



Microsoft® SQL Server® 2008 R2



REPORTING SERVICES

Microsoft SQL Server 2008 R2 Reporting Services accelerates report creation, facilitates sharing and collaboration, and provides a complete platform to enable organizations to deliver relevant information across the entire enterprise.

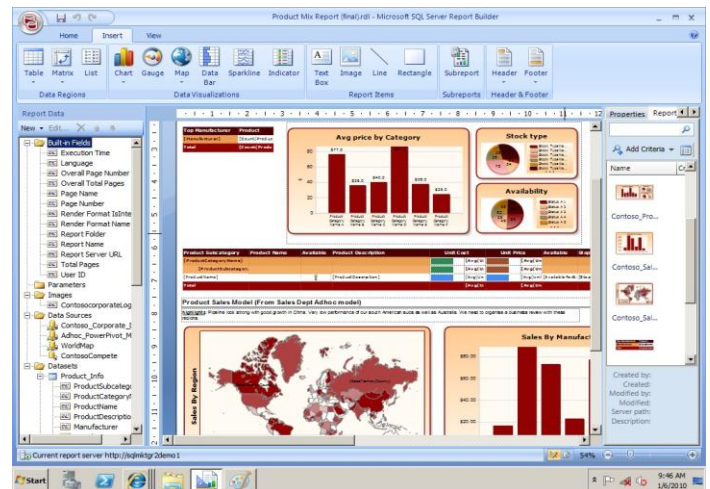
Key Features

- Access the new Report Part Gallery for “grab and go” reporting by using existing report sub-components as building blocks to create new reports.
- Display geographical data with new map and geospatial visualization capabilities.
- Easily enhance your tablix™, tables and matrices in reports by embedding sparklines, data bars and indicators to show trends, statistics and rankings.
- Achieve more seamless interoperability with SharePoint for report access, collaboration and management and the use of SharePoint lists as data sources for reporting.
- Encapsulate enterprise data sources by means of data feeds accessible through published reports.

Server Parallel Data Warehouse, SQL Azure and others.

Enable self-service reporting for business users
Enable business users to create their own reports and explore corporate data by using Microsoft Report Builder 3.0, an intuitive and familiar authoring environment with rich visualizations including maps, charts, and gauges.

Report Builder 3.0 accelerates report creation by enabling users to leverage a user-friendly semantic report model empowering them to build reports without a deep technical understanding of the underlying data structures. Users can also access existing report objects from the Report Part Gallery to create new reports in just minutes.



Report Builder 3.0

PRODUCTIVE AND INTUITIVE AUTHORING

Create professional-looking, richly formatted reports quickly and easily using a comprehensive report design environment for developers and business users.

Create reports from a wide range of data sources
Build reports from different data sources throughout your enterprise – including SQL Server, Oracle, DB2, SAP Netweaver BI, PowerPivot workbooks, SharePoint lists, SQL

The new Report Part Gallery also makes it easy for users to “componentize” existing reports, regardless of the version used to create them, and then mash up new reports by re-using the desired elements.

Choose from flexible data representation options
Format reports in the way that makes most sense for your particular reporting needs.

Use the new highly innovative data representation format of Tablix™ and embed sparklines, data bars, or indicators to represent large amounts of data in a small space for an at-a-glance view of performance metrics and trends.

