



## Unlock The Power Of Your iSeries Data!

Using Microsoft's SQL Server 2005™ or 2008™ business intelligence tools, Advanced System Designs (ASD) links Microsoft's powerful suite of Office desktop applications to the application-rich iSeries data, offering integrated enterprise-class business intelligence solutions for a fraction of the cost of other BI systems. SQL Server makes business intelligence available to all users of the database software at no additional cost—helping them solve business problems, increase productivity and improve how they do business.

The AS/400 family of servers has been one of the most successful business application servers in the market. Customers have benefited from rich transaction processing systems that have been customized to meet their business needs for the past decade. Unfortunately, these same applications have also become a liability because the systems were designed for transaction processing and not for end user business reporting. Thus, users have become frustrated by the fact that they can not easily gain access to the iSeries business data required for building critical reports, performing business analysis, measuring key performance indicators or monitoring business metrics.

To eliminate this frustration, ASD combined the strengths of the IBM iSeries Server with Microsoft SQL Server to deliver business intelligence solutions that unlock the power of the data.

### Why SQL Server For iSeries Users?

SQL Server takes the tools you already have—the IBM iSeries and your Microsoft Office desktop—and delivers a powerful business intelligence solution that gets everyone in your company the right information and tools to improve every day decisions.

Microsoft business intelligence solutions are the lowest cost solutions to acquire, implement and maintain. All of the tools required to build BI applications are included in every standard copy of SQL Server 2005 or 2008. End users can use Excel for easy integration to the BI repository or they can use other Microsoft Office tools they know and love. Windows Server is a standard for any IT department and most iSeries customers have SQL Server installed and resources with Microsoft skills. The solution is easy to use and learn and Microsoft provides a single vendor solution for support and service.

Data from the iSeries can be downloaded to the SQL BI repository to allow users to access the data from one central location. iSeries users can now see their iSeries data using state of the art web dashboards, reports, analytical and graphical tools. Reporting and query workload can be offloaded from the System i to a lower cost Windows Server running SQL Server. Scalability for the smallest to largest iSeries customer is no problem with advanced 64-bit operating systems and server technology.

Using SQL Server BI tools along with ASD's BI Express solution allows iSeries users with the ability to implement BI solutions in a fraction of the time and cost it takes others to implement similar solutions.

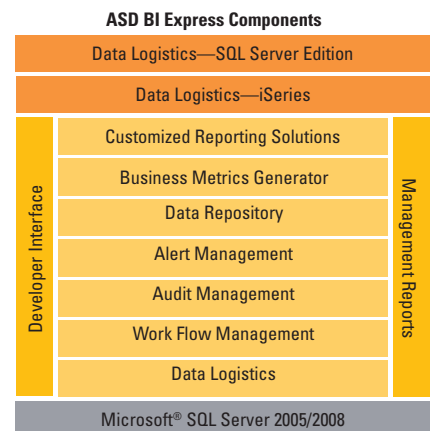
## BI Express Solution For iSeries Users

Implementing and managing Microsoft business intelligence solutions is now faster and easier than ever before thanks to an exciting new tool called BI Express.

BI Express is an ASD exclusive product that is unlike any other solution in the BI marketplace. It is an "operating system" for Business Intelligence that is designed to dramatically shorten the development and management 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.

Together, BI Express and SQL Server BI provides:

- > Faster BI deployments
- > Simplified integration between servers
- > Automated data movement
- > Easier application development
- > Increased data accuracy
- > Automated alert management
- > Lights out management design
- > Improved BI operations support
- > Increased performance optimization
- > Reduced training costs
- > Advanced BI architecture
- > Ability to start small and grow over time
- > Enterprise class BI functionality
- > Lowest total cost to acquire and operate



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

## Why ASD?

**We're iSeries experts.** We've been an IBM partner for over 20 years and a Premier partner for the last 10. We have implemented the largest iSeries data center in the US and in 2005 were nominated for an IBM Beacon Award for "iSeries on Demand". Our business intelligence developers understand the OS/400 operating system, DB2/400 database and we have built very complex iSeries application programs. We know how to access the iSeries database and our expertise allows us to quickly build BI solutions to unlock your iSeries data.

