

Improve business decision making and IT professional productivity with Microsoft® SQL Server™ 2000 Reporting Services

Microsoft SQL Server Reporting Services is a comprehensive server-based platform for creating, managing, and delivering traditional, paper-oriented reports as well as interactive, Web-based reports. It complements existing business intelligence and data warehousing features of Microsoft Office, Microsoft Business Solutions and Microsoft SQL Server.

Reporting Services improves the productivity of organizations by providing a high-performance managed reporting environment for the entire enterprise. This enables corporate IT to deliver real-time information from any data source in a familiar web-browser, Microsoft Office System, or embedded in a line of business application at a lower cost than existing solutions. Complementing SQL Server Analysis Services, Reporting Services makes it easy to get the right information to the right people, in virtually any business environment.

The subscription and delivery features, easy customization of reports, and easy consolidation of data from different data sources results in time savings for IT professionals, and more relevant, timely reports for smart business decision-making.

Improve IT Productivity

- Modern architecture, automation, wizards, productivity tools, and a fine degree of control allow IT to focus on higher value tasks
- Connected through .NET Web Services environment for communication across diverse platforms
- Integrated toolset allows IT organizations to centrally manage the development and delivery of information
- Ability to deliver dynamically personalized reports reduces time - consuming task of creating multiple customized reports for different business units

Broaden Business Insight

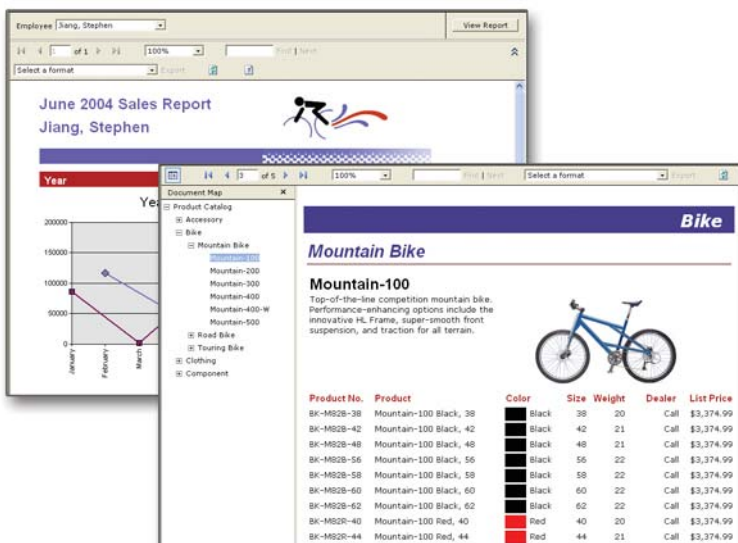
- Access data quickly for real-time decision-making
- Reports delivered anywhere, anytime, on any device
- Leverage existing data sources
- Interactive reporting enables drill-through for more detailed information

Highly Dependable

- Modular design scales easily
- Reliable and Secure
- Fully backed by Microsoft and the Microsoft partner network
- Unprecedented performance
- Leverages SQL Server for centralized storage of report definitions

Best Overall Economics

- Does not require costly training or additional IT resources
- Lower software costs than the competition
- Lower BI infrastructure and report development expenses



FAQ

1) Why use SQL Server Reporting Services?

- With Reporting Services, all employees can realize the promise of Business Intelligence to promote better decision-making for the organization.
- For IT professionals, Reporting Services provides a scalable, secure reporting environment that eases corporate data management, access and delivery to end users.
- For end users, Reporting Services delivers real-time information in familiar yet powerful tools found in the Microsoft Office System.
- For business decision makers, Reporting Services provides the information they need when they need it more securely, accurately, and quickly so they can make critical business decisions.

2) What are some scenarios where Reporting Services will be used?

- Enterprise Reporting - Reports for in-house Sales, Finance, HR, Payroll systems
- Embedded Reporting - Report processing included in applications
- B2B Reporting - Partner reporting via extranets, Internet
- Portal-hosted Reporting - Report collaboration, LOB integration

3) How does it work?

- **Report Authoring:** Report developers can create reports to be published to the Report Server using Microsoft or 3rd party design tools that support the Reporting Services XML Report Definition Language (RDL).
- **Report Management:** Report definitions, folders, and resources are published and managed in a reporting web service. Managed reports can be executed either on demand or via schedule and are cached for consistency and performance.
- **Report Delivery:** Reporting Services supports both on-demand ("pull") or event based ("push") delivery of reports. Users can view reports from a web-based front-end or subscribe for reports to be delivered via e-mail.



4) Is it difficult to implement?

The powerful and familiar development environment with Visual Studio .NET 2003 makes it easy to build and deploy reporting solutions with greater extensibility for future growth. Microsoft SQL Server Reporting Services also provides the added flexibility of reporting against a wide variety of data sources including SQL Server, OLE DB, ODBC, Oracle, and other .NET data providers.

5) If we already use another reporting product, why should we switch to the Microsoft BI and reporting platform?

Microsoft provides the most comprehensive BI and reporting solution on the market today with integrated OLAP, reporting, data mining, ETL and data warehousing functionality. Designed from the start with a web service architecture, Reporting Services provides a high degree of scalability and performance in a cost effective and easy to use solution for developers and end users.

Integrated with Microsoft Solutions:

- SQL Server DBMS
- SQL Server Analysis Services
- SQL Server Agent
- Windows® Server 2003
- Microsoft Office XP
- SharePoint™ Portal Server 2003
- Visual Studio® .NET 2003

Top features:

1. Traditional, page-oriented and interactive web-based reports
2. Tight integration with Microsoft Office applications
3. Supports both "pull" & "push" delivery of reports
4. Scalable and extensible web services architecture
5. Support for LOB, RDBMS, OLAP and other data sources
6. Easily manageable using Web services APIs and graphical tools
7. Documented XML report definition format
8. ISVs can easily integrate reporting features into tools and applications
9. Graphical report development integrated with Visual Studio .NET
10. Reporting formats include:
 - Web formats (HTML)
 - Print formats (PDF, TIFF)
 - Data (Excel, XML, CSV)
 - Others through open API

MORE INFORMATION: www.microsoft.com/sql/

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