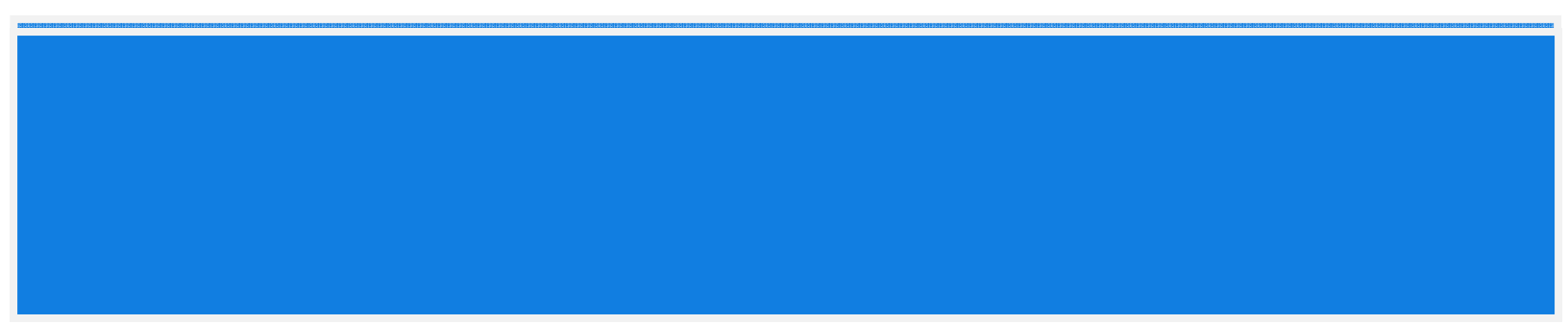


***Enterprise Intelligence For Free:  
Microsoft restructures to bring BI to the masses***



**Sean McCall, Principal**



## Microsoft Announces a Change

On January 23, 2009, Microsoft restructured their business intelligence (BI) suite, moving the “monitoring and analytics” PerformancePoint Server capabilities (scorecards, dashboards, and analytics) into SharePoint Server while retiring the planning module of the PerformancePoint Server. This transformation presents a compelling opportunity for Microsoft customers with enterprise license agreements and current Software Assurance to receive unrestricted entitlement licenses for PerformancePoint Server (PPS) and Microsoft Office SharePoint Server (MOSS) immediately.

Pariveda Solutions believes this announcement creates a unique opportunity to build new business value through BI initiatives with a lower total cost of ownership. Enterprise Microsoft customers can leverage this complimentary license model to build high ROI analytic solutions and improve corporate decision-making capabilities without an additional software investment. With SharePoint and Microsoft SQL Server deployed to over 100 million people worldwide, the licensed base for Microsoft BI products just increased significantly, creating new possibilities to build tangible value for the business and continue to execute on a strategy of bringing BI to the masses.

This change also solidifies Microsoft’s BI vision around tools that are already broadly adopted within the day-to-day activities of the information worker, namely SharePoint and Excel. This ubiquitous information worker toolset is well positioned to increase BI adoption and improve the overall customer experience while streamlining the BI presentation layer options.

## What This Means to You

By 2010, monitoring and analytics will be rebranded to PerformancePoint Services within SharePoint version 14, including capabilities for scorecards, dashboards, and analytics. ProClarity Analytics Platform functionality, already bundled with PPS, is planned for SharePoint 14 as well but it remains unclear whether popular visualizations such as decomposition trees, performance maps, and perspectives will survive the platform consolidation. The overall architecture will be easier to support and maintain as all Microsoft BI products will be web-based applications with no desktop applications other than Excel.

Microsoft has confirmed it will release another Service Pack 3 (SP3) in the summer of 2009 for PerformancePoint Server Planning. Microsoft Marketing Director for BI, Guy Weismantel, mentioned the possibility of PPS-Planning version 2 features in SP3 in an announcement video at Microsoft.com/BI. However, all subsequent Microsoft announcements have only committed to stability and bug fixes. It is unlikely that a service pack will contain new functionality, but it is not unprecedented e.g., Reporting Services arrived as a service pack for SQL Server 2000.

