



Data Visualization

Microsoft products and technologies, including Microsoft MapPoint 2004 and Microsoft Office Visio 2003, provide a comprehensive set of data visualization capabilities that enable organizations to enhance their business analysis, more quickly acquire business insight, and simplify business data communication and collaboration. Built on existing, familiar products like Microsoft Office, these capabilities will help organizations more quickly identify actionable business trends in order to increase revenue and reduce expenses without significant training costs and IT expenditure.

The Data Visualization Opportunity

Successful organizations realize that "seeing" what is happening in their business is the cornerstone of successful execution. Today, however, many organizations rely heavily on tabular, grid-based views of their data - views that do not provide an easy way to spot trends, see anomalies, or connect different data contexts. Additionally, many organizations rely only on executives to view and analyze business information. Often that approach fails because organizations are executing at all levels – from the manufacturing shop floor to onsite customer support staff – not just the board room. To that end, organizations will benefit from empowering all individuals to make decisions, provide recommendations, and share insight based on their interactions with business data they work with everyday. Providing simple, familiar tools to employees that offer improved data visualization, analysis, and collaboration capabilities are a key to realizing this opportunity.

Improved Data Viewing Capabilities

In today's competitive environment, organizations require comprehensive business analysis support that is easy to understand. The challenge today, however, is that employees who must develop that business analysis are limited in the way they can analyze data and are forced to rely on tabular or text-based data views. Often these views provide little insight into the business situation they are analyzing, forcing the user to rely on awkward "numbers-only" data views for analyzing complex business processes such as asset management, sales pipeline management, or Sarbanes-Oxley compliance processes.

Better Analysis Capabilities

Not only do organizations require improved data viewing, but they also require the ability to "look" at their data in many different ways – ways that will provide the unique insight required to make business decisions. Today, however, many existing tools require that users sift through boundless sets of information, "slicing and dicing" the numbers until something "jumps off the page" at them. These tools slow down the time it takes analyze business data, and more importantly, slow down the business decision making process.

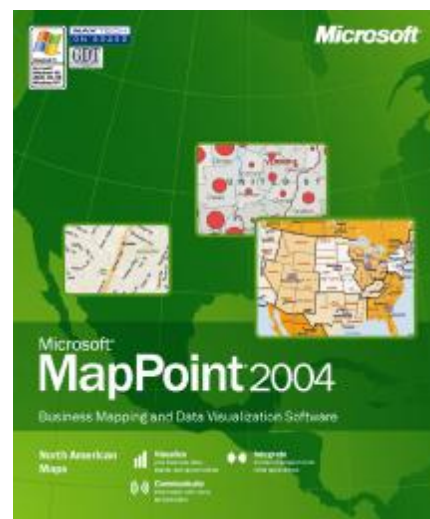
More Effective Collaboration Support

Once data is analyzed, often the next step in the analysis process is to share the findings with other employees, teams, and executive staff. Often this process is challenging, limited to sending disconnected documents as e-mail attachments.

Employees today will benefit from a more seamless integration with collaboration systems to help share their data analysis more quickly and efficiently.

Microsoft Technologies for Data Visualization

Microsoft products and technologies, including Microsoft MapPoint 2004 and Microsoft Office Visio 2003, provide a comprehensive set of data visualization capabilities that enable organizations to enhance their business analysis, more quickly acquire business insight, and simplify business data communications and collaboration. Built on existing, familiar products like Microsoft Office, these capabilities will help organizations more quickly identify actionable business trends in order to increase revenue and reduce expenses without significant training costs and IT expenditure. Additionally, the data visualization products and technologies are built on the Microsoft .NET platform and fully extensible to meet any customer or partner requirement.



Microsoft MapPoint 2004

MapPoint 2004 is a business mapping tool that enables organizations of all sizes to analyze, visualize, and communicate business information using maps and geographical information.



Microsoft Office Visio 2003

Visio 2003 is a diagramming program that can help you create business and technical diagrams that document and organize complex ideas, processes, and systems.

Enhance Business Analysis

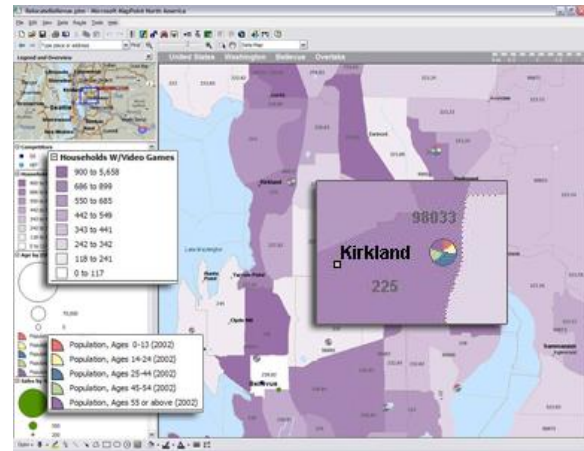
Using data visualization technologies from Microsoft, organizations can enhance their business analysis by uncovering business trends across many different business perspectives. By viewing data in new, non-traditional ways such as maps or process diagrams, organizations can utilize a broad range of features to more comprehensively analyze their business. Specifically, with data visualization technologies from Microsoft, organizations can:

- Create new business analysis capabilities by incorporating maps and process diagrams with traditional tabular data.
- Extend existing business management reporting with location and business process data.
- Enhance decision making through real-time views of key business data.

