



Future of Business Insight

Presented by **Michael Tejedor, Sr. Product Manager, Microsoft**
Matt Ziegler, Product Manager, OSIsoft

Microsoft Business Intelligence

Michael Tejedor
Sr. Product Manager
Microsoft Business Intelligence

AGENDA

- Current State of the BI Market
- Microsoft's approach to Business Insight
- OSIssoft's solution
- Project Rubik

STATE OF BUSINESS INTELLIGENCE

Only 28% of potential
BI users have any
meaningful access

– *Business Intelligence Purchase
Drivers and Adoption Rates, Gartner*

32% of Excel users are
comfortable with using it
for “Advanced Analysis”
e.g., PivotTables

– *Excel Segmentation Research*

31% of all BI initiatives
partially meet or don’t
meet the business
goals originally set

– *BI Survey 9, BARC*

“

Knowledge workers spend
too much time looking for,
not enough time analyzing
the information.

”

“

Lines between producers
and consumers of
information have largely
disappeared.

”

“

Requirements change way
too fast for IT and
traditional technology to
keep up.

”

EVOLUTION OF BI

Traditional BI

Provision



Analysis



Reports



Dashboards &
Scorecards

Data
Staging
ETL/Data
Quality



Analysis
Cubes



Data
Warehouse

Existing
Data



LOB
Applications



Data Marts



Files



IT Pro

Self-Service BI



End Users



Spreadsheets

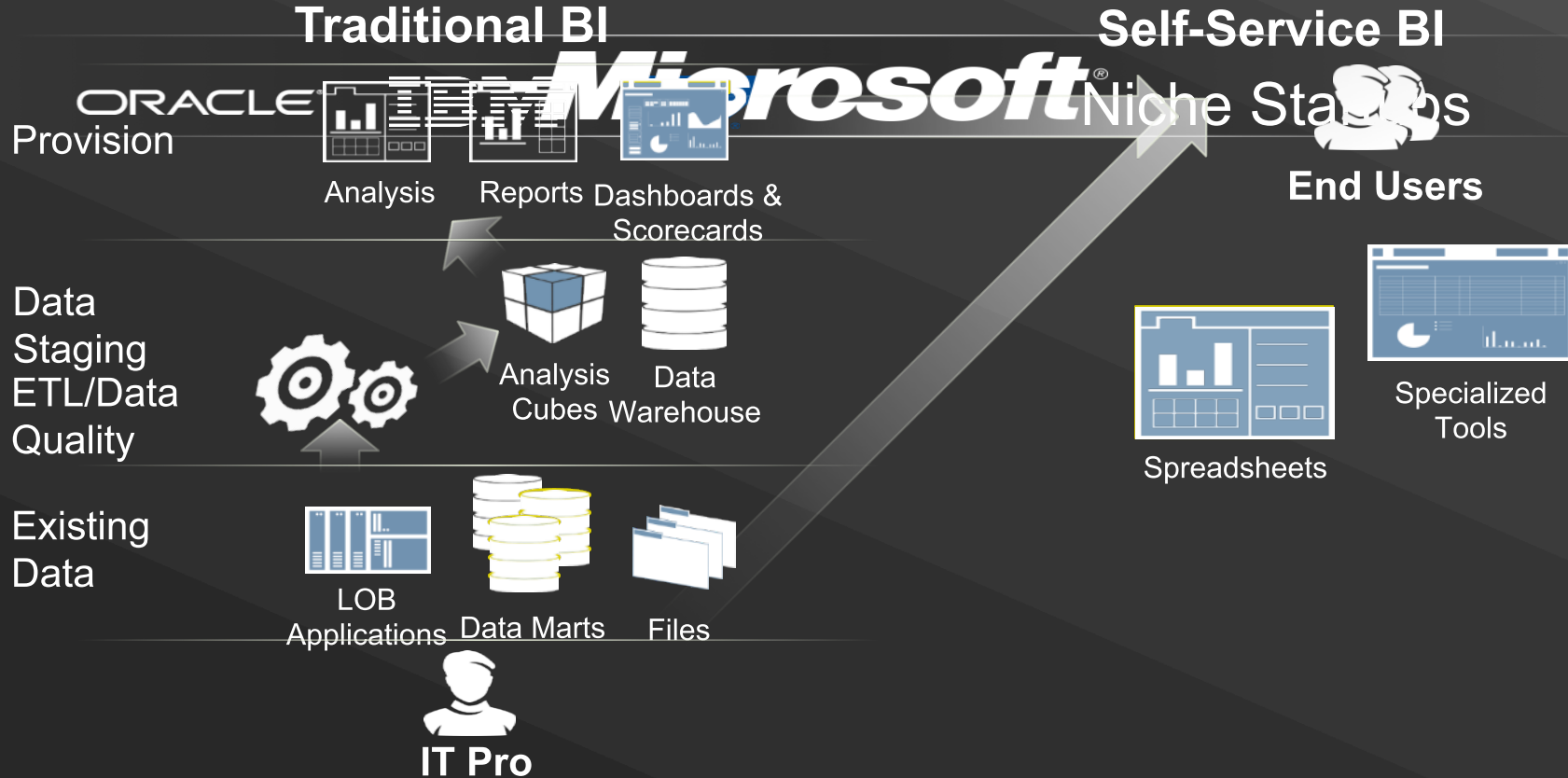


Specialized
Tools

“To be a data-driven organization, you need to have a data strategy that is focused on the business and not just on the technology.”

Microsoft

EVOLUTION OF BI



MICROSOFT BUSINESS INTELLIGENCE IS ...

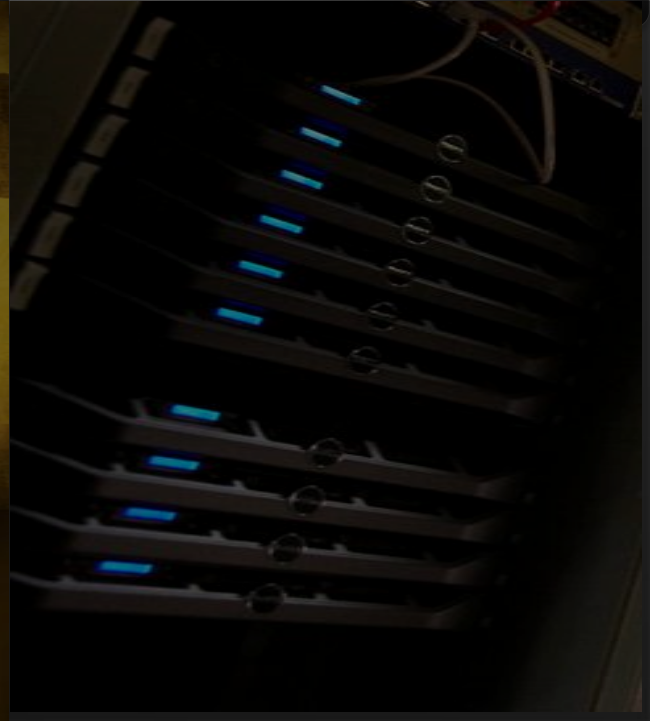
Familiar



Collaborative



Complete




FAMILIAR

Familiar

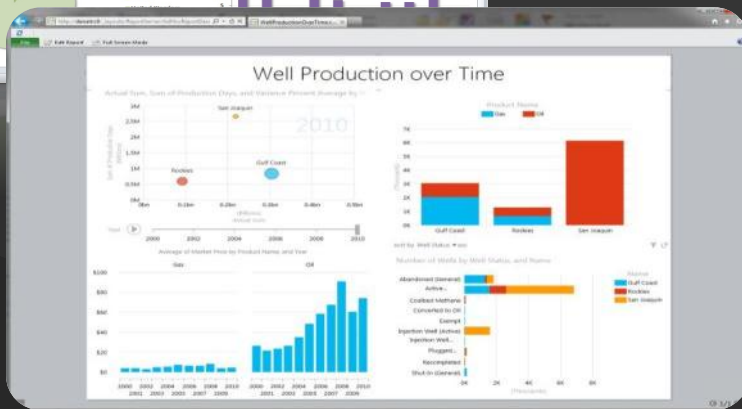
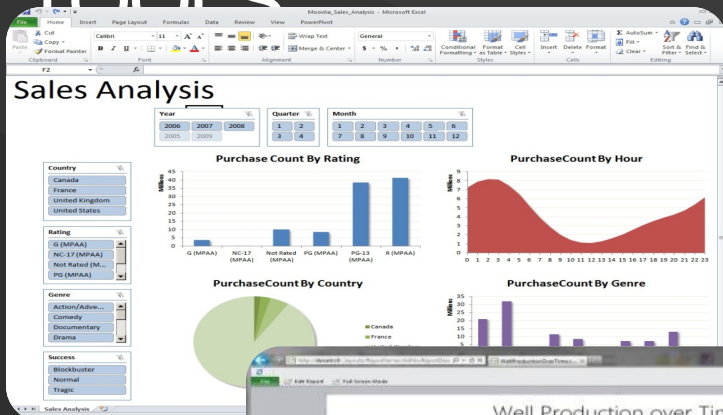
Collaborative

