



Microsoft Business Intelligence

Proof of Concept

Overview

Symmetry and Microsoft created the Microsoft Business Intelligence Proof of Concept (BI POC) program for software vendors who want to evaluate the BI and performance management capabilities of the Microsoft SharePoint 2007, PerformancePoint Services, and SQL Server 2008 platforms.

You qualify for this program if:

- You are an independent software vendor (ISV) based in the United States
- You are either currently using or evaluating a non-Microsoft performance reporting, performance management, or business intelligence technology (Hyperion Essbase, Cognos, Crystal Reports, Business Objects, OracleBI, Discoverer, etc.)
- Your annual software revenues for the qualifying solution(s) are greater than \$5 million

Benefits

The value of business intelligence is best demonstrated by applying it to real business problems. The BI POC jumpstarts your evaluation, while at the same time giving you a better understanding of your performance management needs.

Our goal with the BI POC is to provide you with measurable and rapid results for a defined investment, both in terms of time and money. At the end of approximately two elapsed weeks (consisting of an estimated one week of preparation time and one week of implementation), you will have:

- ***A realistic understanding of how Microsoft PerformancePoint Services and SharePoint solve your performance management requirements***
A review of your POC with our experienced consultant will give your organization a better understanding of the monitoring and analytics components of PerformancePoint Services. You'll get a scorecard and reports with metrics you define. Plus, you can continue to evaluate SharePoint and PerformancePoint Services during the evaluation period specified by Microsoft.
- ***The opportunity to see your own data running with SQL Server 2008***
With the BI POC you can also evaluate the SQL Server 2008 platform using your own data in your own environment, before you purchase any software.

- ***A completed BI Proof of Concept***

At the completion of this effort, you will have a POC that demonstrates how a Microsoft BI solution can provide value to your organization and customers. The POC can also be used as the starting point for further design.

Your BI POC will include:

- 4 Sample Reports, including:
 - 1 Trend Report
 - 1 Product or Market Share Report
 - 1 Ranking Report (E.g., Top 10, Bottom 5)
 - 1 Report of your choice with any of the following metrics:
 - Year-To-Date
 - Current vs. Previous Month
 - Change & Percent Change %
 - 1-2 other metrics of your choice supported by your data
- 1 Scorecard with any of the metrics listed above
- Dimensions
 - Time
 - 1 year of data (Year, Quarter, Month, and Day)
 - Up to 4 other dimensions:
 - 1 dimension with up to 3 hierarchies of your choice
 - Up to 3 other dimensions with up to 1 hierarchy of your choice
 - Examples of dimensions you may wish to include:
 - Product
 - Geography
 - Manufacturing process
 - Customer
 - Status

Get Started Right Away

With the assistance of our experienced consultant, you will define the parameters of a BI POC that Symmetry will develop over a one week period using Microsoft PerformancePoint Services, SharePoint 2007, and SQL Server 2008.

To help you start defining your BI application, we created POC definition templates, which we will provide you before beginning implementation of your application. A detailed project implementation schedule is included with this document.

Hurry -- Offer Ends June 30, 2010!

Normally your investment in the Microsoft BI POC would be \$15,000. From now until June 30, 2010, or while funds last, Microsoft and Symmetry are each investing in your BI POC. ***You get the complete Microsoft BI POC for only \$5,000, plus applicable travel expenses.***

We anticipate funding will not last: this offer is subject to change at any time. Act now to schedule your Microsoft BI POC!

Acceptance

To schedule your Business Intelligence POC, fax the form below to Microsoft BI POC, (415) 453-8043 or email info@symcorp.com.

As of _____, 2010 we hereby initiate a request to schedule a BI POC of Microsoft SharePoint 2007, PerformancePoint Services, and SQL Server 2008.

We would like to begin our BI POC on: _____, 2010.

Signed: _____

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Business Intelligence POC Schedule

BI POC Advance Preparation

Document your business problem, project participants, and data sources with the General Information template Symmetry provides and send it to us at least one week before the BI POC begins. Prior to the arrival of the Symmetry consultant on-site, plan to participate in two 2-hour phone meetings to review your application and the desired BI POC parameters.

On-Site Schedule

Day 1 (afternoon)

- 2 hours Meeting with entire Evaluation Team of technical and business users
Review and finalize POC scope and success criteria
- 3 hours Install or verify installation of software
Verify connectivity to data source

Day 2

- 4 hours Review data sources and data format/organization
Verify that data meets POC scope
Database design
- 4 hours Start to build databases & create analytical model in SQL Server 2008 & Analysis Services 2008

Day 3

- 8 hours Continue to build databases in SQL Server 2008 & Analysis Services 2008

Day 4

- 6 hours Create scorecard and reports using PerformancePoint Services and SharePoint 2007
- 2 hours Review POC with technical representative from evaluation team

Day 5 (morning)

- 2 hours Present and demonstrate POC to evaluation team
- 2 hours Evaluate the project based on success criteria
Plan next steps