Quickly Acquire Insight

Using data visualization technologies from Microsoft, organizations can quickly acquire business insight in order to take action. By providing new, innovative ways to view business information, trends will be easier to find and reduce the time it takes gain actionable insight. Specifically, with data visualization technologies from Microsoft, organizations can:

- Spot business trends and data anomalies more quickly by incorporating maps and process diagrams into your business analysis.
- Gain more from existing business intelligence and analysis capabilities in the organization by extending them with new, innovative data views.
- Quickly understand key business metrics by applying business rules to real-time data visualization.

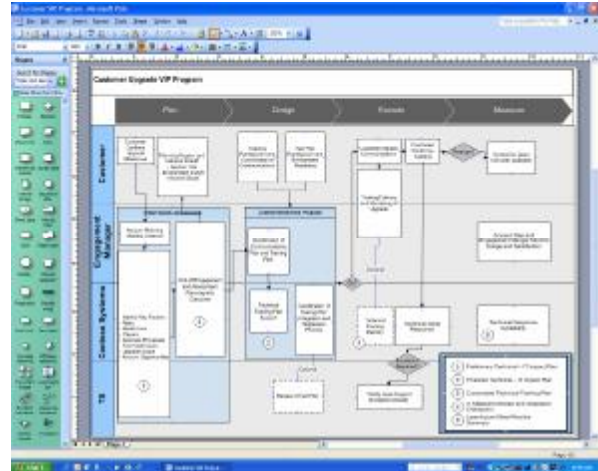


Use MapPoint 2004 to more quickly acquire insight into business data.

Simplify Business Data Communications

Using data visualization technologies from Microsoft, organizations can more effectively share analysis both within and across corporate boundaries. Specifically, organizations can:

- Provide new, innovative views to business data that can be understood by all employees.
- More effectively integrate and share complex business data across the organization.
- Enable both real-time and static views of key business data.



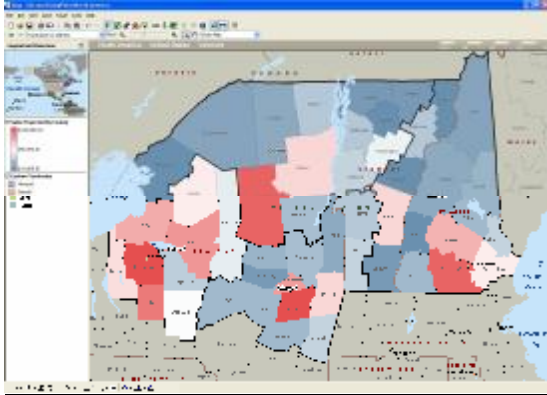
Use Visio 2003 to more effectively share business process information.

Today there is a unique opportunity to empower all users with a simple, easy-to-use toolset that enhances everyone's ability to analyze data with new, innovative data visualization features. The data visualization technologies from Microsoft, including MapPoint 2004 and Visio 2003, are an important part of that toolset.

Solution Scenarios

Microsoft data visualization technologies support a wide range of business scenarios:

Sales Pipeline Management



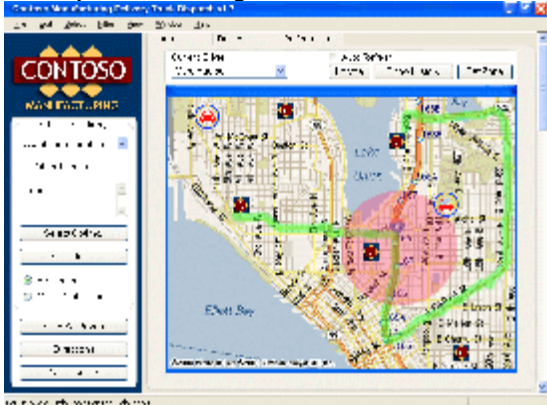
Quickly view how your sales pipeline is developing with simple, map-based views using MapPoint 2004.

Asset Management



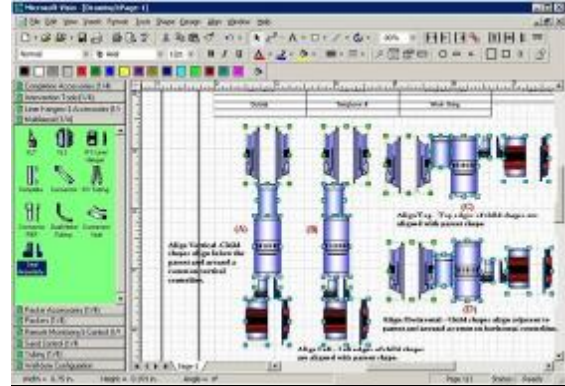
More effectively track your organization's assets in order to gain better visibility into product or service deliveries and arrivals.