Complete

Familiar & easy to use tools
Enabling immersive data exploration

A woman with blonde hair is smiling and looking towards the camera. In the background, a computer monitor displays a data visualization with a bar chart and a line graph. The overall scene is dimly lit, with the woman's face and the monitor screen being the primary light sources.

EMPOWERING USERS THROUGH FAMILIAR TOOLS



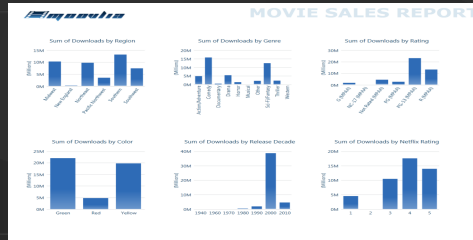
- Familiar experiences for rapid data exploration and discovery with **Excel**.
- Powerful data mash-up capabilities for self-service analysis with **PowerPivot**.
- Rapid data exploration and visualization with **PowerView**.

POWER VIEW



Highly Visual Design Experience

- Interactive, web-based authoring and sharing of information
- Familiar Microsoft Office design patterns
- Powerful data layout with banding, callout and small multiples visualizations



Rich metadata-driven interactivity

- Fully integrated with PowerPivot and BI SM
- Drive greater insight through smart and powerful querying
- Zero configuration highlighting and filtering

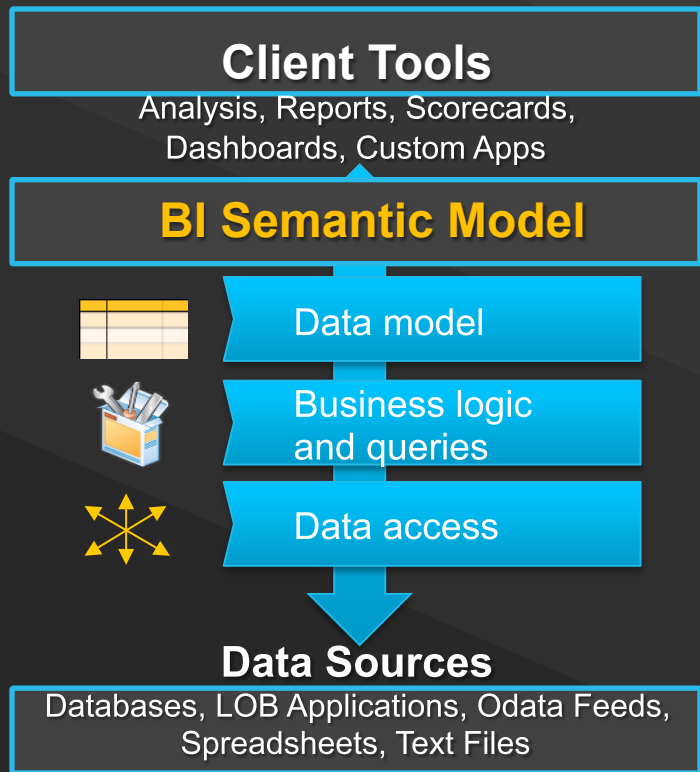


Presentation-ready at all times

- Turn pervasive information into persuasive information
- Deliver and collaborate through SharePoint
- Interactive at all times

BI SEMANTIC MODEL

A SINGLE MODEL FOR ALL END USER EXPERIENCES



BI Semantic Model

- Enables a wide spectrum of capabilities – from dashboards and scorecards to reports and analytics.
- Enhance productivity with design aids and best practices.

