



SALES ADVISOR

Partner Sales Battlecard

Business Intelligence (BI)

The Microsoft business intelligence (BI) solution is a fully integrated set of technologies that offers data warehousing, reporting, and analysis, as well as the ability to help enhance productivity and confident decision making.

WHY SHOULD A RESELLER CARE?

- Microsoft has been positioned in the “Leaders Quadrant” of the Gartner Magic Quadrant for Business Intelligence Platforms. The Magic Quadrant positions vendors according to their ability to execute and their completeness of vision.
- The Microsoft Business Intelligence solution includes numerous opportunities partners can use for sales attach to SQL Server 2012, including SharePoint 2013, Office 2013, SQL Azure, SharePoint Online, and Office 365 ProPlus. This is a great opportunity for partners to increase deal size and grow revenue.
- Because most companies use some Microsoft technologies, Microsoft is well positioned to provide comprehensive, integrated business intelligence (BI) solutions. Additionally, with the rest of BI industry still trying to deliver self-service BI, Microsoft is currently in a highly favorable competitive position because its solution already delivers self-service BI with immediate user uptake due to its delivery through Office 2013 or Office 265 ProPlus.
- BI is an excellent solution to open Business Productivity Infrastructure Optimization (BPIO) conversations with your customers. BPIO represents numerous product and ongoing service opportunities designed to help you build lasting relationships and amplify the impact of the organization’s people.
- Partners can use the Microsoft BI Solution Builder to drive product upgrade conversations based on quick analyses of the BI capabilities in the customer’s current product portfolio versus what is possible with the latest software. Visit <http://www.microsoft.com/en-us/bi/Products/bi-solution-builder.aspx>.

WHY SHOULD A CUSTOMER CARE?

- Microsoft business intelligence integrates with existing Microsoft environments to deliver immediate self-service BI via Office 2013 or Office 365, access multiple data repositories with SQL Server 2012, and enable fast user acceptance through the familiarity provided via Office 2013 and Office 365. That means the business realizes value quicker and has a shorter path to ROI.
- Microsoft BI provides collaboration and performance-management capabilities via SharePoint 2013 as well as custom BI dashboarding using the new SharePoint PerformancePoint service.
- The Microsoft SQL Server 2008 R2 or SQL Server 2012 database software is the foundation for Microsoft BI, providing the infrastructure to bring everything together through integration, reporting, and analysis capabilities now conveniently surfaced in SharePoint and Office. SQL Server 2012 also includes advanced features that provide “Big Data” analysis capability, cloud extension via SQL Azure, performance and failover features via support for Windows Server 2008 R2 or Windows Server 2012 Hyper-V, and enhanced end-user support with features like ad hoc querying.
- Microsoft BI is familiar to use due to its tight integration with Office 2013, particularly Excel 2013, which means it requires less training, gains immediate user adoptions, and is supported by a large community of partners. Competing solutions require entirely new self-service clients, which add expense and potentially long learning curves that users will need to overcome before the business will see any benefit.

THINGS TO KNOW

1 EASY INTEGRATION

Simple to connect and integrate with the other software, technology, and devices

2 STRONG REPORTING AND ANALYSIS

A comprehensive server-based solution with enterprise, ad-hoc, and management reporting as well as analysis tools. User-accessible, advanced analysis and data visualization capabilities using new BI-oriented features in Excel 2013, Visio 2013, and SharePoint 2013, including Quick Explore, Power View, and PerformancePoint

3

Heightened capabilities for team-based BI via SharePoint Team Sites, social networking, and new search-based data exploration

