

SPECTECHULAR EXPLORE

SharePoint Business Intelligence



Business Intelligence Is Not New

- The earliest known use of the term "Business Intelligence" is in Richard Millar Devens' in the 'Cyclopædia of Commercial and Business Anecdotes' from 1865
- Devens used the term to describe how a banker, Sir Henry Furnese, gained profit by receiving and acting upon information about his environment, prior to his competitors
- The ability to collect and react accordingly based on the information retrieved, an ability that Furnese excelled in, is today still at the very heart of BI

Business Intelligence Evolution

- Decision support systems (DSS) that began in the 1960s and developed throughout the mid-1980s.
- From DSS, data warehouses, Executive Information Systems, OLAP and business intelligence came into focus beginning in the late 80s
- Late 1990s that a Gartner analyst proposed "business intelligence" as an umbrella term to describe "concepts and methods to improve business decision making by using fact-based support systems."
- Data Warehousing (Dimensional Modeling, ETL), Business Analytics (OLAP), and Semi/Unstructured Data (Hadoop/HDInsight)

Business Intelligence Goals

- Empower organisations to gain insight into new markets, assess demand and suitability of products and services for different market segments and gauge the impact of marketing efforts
 - Interpretation of large volumes of data
 - Identify new opportunities
 - Implement strategies to gain a competitive market advantage and long-term stability.
- Support a wide range of business decisions
 - Basic operating decisions (e.g.; product positioning or pricing)
 - Strategic business decisions (e.g.; priorities, goals and directions)



Business Intelligence Functions

- A set of techniques and tools for the acquisition and transformation of raw data into meaningful and useful information for business analysis purposes

Gartner Magic Quadrant for BI

2014 vs 2015

Figure 1. Magic Quadrant for Business Intelligence and Analytics Platforms



Business Intelligence Software Tools

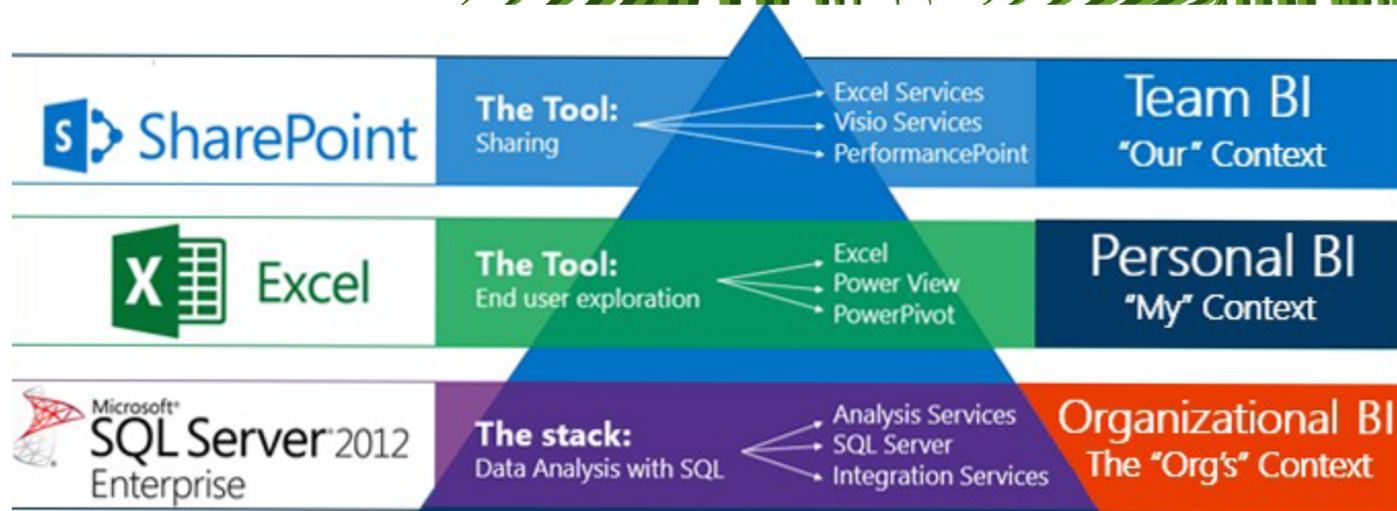


SharePoint

- SharePoint is a web based application that integrates with Microsoft Office
- Highly configurable and usage varies substantially between organizations
- Used for
 - Collaboration
 - Portal
 - Search
 - Enterprise Content Management (ECM)
 - Business process management (BPM)
 - Business intelligence (BI)