Fleet Operations Management



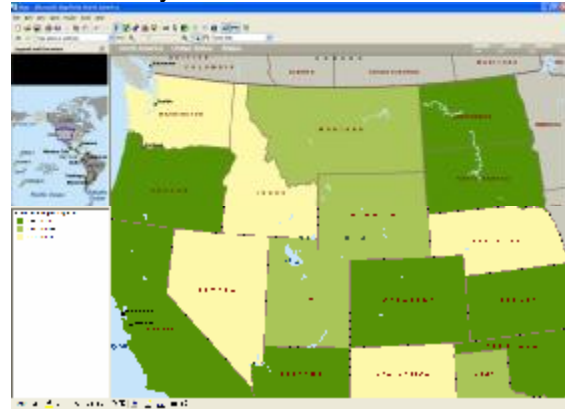
Improve your fleet operations management and analysis using MapPoint 2004 to track, log and report your fleet activities in the field.

Sales Automation



Quickly configure sales proposals using Visio 2003.

Sarbanes-Oxley Automation



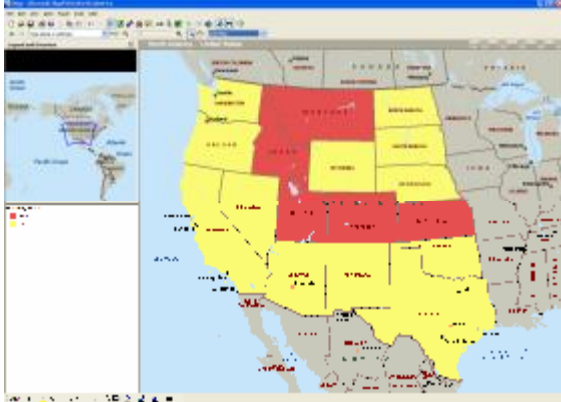
Model your finance close process in order to improve transparency and support Sarbanes-Oxley using Visio 2003. Gain visibility into region status by using MapPoint 2004.

Financial Planning and Budgeting



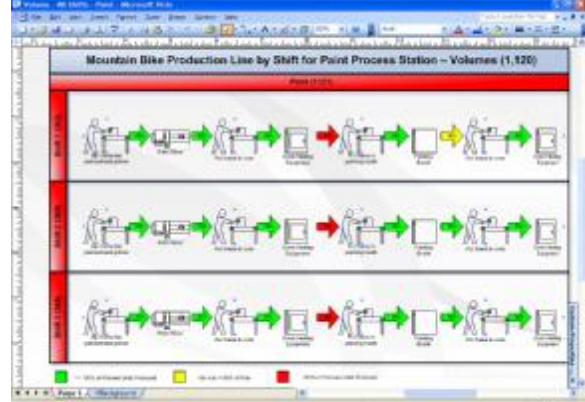
Effectively model your business revenue, expenses, and profitability using Visio 2003.

Operations Expense Management



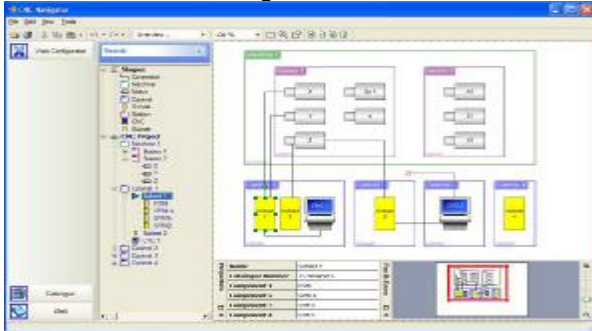
Quickly understand which regions and geographies are over budget using MapPoint 2004.

Quality Management



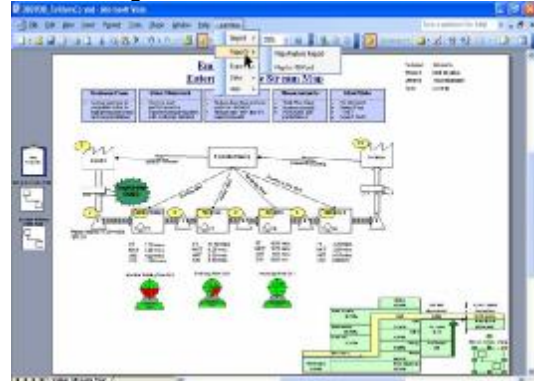
Effectively implement quality control programs like Six Sigma and gain insight into how effective it is across regions using Visio 2003 and MapPoint 2004.

IT and Network Monitoring



Quickly model your IT network and overlay monitoring capabilities with Visio 2003.

Asset Management



Gain more insight into asset utilization through programs like lean manufacturing using Visio 2003.

More Information

For more information on Microsoft data visualization technologies, please visit:

<http://www.microsoft.com/office/bi/dataviz/>

For more information on MapPoint 2004, please visit:

<http://www.microsoft.com/mappoint/>

For more information on Visio 2003 please visit:

<http://www.microsoft.com/office/visio/>

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