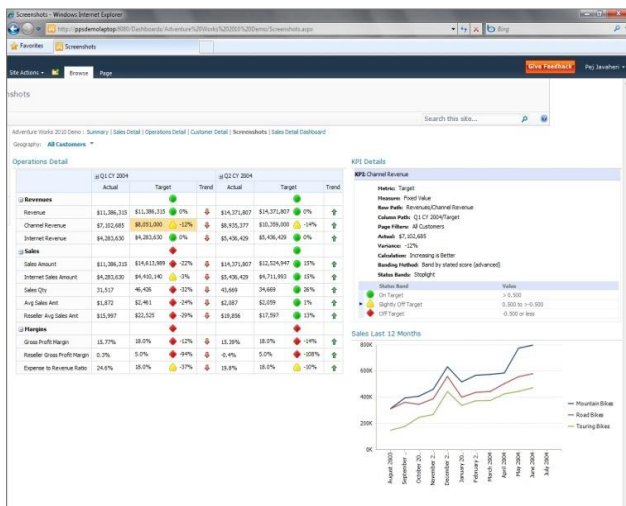
PerformancePoint Services is a balanced reporting and analysis tool that helps your IT team create dynamic and highly interactive dashboards and scorecards.

### Chart Web Parts

Your people can interact with data, slice and dice Key Performance Indicators (KPIs) and analytics, and create their own dashboards using Microsoft Excel or the new Chart Web Parts.

### Status Indicator Lists

Status Indicator Lists now contain rich KPI details that highlight ownership, date stamps, and thresholds to provide insight into strategic initiatives and processes.



Scorecards in SharePoint 2010 provide rich KPI details.

## Business Connectivity Services

Business Connectivity Services (BCS) allows anyone to create SharePoint applications that bring external data into the Microsoft Office suite. This effectively extends the familiar user experience of Office and the powerful collaboration capabilities of SharePoint to business data and processes.

## The Microsoft BI Platform

SharePoint 2010 is a key component of the Microsoft BI platform and can help your company realize several important benefits:

- **Connect people** and help them work together in ways that are most effective for them.
- **Cut costs with a unified infrastructure** that offers enterprise-scale manageability and availability.
- **Rapidly respond to business needs** with solutions that are dynamic and easy to deploy.



The Microsoft BI platform can deliver on the promise of rich collaboration for your company.

## For More Information

Learn more about Business Intelligence in SharePoint 2010 at <http://sharepoint.microsoft.com/product/capabilities/bj/Pages/default.aspx>.

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