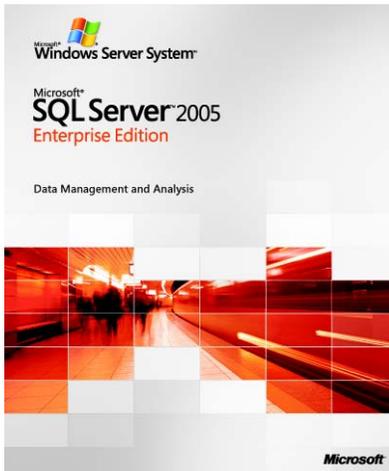


Microsoft® SQL Server™ 2005 Reporting Services



For many businesses the challenge is getting the right information to the right people, at the right time—information workers, with a wide range of skills and expertise, who need access to business data may be distributed throughout the organization and beyond.

SQL Server 2005 Reporting Services extends the Microsoft Business Intelligence (BI) platform to reach the information worker who needs access to business data. Reporting Services is a server-based enterprise reporting environment, managed via web services. Reports can be delivered in a variety of formats, with a range of interactivity and printing options. Complex analyses can reach a broad audience through the distribution of reports as a data source for downstream business intelligence.

An integrated component of SQL Server 2005, Reporting Services provides:

- A high performance engine for processing and formatting reports.
- A complete set of tools for creating, managing, and viewing reports.
- An extensible architecture and open interfaces for embedding reports or integrating reporting solutions in diverse IT environments.

Key Reporting Scenarios

Reporting Services combines a single, complete reporting platform with a scalable and extensible architecture to meet a wide variety of reporting needs.

- **Enterprise reporting.** Enterprises can use Reporting Services for their operational reporting or business intelligence applications. Using Reporting Services, corporate IT staff can design a variety of reports and deploy them to individuals throughout the enterprise, using a combination of e-mail distribution and publishing on a corporate portal.
- **Ad Hoc reporting.** SQL Server 2005 Reporting Services includes Report Builder, a new ad hoc reporting tool that enables business users to create their own reports and explore corporate data. Report Builder incorporates a user-friendly business query model that enables users to build reports without deep technical understanding of the underlying data sources.
- **Embedded reporting.** Independent Software Vendors (ISVs) can use Reporting Services

to deliver pre-defined or ad hoc reports as part of a packaged application. The customer's IT organization can access these reports as-is, customize reports or create new ones for specific business needs.

- **Web-based reporting for partners/customers.** Organizations can deploy interactive web-based reports to deliver information to customers or partners over extranets of the Internet. Reporting Services isolates report consumers from the complexity of the underlying data sources, while providing personalization and interactivity.

Open, Extensible Enterprise Reporting Platform

Reporting Services offers a complete, server-based platform for creating, managing, and delivering traditional and interactive reports. At the same time, the modular design and the extensive application programming interfaces (APIs) of Reporting Services enable software developers, data providers, and enterprises to integrate reporting with legacy systems or third party applications.

Reporting Services offers a unique combination of attributes:

- **A complete, server-based platform for reporting.** Reporting Services supports the full reporting lifecycle, from authoring to delivery and ongoing management of reports.
- **Flexible and extensible reporting.** Reporting Services

supports both traditional and interactive reports of numerous formats, with extensible delivery options. It can be integrated easily into any environment or solution using open APIs and interfaces.

- **Scalability.** The product's modular, web-based design scales easily to support high volume environments. You could create a reporting server farm with multiple report servers accessing the same core reports, serving thousands of web-based clients.
- **Integration with Microsoft products and tools.** Reporting Services integrates easily with familiar Microsoft tools such as Visual Studio and applications such as Office and SharePoint Portal Server, without requiring programming and customization.

Report Authoring, Management, and Delivery

Reporting Services combines the benefits of a centrally-managed reporting system with the flexibility and on-demand nature of desktop and web-based applications. A complete reporting platform, Reporting Services supports the entire report lifecycle, from authoring through deployment.

- **Authoring reports.** Reporting Services includes everything you need to start creating traditional or interactive reports, including a graphical report

designer tool with report design wizards.

- **Managing reports.** Reporting Services includes a web-based tool for managing reports as well as integration with the new SQL Server Management Studio. Administrators can use this interface to organize reports and data sources, schedule report execution and delivery, and track reporting history. Or, an enterprise or ISV can use the Reporting Services Web Services APIs to write customized management tools.
- **Securing reports.** Reporting Services implements a flexible, role-based security model to protect reports and reporting resources. The product includes extensible interfaces for integrating other security models if desired.
- **Delivering reports.** You can post reports to a portal, email them to users, or allow users to use the web-based report server to access reports from a folder hierarchy. Navigation, search, and subscription features help users locate and run the reports they need. Personalized subscriptions let them select the rendering format they prefer.

Integration with Microsoft Business Intelligence Products

Reporting Services integrates easily with other Microsoft Business Intelligence products. Reporting Services uses a data flow from SQL Server Integration Services as a data source for a report. This is unique in that it allows for a data source that is not persisting the data prior to making it available for reporting. A great deal of analysis (rich multidimensional analysis, hierarchical viewing and data mining) is performed in SQL Server Analysis Services. Reporting Services can report off of OLAP data in addition to relational data and Reporting Services provides a rich user interface for building analytic reports.

Reporting Services sets a new standard for any organizations reporting needs. Whether the need be enterprise reporting with high scale requirements, ad hoc end user reporting or embedded reporting functionality, Reporting Services provides a comprehensive reporting platform.

Additional Information

SQL Server is part of the Windows Server System -- a comprehensive and integrated server infrastructure that simplifies the development, deployment and operations of flexible business solution.

For more information on SQL Server 2005, visit <http://www.microsoft.com/sql/2005>.

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