SharePoint Business Intelligence

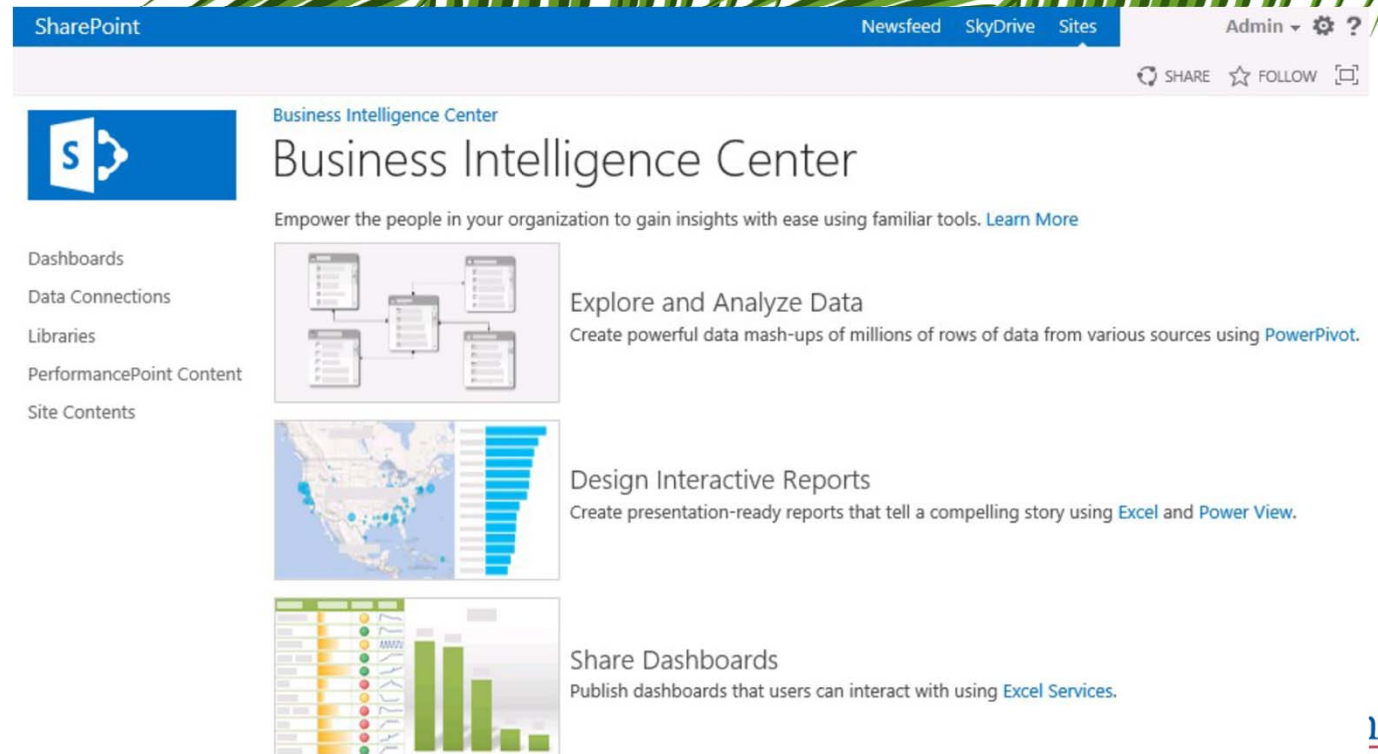
- Insights for everyone from any data, any size, anywhere:
 - Empower users of all levels with new insights through familiar tools
 - Balancing the need to monitor and manage user created content
 - Deliver access to all data types across structured and unstructured sources



