



Microsoft Performance Management Proof of Concept

Overview

Symmetry and Microsoft created the Microsoft Performance Management Proof of Concept (POC) program for software vendors who want to evaluate the performance monitoring and analytics components of the Microsoft PerformancePoint Server 2007 and SQL Server 2005 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 (BI) 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 performance management is best demonstrated by applying it to real business problems. The Performance Management POC jumpstarts your evaluation, while at the same time giving you a better understanding of your performance management needs.

Our goal with the Performance Management 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 the Microsoft PerformancePoint Server platform solves 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 Server. You'll get a scorecard and reports with metrics you define. Plus, you can continue to evaluate PerformancePoint Server during the evaluation period specified by Microsoft.
- ***The opportunity to see your own data running with SQL Server 2005***
With the Performance Management POC you can also evaluate the SQL Server 2005 platform using your own data in your own environment, before you purchase any software.

- ***A completed Performance Management Proof of Concept***

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

Your Performance Management 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 Performance Management POC that Symmetry will develop over a one week period using Microsoft PerformancePoint Server 2007 and Microsoft SQL Server 2005.

To help you start defining your performance management 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 March 31, 2009!

Normally your investment in the Microsoft Performance Management POC would be \$15,000, plus our consultant's travel expenses. From now until March 31, 2009, or while funds last, Microsoft and Symmetry are each investing in your Performance Management POC. ***You get the complete Microsoft Performance Management POC for only \$5,000, plus travel!***

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

Acceptance

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

As of _____, 200_ we hereby initiate a request to schedule a Performance Management POC of Microsoft PerformancePoint Server 2007 and SQL Server 2005.

We would like to begin our Performance Management POC on: _____, 200_.

Signed: _____

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Performance Management POC Schedule

Performance Management 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 Performance Management 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 Performance Management 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 2005 & Analysis Services 2005 |

Day 3

- | | |
|---------|---|
| 8 hours | Continue to build databases in SQL Server 2005 & Analysis Services 2005 |
|---------|---|

Day 4

- | | |
|---------|---|
| 6 hours | Create scorecard and reports using: <ul style="list-style-type: none">▪ PerformancePoint Server 2007 Monitor▪ PerformancePoint Server 2007 Analytics |
| 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 |