**We're Microsoft experts.** We're a Gold Certified Microsoft partner and we have attained our Microsoft Business Intelligence Competency for many years. We have built many SQL Server based BI solutions for iSeries customers and have deployed very large and complex BI solutions in Fortune 100 enterprise accounts. We are also a Microsoft Mid Range Alliance Partner recognized for our business intelligence expertise in the AS/400 marketplace. We understand Microsoft's strategic software platforms and business solutions and our consultants maintain the highest level of Microsoft certifications

**We're BI experts.** We've been designing and implementing business intelligence solutions since 1997 for large customers like Caterpillar, Harley-Davidson, and Wells Fargo. We have implemented Microsoft SQL Server 2005 BI projects for very small clients and large clients with billions of rows of data. We are BI architecture and planning experts who know how to deliver solutions that can adapt and grow as your needs change. And we've built an industry leading BI tool called BI Express.

**We're total solution providers.** Our BI proposals include the total solution required to meet your needs; hardware, operating system, database, business intelligence software, security, networking, BI architecture, end user presentation tools and implementation services. We are technology people who deliver total business results to make your business better.

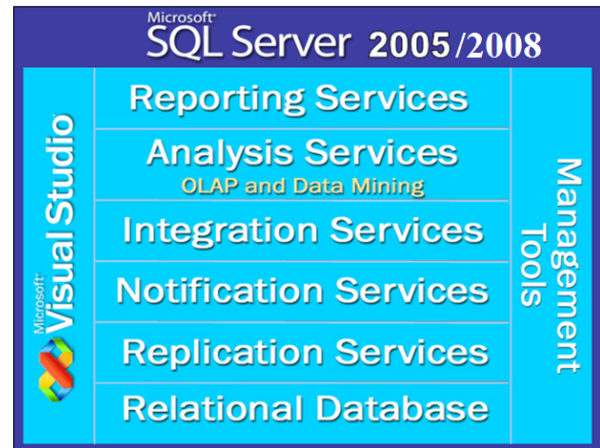
## Implement A Free BI Proof Of Concept

Can BI generate a return on investment for your company? Implement an ASD BI proof of concept and let your users decide. ASD will work with you to identify a business need and then implement a SQL 2005 or 2008 BI solution. We'll extract your iSeries data on a daily basis and provide end users with online web based reports to view that critical business data.

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

## SQL Server Gives iSeries Customers A Total BI Solution

Microsoft SQL server provides an end-to-end business intelligence platform for building enterprise class solutions. The SQL Server solution includes the following components:



SQL Server Business Intelligence Components

### SQL Server Database

Standard with SQL Server 2005 or 2008 is a secure, reliable, scalable, relational database that supports mission-critical around-the-clock BI applications.

### SQL Server Integration Services (SSIS)

The core of any BI solution is the data integration process. SSIS provides the features and performance necessary to build enterprise-class data integration applications to source data from any database.

### SQL Server Analysis Services (SSAS)

Combining the best aspects of traditional online analytical processing (OLAP) analysis and relational reporting, SSAS provides a comprehensive and integrated multi-dimensional database solution. SSAS is an integrated business intelligence, data mining, and analysis solution.

### SQL Server Reporting Services (SSRS)

SSRS is a server-based enterprise reporting environment that delivers a variety of interactive and printed reports. It includes a complete set of tools for creating, managing, and viewing reports in numerous formats.

### SQL Server BI Development Suite

BI Development Studio is the integrated development environment based on Visual Studio. It allows developers to create reports, report data views, design SSIS packages and develop Analysis Services cubes.

**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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