SharePoint Business Intelligence Center

- Enables your organization to centrally store and manage:

- Data connections
- Reports
- Scorecards
- Dashboards
- Apps
- Web Part pages

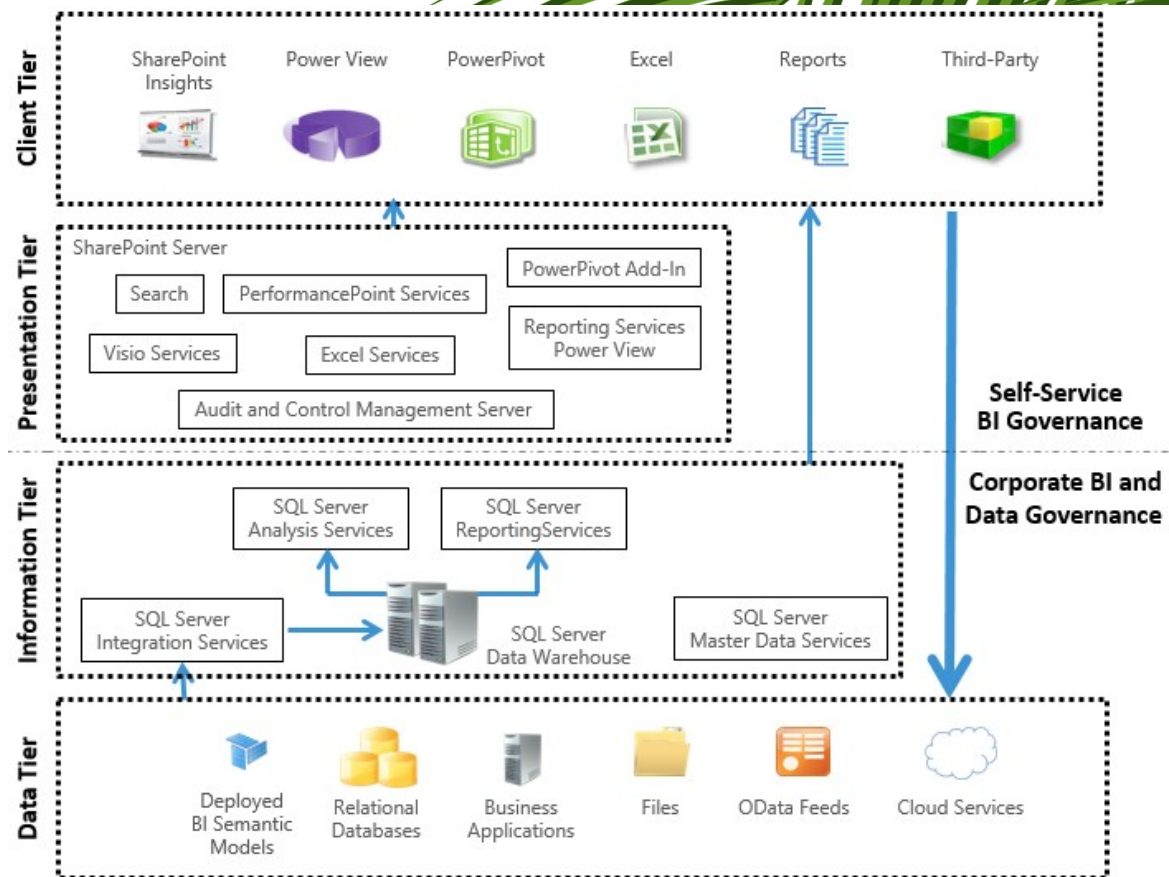


The screenshot displays the SharePoint Business Intelligence Center interface. At the top, there is a blue navigation bar with the 'SharePoint' logo on the left and 'Newsfeed', 'SkyDrive', and 'Sites' on the right. On the far right of the bar are 'Admin', a gear icon, and a question mark icon. Below the navigation bar is a light gray header area containing 'SHARE', 'FOLLOW', and a window icon. The main content area features a blue sidebar on the left with the SharePoint logo and a list of navigation options: Dashboards, Data Connections, Libraries, PerformancePoint Content, and Site Contents. The main content area is titled 'Business Intelligence Center' and includes a sub-header 'Business Intelligence Center' and a description: 'Empower the people in your organization to gain insights with ease using familiar tools. [Learn More](#)'. Below this are three featured sections, each with a thumbnail image and a title: 1. 