New Tabular mode:

- Enable faster iteration and reduce complexity in design.
- In-memory column store technology
- Import PowerPivot Models into BI Development Studio in Visual Studio 2010

COLLABORATIVE

Familiar

Collaborative

Complete

The background of the lower half of the slide features a dark, textured world map. Overlaid on the map are the black silhouettes of two people standing and shaking hands, symbolizing collaboration and global connectivity.

Connect people & information

On the most popular collaboration platform

BETTER DECISIONS THROUGH EASE OF COLLABORATION



- Find expertise & valuable information;
- Connect with colleagues;
- Engage in team discussions and threaded conversations;
- Share & collaborate on documents;

... in **SharePoint**.

COMPLETE

Familiar

Collaborative

Complete

Any Data, Any Size, Anywhere
Across Relational and Non-Relational

INSIGHTS FOR ANY DATA, ANY SIZE, ANYWHERE



Insight



Time Series



Relational



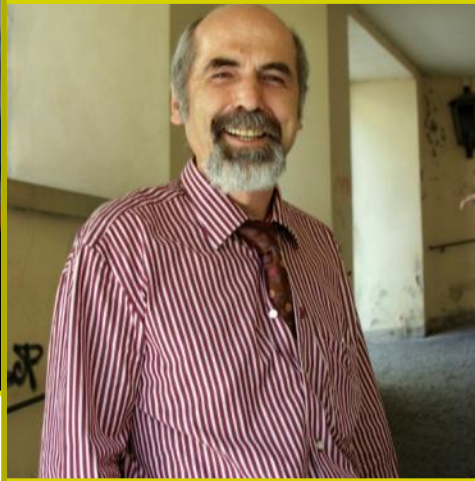
Unstructured





Engineers

Self service
access



Managers

Always up to date
when I need it.



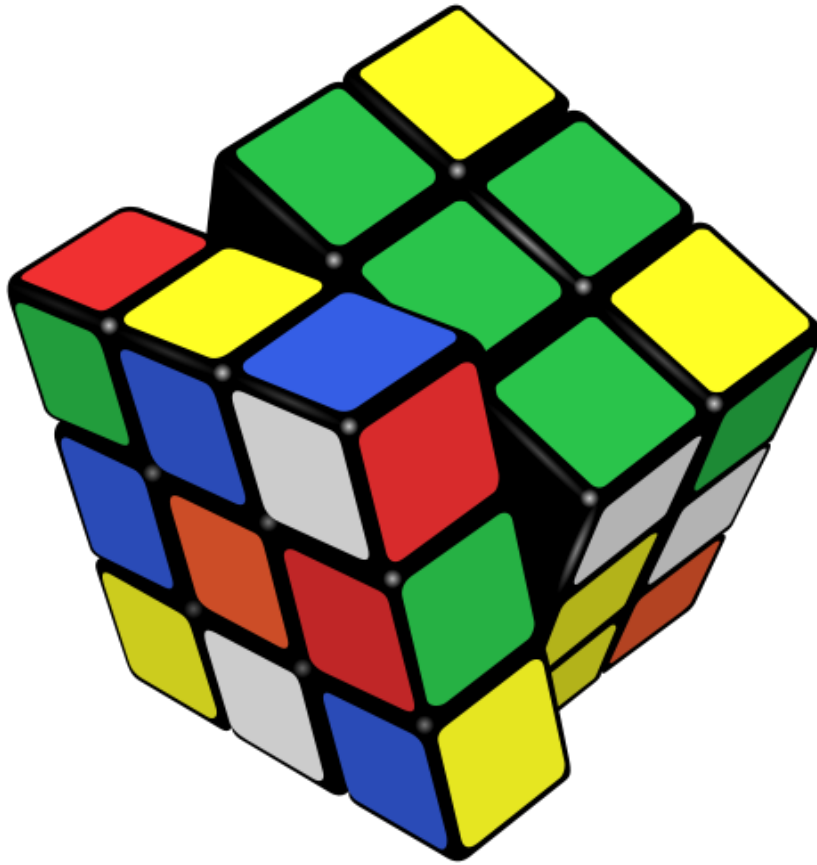
IT

Secure and easy
to manage.



Analysts

In the applications
that I use.



