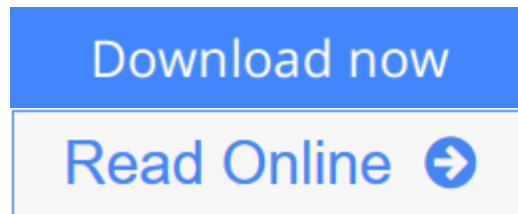


Microsoft Business Intelligence For Dummies

By Ken Withee



Microsoft Business Intelligence For Dummies By Ken Withee

Learn to create an effective business strategy using Microsoft's BI stack

Microsoft Business Intelligence tools are among the most widely used applications for gathering, providing access to, and analyzing data to enable the enterprise to make sound business decisions. The tools include SharePoint Server, the Office Suite, PerformancePoint Server, and SQL Server, among others.

With so much jargon and so many technologies involved, *Microsoft Business Intelligence For Dummies* provides a much-needed step-by-step explanation of what's involved and how to use this powerful package to improve your business.

- Microsoft Business Intelligence encompasses a broad collection of tools designed to help business owners and managers direct the enterprise effectively
- This guide provides an overview of SharePoint, PerformancePoint, the SQL Server suite, Microsoft Office, and the BI development technologies
- Explains how the various technologies work together to solve functional problems
- Translates the buzzwords and shows you how to create your business strategy
- Examines related technologies including data warehousing, data marts, Online Analytical Processing (OLAP), data mining, reporting, dashboards, and Key Performance Indicators (KPIs)
- Simplifies this complex package to get you up and running quickly

Microsoft Business Intelligence For Dummies demystifies these essential tools for enterprise managers, business analysts, and others who need to get up to speed.

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Editorial Review

From the Back Cover

The book that beats the buzzwords! At last, understand BI and what it can do for your business

Buzzwords, begone! This book looks beyond the jargon at real business problems and common-sense solutions. Data is the lifeblood of your business. Microsoft BI tools help you collect that data; sort, store, and analyze it; find it when you need it; and use it to make decisions. You'll understand terms like "OLAP cube" and "data mart" — at last!

- It's all about the right tools — learn which BI technologies can solve specific issues for your business
- Realistic expectations — get a clear understanding of what you expect to achieve with BI
- Meet the parts — see how the SQL Server technologies, presentation technologies, and development/customization technologies work together
- The right edge — support decision-making by using BI to get the right data to the right person at the right time
- Storing this stuff — understand how data warehouses and data marts make it easier to manage and retrieve data
- The tool on your desktop — discover how to use Excel® for data analysis and data mining
- Making it work — create a logical plan for BI implementation, know what you need and what you don't, and get stakeholders on board

Open the book and find:

- BI tools that are already hiding in your software
- How to manage the data life cycle
- Tips for evaluating and choosing technologies
- What you can do with Dashboards and Scorecards
- Nearly a dozen data mining algorithms

- Ways to display and analyze data
- Advice on testing and rolling out your BI strategy
- Keys to making BI successful

Learn to:

- Apply the latest Microsoft technologies and use them together
- Create an effective strategy to solve business problems
- Work with the SQL Server product suite
- Use the new SharePoint Business Intelligence tools

About the Author

Ken Withee is a Microsoft SharePoint and Business Intelligence consultant and a Microsoft Certified Technology Specialist. He is certified in SharePoint, SQL Server, and .NET. Among his many published works are a book on SSRS 2008 and a featured article on Self-Serve Business Intelligence in *The Architecture Journal*.

Users Review

From reader reviews:

Doris Geer:

The knowledge that you get from Microsoft Business Intelligence For Dummies is a more deep you looking the information that hide into the words the more you get serious about reading it. It does not mean that this book is hard to understand but Microsoft Business Intelligence For Dummies giving you buzz feeling of reading. The author conveys their point in specific way that can be understood by simply anyone who read this because the author of this reserve is well-known enough. This kind of book also makes your own vocabulary increase well. Making it easy to understand then can go with you, both in printed or e-book style are available. We suggest you for having this kind of Microsoft Business Intelligence For Dummies instantly.

Raymond Bailey:

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Fernande Hairston:

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George Chadwick:

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