'Explore and Analyze Data' with a thumbnail showing data connections and a bar chart, and a description: 'Create powerful data mash-ups of millions of rows of data from various sources using [PowerPivot](#).' 2. 'Design Interactive Reports' with a thumbnail showing a map of the United States and a bar chart, and a description: 'Create presentation-ready reports that tell a compelling story using [Excel](#) and [Power View](#).' 3. 'Share Dashboards' with a thumbnail showing a dashboard with a bar chart and a table, and a description: 'Publish dashboards that users can interact with using [Excel Services](#).'

Self-Service Business Intelligence

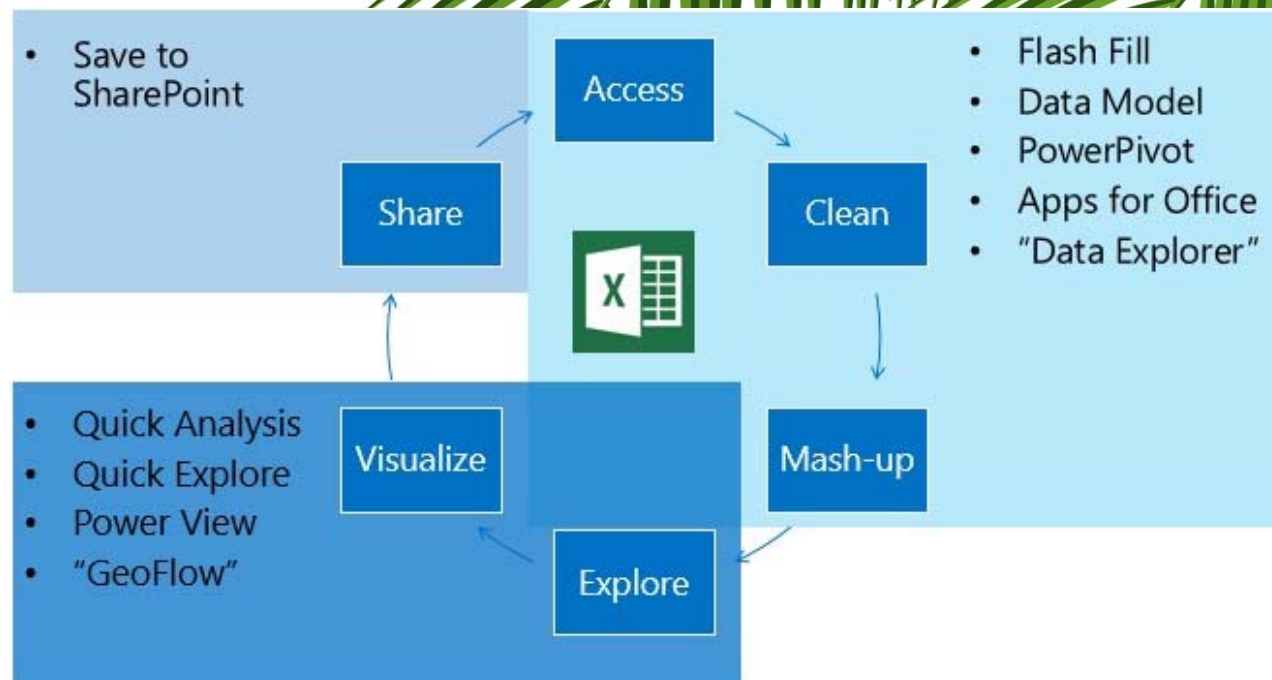
- An approach to data analytics that enables business users to access and work with corporate data even though they do not have a background in statistical analysis, business intelligence (BI) or data mining
- Empower analysts so that they can design, customize, and maintain their own BI solutions
- Not meant to be a complete solution or a replacement for corporate BI initiatives and standardized reports offered by the organization