Project Rubik

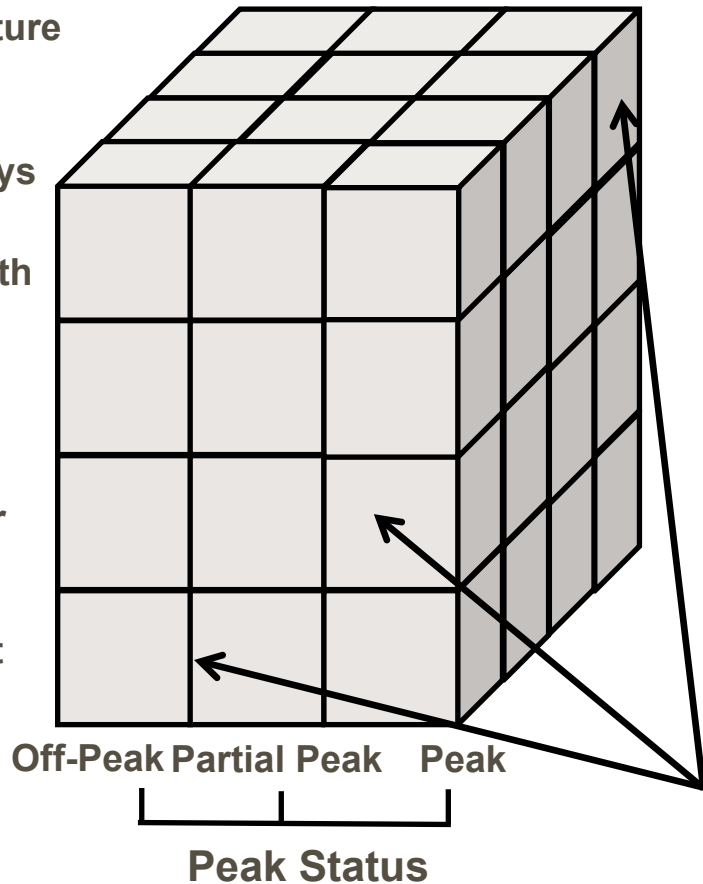
Weather

- Temperature
- Wind Speed
- Heat Index
- Cooling Degree Days

Date & Time

- Month
- Day
- Hour
- Shift

Slicers



**Show me the
total energy
cost**

**For the first
shift**

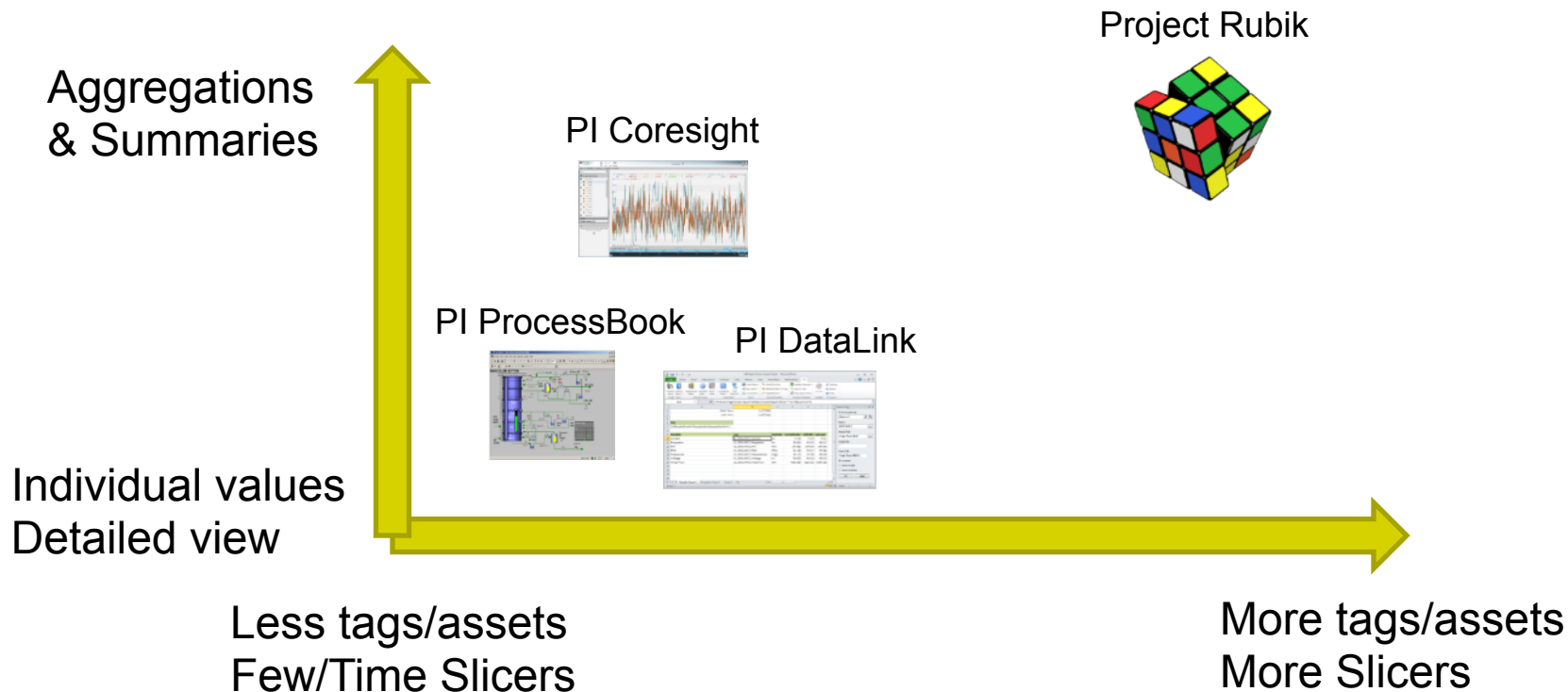
**During Peak
Status**

Facts (Energy Cost)



Project Rubik

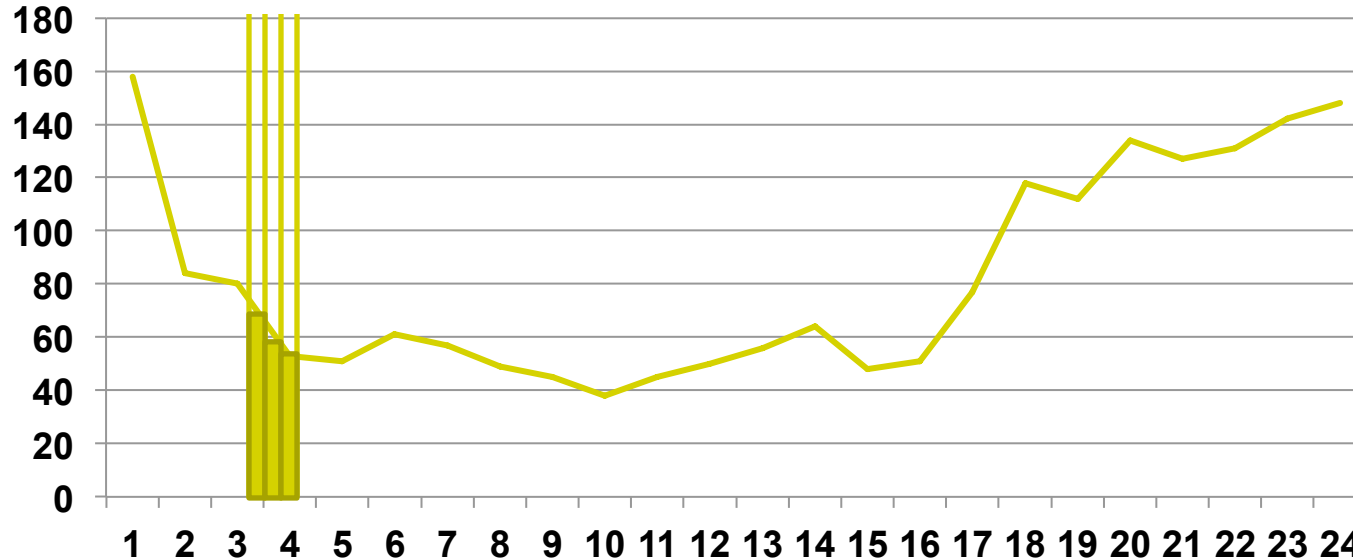
Right Data, Right Detail





PLEASE PAUSE FOR DEMO

PrinceFarm Hourly Load (kW)



Time Interval	kWh
---------------	-----

3:15	17.5
------	------

3:30	15
------	----

3:45	11.3
------	------

Rubik makes it
ready



*Support all types of PI System data ... rates, strings, enumerations, non-summables
... to build the right model*



PLEASE PAUSE FOR DEMO



THANK YOU

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