

### Streamlining The BI Development Process!

You know that a Business Intelligence (BI) solution can give you faster access to critical business information and it will allow all your employees to make better business decisions. But getting that BI solution up and running can be a lengthy process that is sometimes very confusing, especially if you have never implemented BI systems before.

BI development requires you to know where the data is in your business, identify and create tables and staging databases, decide how to move the data, establish communications, build programs to move data, decide how often to move data, schedule loading jobs, create data models, and generate loading programs to populate your data repository. All of these programming tasks must be completed before any reports, charts or dashboards can be delivered! Once deployed, the BI system must be monitored to validate the accuracy of the data to prevent end users from making decisions based on incorrect reports.

Advanced System Designs, Inc. (ASD) has successfully implemented many enterprise class BI solutions for our clients and we have helped many customers fix their broken BI systems. Over time we came to realize that most struggling BI implementations lacked a total BI architecture that is critical for long term success. As an outgrowth of our focus on BI architecture and a desire to make the deployment and management of BI solutions easier, ASD developed BI Express.

### What Is BI Express?

BI Express is a product that is unlike any other solution in the marketplace. It is essentially an "operating system" for business intelligence that is designed to dramatically shorten the development effort required to deploy business intelligence systems that utilize SQL Server 2005™ or 2008™. BI Express is also an advanced BI enterprise architecture that allows any user to implement and manage a state of the art, enterprise class BI solution. The following summarizes the value that BI Express can bring to your company.

- > Faster BI deployments
- > Simplified integration
- > Automated data movement
- > Lights out management design
- > Reduced training costs
- > Start small and grow large
- > Lowest cost to acquire
- > Easier application development
- > Increased data accuracy
- > Automated alert management
- > Improved BI operations support
- > Advanced BI architecture
- > Enterprise class BI functionality
- > Lowest total cost of operation

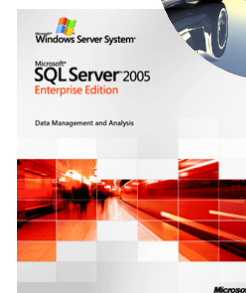
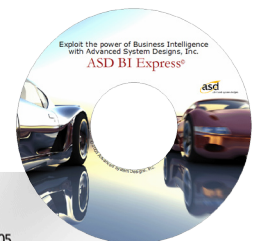
*"What used to take me an hour now takes five minutes. ASD came up with a tool that is easy, solid and quick. It's a way to automate BI to take the manual work away—so we can focus on getting the data to the repository."*

Donnie Jobe, Development Manager  
Fabick CAT

### Why Microsoft BI & BI Express

Microsoft SQL Server 2005/2008 is the most cost effective, state of the art database solution in the market. It is also a leading business intelligence solution that has been recognized in Gartner's Magic Quadrant for business intelligence platforms. Better yet is the fact that Microsoft provides their BI solution in every standard version of SQL Server at no additional cost! Microsoft's end-to-end BI platform is priced and designed to meet the needs of the smallest to largest enterprise user. In addition, Microsoft Office desktop tools are tightly integrated into the BI system allowing users to easily access the right data at the right time using advanced reports, dashboards, queries or the #1 BI access tool; Excel.

Combining BI Express with SQL Server provides users with the ability to quickly and easily build and deploy Microsoft BI solutions. BI Express exploits Microsoft's integrated tools to deliver a complete BI architecture and framework to deploy native Microsoft BI solutions faster than ever before! BI Express development tools deliver advanced BI capabilities that rival any enterprise class BI system in production today.



**A Powerful Combination**



To learn more about BI Express and to obtain a free trial of the solution visit [www.asd.net](http://www.asd.net).

## Accelerated BI Application Development

ASD's BI Express solution is designed to automate the development of SQL Server 2005 and 2008 BI applications by providing an advanced suite of tools to implement an enterprise BI architecture. In addition, Data Logistic modules allow automated movement of data from the IBM iSeries or Microsoft SQL Server to the business intelligence repository with the push of a key. Tables from any other database server can also be captured by BI Express to manage the movement of data into the BI system.

The benefits to any iSeries or SQL Server user is a reduction of 60 to 70% of the time it takes to manually generate the code to accomplish the same tasks. The BI development effort is further enhanced with automatic auditing of data movement, alert notifications for successful or failed data loads, and collection and management of performance statistics and monitoring. BI Express can also create a synchronized copy of the BI data repository for development or test systems.

## Increases Data Accuracy

The Audit Management component of BI Express keeps track of data movement and row counts that allows the system to verify that all data has been successfully loaded into the BI Repository. If an issue arises with the loading of the data, Alert Management will send out error notifications to IT resources. Workflow management allows data to be managed to allow loading of correct data even when errors occur and to load data in proper sequences.

The BI architecture also allows the automatic creation of a production BI repository and redundant repositories that can be created for development, test, or quality assurance. All servers are kept in synch to improve testing and validation of data against production repository. The architecture also supports the loading of data in a full file copy or a net change made that only loads the data that has changed since the last data load; provided that the source DB2/400 and SQL databases support net change mode processing. Net change minimizes the time required to load data and minimizes the amount of data movement related errors. The BI architecture is also designed with multiple staging data areas which eliminate the potential errors that can arise from system or communications disruptions.

## BI Solution Isolated From System Changes

BI Express' BI Architecture allows users to develop a BI repository for all reporting and business analytical needs. Data can be pulled from the current business system and if the business system is changed, the BI architecture can easily adapt to pull data from a new database. Thus, end

users can continue to use the same reports even after new systems are implemented.

## Implement A BI Express Proof Of Concept

Business Intelligence can provide users with powerful access to important reporting information that can be inaccessible in many iSeries and SQL based transaction systems. Implementing a BI proof of concepts is a way to evaluate the potential return on investment that can be derived from providing access to important data to users in the right format and at the right time.

The purpose of an ASD business proof of concept is to; 1) identify a business need that will generate a return on investment, 2) implement a SQL Server 2005 or 2008 BI solution to extract the daily business data to meet the business need, and 3) provide web based reporting access to the data to allow management to assess the business value of the solution. Business users will benefit from the proof of concept by gaining insights into the business data they need to improve their areas of focus.

The IT department will also gain invaluable exposure to the process of implementing a BI solution using the easy to use Microsoft tools and ASD's BI Express tool. BI Express can be installed via a free trial on your IBM iSeries system and SQL Server. The BI repository can be loaded on your in house SQL Server or using a SQL Server located in our ASD Customer Technology Center.

We'll use the Technology Center to design, build, and test your solution using data sourced from your internal business system. Then we'll provide access to the web based reports to allow users to "test drive" the BI solution. We've installed the latest products from IBM, Cisco and Microsoft to provide a leading edge hosting service for BI proof of concepts and BI solutions.



ASD Customer Technology Center

To see if you qualify for a free proof of concept, contact ASD, your authorized reseller or e-mail us at [asdbipoc@asd.net](mailto:asdbipoc@asd.net).

**Technology People. Business Results.** We create business intelligence solutions that enhance your success today and in the future. First we study your business, then we design the solution, implement the architecture, and select the software and hardware required to get the job done.

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