Microsoft's SSBI Architectural Overview



Microsoft Excel 2013 and SharePoint 2013

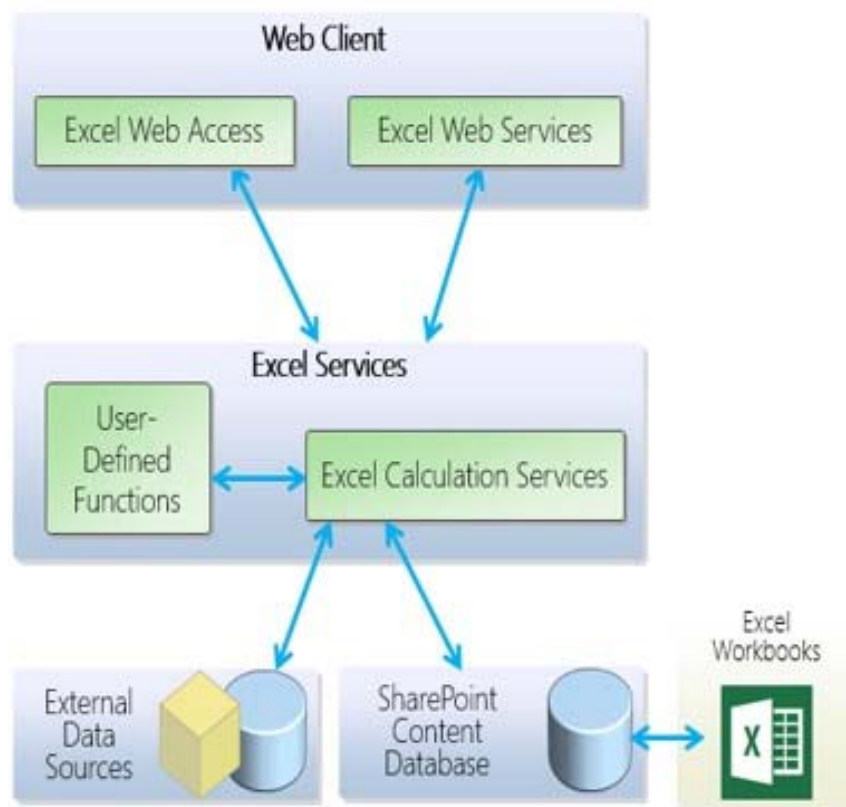
- Excel has more capabilities and more relevance in BI and SharePoint than any other Microsoft Office program



Excel Services and SharePoint 2013

- Excel Services allows for manual emailing or sharing of spreadsheets that causes manual errors to stop and the ability to share workbooks with others:
 - Excel Services 2013 is a SharePoint service application that enables the loading, calculation, and browser-based rendering of Excel workbooks (Enterprise Edition only).
 - It's designed to be a scalable, robust, enterprise-class service that provides feature and calculation fidelity with Excel.
 - It delivers rich analysis capabilities that are supported in a zero-footprint web client with a familiar interface.
 - It offers ability for live connections to data sources to be queried to deliver up-to-date data throughout analysis.

