



Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards

By Brian Paulen

Apress. Paperback. Book Condition: New. Paperback. 300 pages. Pro SQL Server 2008 Analytics provides everything you need to know to develop sophisticated and visually appealing sales and marketing dashboards using SQL Server 2008 and to integrate those dashboards with SharePoint, PerformancePoint, and other key Microsoft technologies. The book begins by addressing the many misconceptions that surround the use of Key Performance Indicators (KPIs) and giving a brief overview of the business intelligence (BI) and reporting tools that can be combined on the Microsoft platform to help you generate the results that you need. The focus of the book is to help you implement a successful business intelligence project of your own. The text discusses many of the required project planning components, provides overviews and examples associated with Microsofts BI tools, and gives detailed examples of successful dashboard implementations. What you'll learnThe key functional and technical components of a successful reportdashboard implementationWhat Microsoft tools are provided both within and without SQL Server 2008 to help you achieve an integrated solutionHow to determine whether your performance indicators are correct for your business and how to roll them out to your organization in an effective wayWho is this book forThis book is for...



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