Products by Quarter & Trend	2008			2009			Monthly Trend: Jan08-Jun09	Total Product Sales	% of Total Sales in Top 3 Regions		
	Q1	Q2	Year Total	Q1	Q2	Year Total			Q / Q %	US	CA
Total	\$6,082,510	\$6,265,317	\$42,308,575	\$11,405,245	\$14,133,890	\$25,819,145	-94 %	\$68,127,721	52 %	14 %	11 %
Bikes	\$6,101,750	\$7,628,317	\$35,199,548	\$10,279,650	\$12,338,328	\$22,815,980	-59 %	\$57,815,328	52 %	13 %	12 %
Mountain Bikes	\$2,517,400	\$2,600,650	\$12,851,826	\$3,473,700	\$4,268,134	\$7,741,884	-56 %	\$20,593,710	55 %	14 %	10 %
Road Bikes	\$3,084,250	\$4,119,650	\$15,282,929	\$3,301,870	\$4,001,737	\$7,383,614	-107 %	\$22,870,542	55 %	13 %	11 %
Touring Bikes			\$7,064,592	\$3,414,907	\$4,068,452	\$7,480,482	6 %	\$14,545,074	43 %	10 %	15 %
Components	\$459,089	\$1,111,521	\$5,496,741	\$657,742	\$1,433,890	\$2,091,551	-182 %	\$7,581,292	58 %	18 %	3 %
Bottom Brackets			\$30,793	\$7,727	\$13,301	\$21,034	-48 %	\$51,828	54 %	16 %	8 %
Brakes			\$45,291	\$6,125	\$7,213	\$23,891	-117 %	\$66,062	52 %	15 %	8 %
Chains			\$5,844	\$1,562	\$2,243	\$2,692	-54 %	\$9,389	53 %	12 %	9 %
Cranksets			\$124,371	\$35,461	\$44,233	\$79,593	-59 %	\$204,085	52 %	15 %	8 %
Derailleurs			\$44,356	\$6,672	\$18,626	\$25,903	-71 %	\$70,283	49 %	16 %	10 %
Forks	\$9,214	\$18,244	\$28,256					\$28,256	68 %	10 %	0 %
Handlebars	\$6,216	\$17,184	\$8,769	\$6,340	\$21,892	\$28,238	-214 %	\$117,007	62 %	18 %	2 %
Headsets	\$10,650	\$14,102	\$25,052					\$25,052	65 %	22 %	0 %
Mountain Frames	\$139,010	\$445,261	\$2,068,849	\$359,850	\$553,854	\$873,844	-137 %	\$2,942,993	62 %	10 %	1 %
Pedals			\$84,086	\$15,784	\$17,051	\$53,442	-76 %	\$147,531	62 %	10 %	1 %
Road Frames	\$132,652	\$467,649	\$1,632,783	\$79,109	\$277,524	\$359,690	-358 %	\$1,980,489	62 %	21 %	0 %
Saddles			\$37,848	\$4,969	\$13,004	\$16,001	-110 %	\$55,849	54 %	19 %	4 %
Touring Frames			\$1,034,700	\$181,728	\$438,430	\$610,174	-70 %	\$1,044,934	47 %	13 %	6 %

Tablix™ with embedded visualizations

EFFICIENT MANAGEMENT

Ease management of your reporting environment with powerful manageability tools.

Use comprehensive management tools

Schedule report execution, manage report subscriptions, and control access to reports through the Web-based Report Manager - or leverage the seamless integration to Microsoft SharePoint for central manageability of reports in a familiar Office environment.

Secure your reporting solution

Use the Reporting Services role-based security model to secure access to reports, folders, resources and shared data sources. Grant access to users by assigning them to built-in and custom role definitions.

Customize management operations

Use the extensible architecture and open interfaces to integrate reporting solutions in diverse IT environments.

ROBUST DELIVERY

Achieve high-performance report processing and deliver reports more efficiently with on-demand processing and instance-based rendering.

Render reports to a wide range of formats

Reach users across the organization with reports rendered in the format that makes the most sense for them.

Rendering options offer a variety of formats including HTML, PDF, CSV, XML, and Image (TIFF) as well as Microsoft Office Word and Excel.

Securely deliver data to end users for desktop analytics with PowerPivot for Excel by using reports as data feeds through an ATOM renderer.

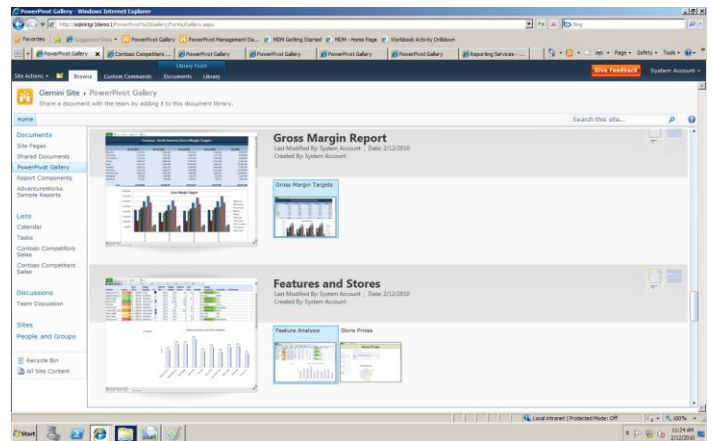
Deliver reports automatically through subscriptions

Use subscriptions to deliver reports at a specific time and/or location. Deliver reports through e-mail or post them to a shared folder on your network. Enable business users to subscribe to reports, or create data-driven subscriptions to centrally manage automated, multi-recipient report delivery.

Embed reports into applications and portals

Use the Microsoft Report Viewer controls in Visual Studio to embed reports directly into your business applications or leverage the Report Viewer Web Server control to host reports in ASP.NET projects.

Publish reports to a Microsoft Office SharePoint report library, PowerPivot report gallery or embed reports directly into portals by using the Reporting Services Report Viewer Web Part for renderings within SharePoint.



PowerPivot Gallery in SharePoint

LEARN MORE:

www.microsoft.com/sqlserver/2008/en/us/reporting.aspx