Excel Services and SharePoint 2013 Example

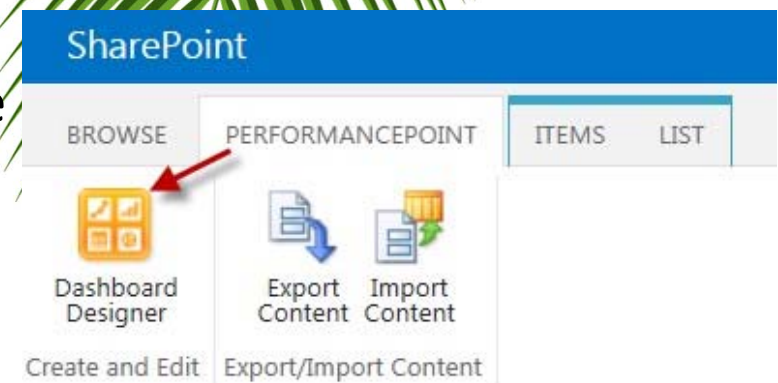


PowerPivot and SharePoint 2013

- PowerPivot is an add-in for Excel User that provides the ability to create powerful data models that can include calculated fields, reports and scorecards:
 - PowerPivot for SharePoint extends SharePoint 2013 and Excel Services to add server-side processing, collaboration, and document management support for the PowerPivot workbooks published to SharePoint.
 - The PowerPivot Gallery, a special type of document library, is provided to browse published PowerPivot workbooks and to configure automatic data refresh.
 - The PowerPivot Service deploys the embedded data model to an Analysis Service instance within the SharePoint farm, and Excel Services is used to query the deployed data model.
 - Data connections can be defined to query the PowerPivot data model by using the document URL.

PerformancePoint Services and SharePoint

- PerformancePoint is one of the most used BI components within SharePoint 2013
- Primarily used to create and share centrally managed dashboards.
- PerformancePoint reports can be designed in a manner to be updated at any time and modified to be viewed in a variety of manners such as reports or even KPIs and scorecards
- PerformancePoint 2013 and the related site and capabilities comes with Dashboard Designer natively within the site's ribbon



PerformancePoint Report Example

Geography Australia ▾

Search this filter

- ▷ **Australia**
- ▷ Canada
- ▷ France
- ▷ Germany
- ▷ United Kingdom
- ▲ **United States**
 - ▷ Alabama
 - ▲ **Arizona**
 - ▲ **Chandler**
 - ▷ Gilbert
 - ▷ Mesa
 - ▷ California
 - ▷ Colorado
 - ▷ Connecticut

Select all

PerformancePoint
Dashboards Data Connections Libraries PerformancePoint Content

Dashboard > Page 1
Page 1
Filter: All Geographies ▾

Sample Scorecard

	Actual	Target	
Days Current Quarter to Date	92	92	0%
My Good Sense	100	120	-17%
Your Good Sense	200	121	65%
Weekends	120	190	-37%