TARGET CUSTOMERS

- Go to <http://www.microsoft.com/bi/evidence/case-studies.aspx>.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
“How many places do you need to go in order to get an answer?”	“The data I need is all over the place.”	The data is confusing, and is too difficult to aggregate effectively.	“Both SQL Server 2008 R2 and SQL Server 2012 can pull those disparate databases into a central repository warehouse with easy access from end-user tools via Office 2013 and Office 365 ProPlus.”
“Do you feel confident that your decisions are made on the most up-to-date information?”	“I can’t get my hands on real-time data.”	An inability to understand or access the latest data generated by the business.	“Did you know Microsoft reporting technologies allow you to create real-time reports that are automatically updated and include key performance indicators (KPIs)?”
“How hard is it to create an ad hoc report?”	“I’m frustrated with ad hoc reporting; the out-of-box reports just aren’t good enough.”	Intervention by IT and database administrators to generate reports is a bottleneck.	“You might be interested to know that Microsoft business intelligence allows users to create custom reports with PowerPivot and Power View technology that automatically update in SharePoint 2013 and Excel 2013.
“What challenges do you have with integrating line-of-business (LOB) application data?”	“Our database infrastructure isn’t reliable.”	The organization lacks trust in current data and has difficulty with extraction.	“By utilizing the Microsoft business intelligence stack, you can manage information with policies that ensure consistency.”
“How much information do you need to manually aggregate?”	“My reports are taking too long to run.”	Systems are not responsive, and reports burn too many resources.	“Were you aware that Microsoft business intelligence provides central warehousing that allows for quick and efficient reporting capabilities?”
“Does your current infrastructure allow analyses of Big Data warehouses?”	“We’re generating much larger volumes of data, but don’t have the internal skills or tools to analyze everything effectively.”	Growing data repositories contain valuable information but are too large and complex to analyze and understand.	“Did you know that the Microsoft business intelligence solution contains specific support for Big Data analytics via SQL Server?”

TRIAL INFORMATION

Customers and partners have access to the Microsoft Online Demo Solutions site allowing them to access the code so they can demo or try the entire Microsoft business intelligence stack: <http://mssalesdemos.com/>.

LICENSING

The complete Microsoft BI solution requires SQL Server 2012, SharePoint 2013 and the SharePoint 2013 Enterprise client access license (CAL), and Office Professional 2013 or Office 365 ProPlus 2013. Additional considerations include Visio 2013 and Dynamics CRM.

Business Intelligence (BI)

THREE TYPES OF BI WITH MICROSOFT TECHNOLOGIES

Levels of BI	Description	Microsoft Technologies
Self-service BI: Allows users to interact with data directly without IT intervention with a low learning curve, fast acceptance, and quicker business value.	This represents technology, tools, and resources utilized to support individual decision making and analysis.	SharePoint 2013 and the SharePoint 2013 Enterprise CAL, Office 2013 or Office 365 ProPlus, SQL Server 2012
Team BI: This represents BI decision-making within a team context, allowing collaborative data analysis and reconciled results.	This includes technology and resources that enable users to share information within and across various groups so the organization can make more informed decisions.	SharePoint 2013, SQL Server 2012, Office 2013
Organizational BI: This analysis establishes a corporate context for personal and team BI bolstered by advanced results through SQL Server 2012 analysis tools for BI and database professionals. Content is abstracted and reusable with high scalability and security in a business process-centric model.	This provides for centralized analyses, measurements, plans, and reports that clarify team and individual goals, but are also tempered by the flow of insight emerging from teams and individuals across the organization.	SharePoint 2013, SQL Server 2012, Office 2013,

BUSINESS INTELLIGENCE (BI) CAPABILITIES

Full Capabilities	Characteristics	Enabling Microsoft Technologies
Self-service	This enables users to have direct interaction with organizational data, via SharePoint 2013 Excel Services and PerformancePoint services as well as Office 2013 supported by SQL Server 2012 as a foundation. It means faster analysis and business value since users no longer need IT intervention and can create more insightful analysis using front-line business expertise.	SharePoint 2013 and SharePoint 2013 Enterprise CAL, Office 2013, SQL Server 2012
Data integration	By integrating data into a unified database or data view, the data integration services of Microsoft BI can help customers with management so they can get down to the real task of making sound business decisions.	Microsoft SQL Server 2012 Integration Services (SSIS)
Data warehousing	The data warehousing component of Microsoft BI provides a central location for storing data and maintaining important historical and current business information, including architecture tools to design dynamic Big Data repositories.	SQL Server 2012 Parallel Data Warehouse
Reporting	New reporting capabilities provides informative reports that lead to sound decision making using features such as Power View, SQL Azure Reporting and simplified sharing and collaboration.	SharePoint 2013, SQL Server 2012 Reporting Services, Excel 2013
Online analytical processing (OLAP)	An OLAP engine takes data from multiple data sources and reorganizes it into a multidimensional structure that helps analyze data more intuitively and faster. The Microsoft BI OLAP engine not only combines data for easy analysis but also centrally stores institutional business logic and key performance indicators (KPIs).	Microsoft SQL Server 2012 Analysis Services, Excel 2013
Analysis	Provides powerful analysis tools to help database administrators and BI specialists develop a deeper understanding of business information with enhanced capabilities for communicating those results with the rest of the organization.	SharePoint 2013, Office 2013, Microsoft SQL Server 2012 Analysis Services
Scorecards and dashboards	By integrating customized scorecards and dashboards into the overall BI solution, the organization is able to leverage transparency and accountability.	PerformancePoint Services in SharePoint 2013
Enterprise search	The new SharePoint search is easy to use with support for non-traditional content, including video and behavioral data, via the integration of FAST search technology.	SharePoint 2013

