



# ProClarity and SQL Server 2005

## Get the most out of Microsoft SQL Server 2005 Analysis Services with ProClarity

“The new features in ProClarity 6.1 and its integration with SQL Server 2005 will allow us to take full advantage of the Microsoft BI platform. We have already seen great success with our ProClarity and Microsoft solution, and this new technology will allow us to make even greater strides in our business intelligence practices.”

Eric Lofstrom  
Manager,  
Business Intelligence  
Quicken Loans

The largest single upgrade to SQL Server 2005 is in Analysis Services, the analytics engine of the Microsoft business intelligence platform. Data analysis and reporting will never be the same. With the release of SQL Server 2005, Microsoft is introducing the Unified Dimensional Model (UDM). The UDM, with its more robust cube models, adds traditional relational attributes to OLAP data structures, bringing both quantitative and qualitative information into a single model for analysis. This will enable business decision makers to analyze more data than ever, in greater depth and with more powerful results.

At the same time, using Analysis Services has become more complex. That’s where ProClarity comes in. ProClarity Analytics 6 provides decision makers with tools to easily use, access, share, understand, and explore data in the UDM.

### ProClarity Delivers Simplicity

The power of the UDM is that it makes more information available for analysis. However, one potential pitfall of having extra information is that it is easier

for users to get the wrong data. The latest release of ProClarity Analytics 6 solves this problem by simplifying the UDM through context filters, advanced visualizations and an intuitive interface for ad-hoc data investigation.

### Context Filters

ProClarity context filters help your organization harness the power of the UDM while simplifying the way that end users see and analyze the data. ProClarity context filters enable business analysts to manually restrict the measures, dimensions and hierarchies that end users see; they also filter out nonrelevant hierarchies when users are working with a specific measure group. When a specific measure group is selected, the setup panel in ProClarity will only show the dimensions that relate to that particular measure group, making it easy to see relationships between dimensions, hierarchies and measures. Additionally, context filters can be set up to hide the complexity of displaying multiple hierarchies for the end users—restricting end users to only the hierarchies that are relevant to the analysis they are conducting.

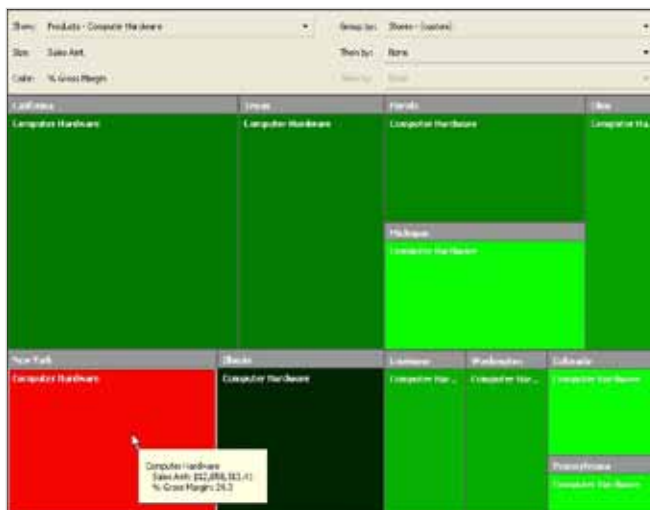


## Performance Map

The ProClarity Performance Map takes a large amount of information and easily shows the relationships between two measures, helping decision makers immediately see where they need to focus their attention. The size of the box indicates magnitude (one measure), and the color of the box indicates performance (a second measure) based on defined parameters.

## Advanced Visualizations

More information means richer analysis but it also can lead to more time spent navigating through data. ProClarity includes advanced visualizations, such as the patented Decomposition Tree, Performance Map and Perspective View. These are built to present large amounts of data and multiple measurements in a way that helps decision makers quickly identify trends, opportunities and threats.



## Intuitive Interfaces

ProClarity Analytics 6 is easy for decision makers to use. There are a variety of interfaces that are all easy to use, putting the information decision makers need at their fingertips. ProClarity Analytics 6 is also easy for IT to deploy, enables powerful analysis, and adapts to technical and business requirements.

## SQL Server 2005 Experience

Experience matters. ProClarity is part of the Microsoft "Project Real" and worked with Barnes & Noble on implementing Analysis Services 2005. ProClarity also wrote the Microsoft best practices white paper on migrating SQL Server Analysis Services from

2000 to 2005. The ProClarity team of senior business intelligence experts is experienced in applying business intelligence to specific organizational needs. ProClarity helps ensure that each deployment stays on track, from architecting the solution to incorporating MDX best practices.

## Business Intelligence Training

ProClarity University offers courses that help build a sustainable business intelligence practice within an organization. Courses cover topics such as building UDMs, conducting analysis, and using MDX to a company's advantage.

## ProClarity boosts performance

More than ever, ProClarity and Microsoft business intelligence are enterprise ready. ProClarity takes advantage of the enhanced performance of SQL Server Analysis

Services including proactive caching, improved scalability and extranet capabilities of XMLA, better memory management, and improved access to source data for real-time analysis. The result—larger, more comprehensive deployments can be achieved, leading to better business decisions.

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