Chart

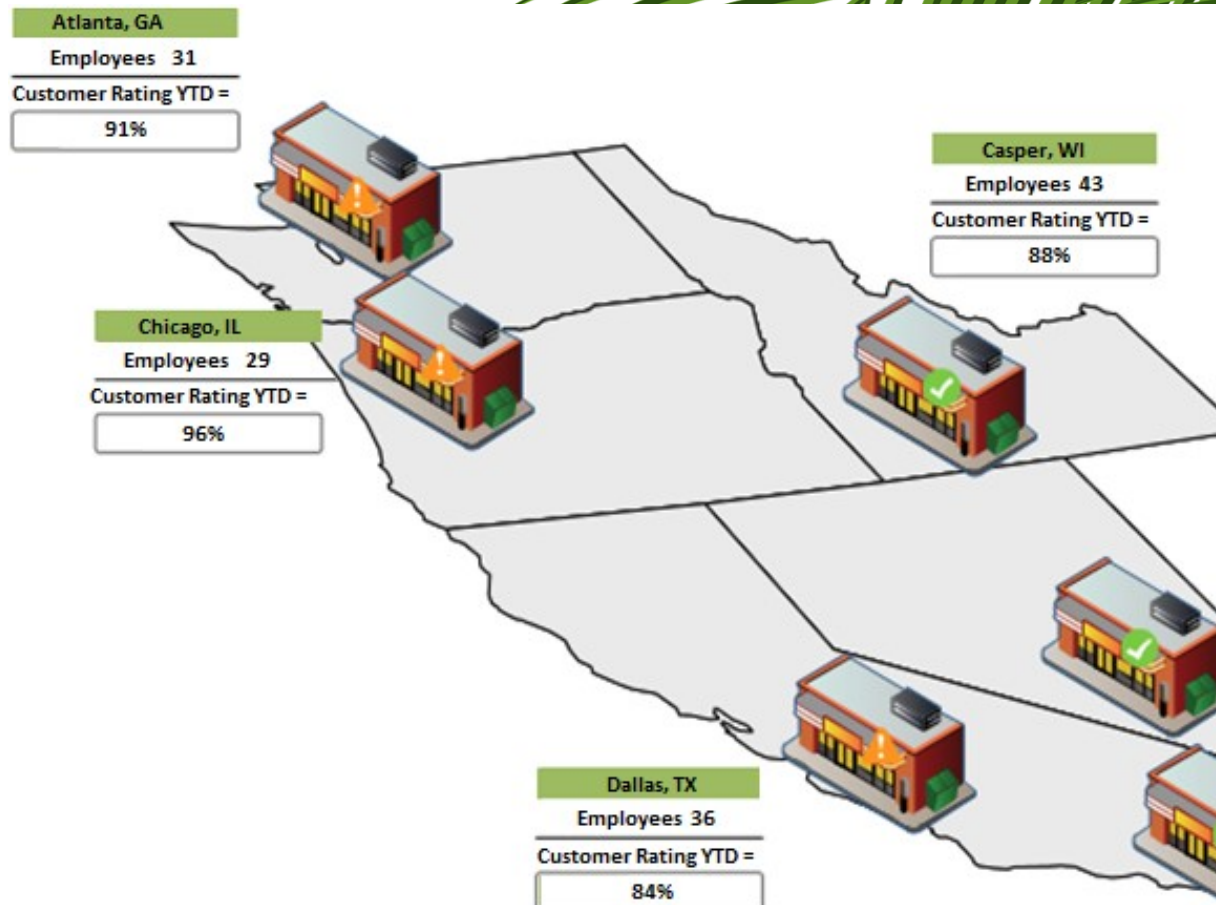
Grid

Geography	All Periods	CY 2005	CY 2006	CY 2007	CY 2008	CY 2010
▲ All Geographies	\$80,450,596.98	\$8,065,435.31	\$24,144,429.65	\$32,202,669.43	\$16,038,062.60	
▷ Australia	\$1,594,335.38			\$847,430.96	\$746,904.41	

Visio Services and SharePoint 2013

- Visio Services in 2013 is a SharePoint service application that enables the loading and browser-based rendering of Visio diagrams.
- The following are the major features and capabilities of Visio Services in SharePoint 2013:
 - Designed to be a scalable, robust, enterprise-class service that provides feature and rendering fidelity with Visio
 - Delivers rich browsing and navigation capabilities supported in a zero-footprint Web client
 - Live connections to data sources are queried to deliver up-to-date data
 - Renders diagrams in the browser
 - High quality PNG(s) for full fidelity
 - No dependence on Silverlight
 - Native support for Visio file format
 - Diagram consumers do not need a Visio client
 - Available across devices using desktop browsers and mobile browsers
 - Users interact with content
 - Pan, Zoom, Hyperlinks, View Shape Data
 - Accessible only via SharePoint on-premises and in cloud using Office 365

Visio Services and SharePoint 2013 Example



Summary

- Microsoft has introduced a huge push toward business intelligence, focusing heavily on the area of self service
- It has provided users with tools that allow them to run reports and perform BI actions as needed at any time, without the need for IT's intervention
- The amount of data that businesses accumulate will continue to grow
- Businesses must continue to increase their capacity to discover useful data which will likely come from various systems and will require planning and collaboration to utilize effectively

Short Story About Volume of Data

- Two men formed a partnership. They built a small shed beside a busy road. They obtained a truck and drove it to a farmer's field, where they purchased a truckload of melons for a dollar a melon. They drove the loaded truck to their shed by the road, where they sold their melons for a dollar a melon. They drove back to the farmer's field and bought another truckload of melons for a dollar a melon. Transporting them to the roadside, they again sold them for a dollar a melon.
- As they drove back toward the farmer's field to get another load, one partner said to the other, "We're not making much money on this business, are we?"
- "No, we're not," his partner replied. "Do you think we need a bigger truck?"

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