OBJECTIONS AND RESPONSES

"The Microsoft BI solution sounds great, but too huge. Smaller features sets from vendors that work only on BI have everything I need, and they'll be easier for me to manage."	"In reality, they probably don't have the features you need, especially when you consider customization, self-service, Big Data analysis, and fast user acceptance. SQL Server 2012, SharePoint 2013, and Office 2013 let you build exactly the tailored BI solution your company needs. Remember, you have to examine both immediate and future needs to avoid an expensive rip-and-replace situation down the road."
"Our current BI solution allows analysis across both transactional and customer behavioral data. SharePoint 2013 can't do that."	"Actually, that's not true. SharePoint 2013 integrates tightly with SQL Server 2008 R2 or SQL Server 2012 for dynamic Big Data transactions as well as Dynamics CRM to drive product-centric e-commerce and behavior results. Everything can be combined and analyzed via a SharePoint 2013 and Excel 2013."
"I need my mobile workers to be able to access our BI data and tools from multiple devices. Microsoft is too far behind in mobile delivery."	"Did you know that using Office 365 and open web standards, Microsoft BI now delivers a highly cross-platform, cross-device experience with specific emphasis on mobile delivery? You'll be able to employ the same BI tools you're using at the desktop across other platforms, including iOS and Android as well as others via cross-browser support for platforms like FireFox, Chrome, and Chrome Mobile."

BUSINESS INTELLIGENCE (BI) CAPABILITIES

Why do customers buy BI solutions?	What products do I sell?	How will solve the customers' needs?
They want insight across the organization that can drive the business. BI solutions deliver this information through easy-to-interpret scorecards and dashboards.	Office 2013 or Office 365 ProPlus Enterprise (specifically the new Excel), SharePoint 2013	Excel 2013 delivers a new, results-oriented interface; PowerPivot views that are easy to create and use. Users can also benefit from enhanced formula authoring, rich data visualization with Power View, and a much faster way to create professional-looking charts and tables. Customers can use Excel Services in SharePoint 2013 to securely share and manage spreadsheets that contain sensitive business information. SharePoint 2013 can help improve organizational effectiveness by providing one unified suite of enterprise-scale features that can satisfy diverse business-critical needs through customization using features like Team Sites and PerformancePoint Services. A large partner ecosystem can provide additional customized value more easily than ever via the SharePoint App Store.
They want to implement an integrated business- intelligence solution that can be deployed across their entire organization.	Office 2013 SQL Server 2012	Instead of having to learn new, complicated tools to gain insight into their business operations, the familiar Office 2013 platform helps organizations lower learning curves and decrease training costs as well as gain immediate user adoption. SQL Server 2012 is designed to help organizations organize data, make faster and more data-driven decisions, improve developer productivity, reduce IT budgets, and scale with the infrastructure to meet increasing business demands. This next-generation data management and analysis solution can provide real-time access to information that provides faster insights and speeds decision making. SQL Server 2012 includes: <ul style="list-style-type: none"> • SQL Server 2012 Integration Services • SQL Server 2012 Analysis Services • SQL Server 2012 Reporting Services • SQL Server 2012 Relational Database Management System
Deliver widespread and empower individuals and teams through collaborative and simplified analysis.	Office 2013 SharePoint 2013	Office 2013 delivers a complete set of solutions that offer midsize businesses many new features, including greater integration capabilities that can help organizations save time, stay organized, and manage business productivity. This familiar platform maximizes employee impact while minimizing complexity and cost. The new SharePoint can help improve organizational effectiveness by providing a unified suite of enterprise-scale collaboration features that satisfy diverse business-critical needs, such as managing content and business processes through shared team work sites. SharePoint 2013 also simplifies and significantly improves interactions among organizations, employees, and partners through technologies including advanced search and enterprise social networking.