While Microsoft has announced “no further investment” in the Planning module of PPS as a standalone application, Microsoft is expected to continue to expand planning capabilities in Excel and to realign planning capabilities with enterprise resource products like Microsoft Dynamics. Microsoft has announced support for the PPS-Planning module through 2018, but has left many companies realizing their budgeting and planning solutions may be best served through the capabilities provided by their ERP systems, or competing specialty software. While not official, it would seem that Microsoft would view this move as an opportunity to extend their Dynamics ERP platform around budgeting and planning. In recent years there has been significant consolidation around budgeting and planning software as Oracle purchased Hyperion, IBM purchased Cognos and SAP purchased Business Objects. Gartner advises focusing on today’s business needs and achieving a three to five year payback on performance management software since software vendors continue to adapt their product roadmaps to the market.<sup>1</sup> Pariveda Solutions has recently helped customers with current investments in PPS-Planning evaluate

---

<sup>1</sup> [http://searchdatamanagement.techtarget.com/news/article/0,289142,sid91\\_gci1289113,00.html](http://searchdatamanagement.techtarget.com/news/article/0,289142,sid91_gci1289113,00.html)



future roadmap options. In most cases, these customers are best advised to continue to leverage their existing investment knowing PPS-Planning will continue to be supported over the next decade and is already compatible with upcoming versions of Microsoft Windows Server and SQL Server.

## The Benefits Going Forward

We believe this move will be advantageous for companies wanting quick operational reporting solutions in concert with SharePoint through tools already available and familiar. According to Kristina Kerr, Microsoft BI Product Manager, the change in licensing model was more of a direct response to the performance of the product, unrelated to recent Microsoft layoffs. "We weren't playing to our strengths, and consequently were running into the same glass ceiling of 20 percent deployment that every other BI vendor is," Kerr told Computerworld in a January 28, 2009 interview. "We thought there was a much better way to achieve our goal of 'BI for the masses,' which is to make these features a seamless part of how they already work with SharePoint, SQL Server, or Excel." Kerr went on say that with the "economy being what it is, customers want to do more with less, and make the most out of their IT investments."<sup>2</sup>

In the current economic environment, extending the use of existing investments is a useful strategy for achieving and/or protecting a competitive advantage. Microsoft's position as the most cost effective analytical tool set in the marketplace has been strengthened with this product realignment. At Pariveda Solutions, we understand the need to rapidly improve operational reporting and corporate decision-making while utilizing existing software investments to constrain costs. Tools integrated with your ERP are best suited for monthly and yearly financial reporting and budgeting, whereas operational reporting often pulls from a myriad of data sources, including your ERP, in order to provide the day to day information to run the business. Businesses are increasing in complexity which further emphasizes the need for "quick hit" solutions, providing significant ROI in six to eight week increments rather than long, drawn out data warehouse projects. Pariveda has developed a number of "quick hit" solutions that take advantage of these analytic frameworks and allow our clients to make the most out of their data, even in turbulent times. The decreased total cost of ownership creates a lower barrier to entry for BI which can be a persuasive story, capturing the attention of the business as well as IT.

\*\*\*\*\*

### About Pariveda Solutions, Inc.

Pariveda Solutions (Pariveda) works with organizations to improve their profitability through the deployment of process and technology. Pariveda delivers solutions in the areas of IT Strategy, IT Executive Advisory services, Program and Project Management, Application Development, System Integration, CRM and Business Intelligence. Pariveda's goal is to establish relationships with clients on a local level and deliver high value solutions.

Pariveda Solutions was ranked the 16th fastest growing company in the Dallas Business Journal's 2007 edition and the 34th fastest in the 2008 edition of the Dallas One Hundred, comprised of the 100 fastest-growing private companies in the DFW Metroplex. Pariveda Solutions was also recently named to the Dallas Business Journal's "Best Places to Work" for 2008 as well as one of Consulting Magazine's 7 "Small Jewels" for 2008. Launched and headquartered in Dallas, Texas, Pariveda Solutions has grown to over 150 employees since 2003. The company has additional offices located in Chicago, Denver, Detroit, Houston and Seattle.

Learn more at [www.parivedasolutions.com](http://www.parivedasolutions.com)

---

<sup>2</sup> [http://www.infoworld.com/article/09/01/28/Microsoft\\_pulls\\_PerformancePoint\\_Server\\_after\\_just\\_15\\_months\\_1.html](http://www.infoworld.com/article/09/01/28/Microsoft_pulls_PerformancePoint_Server_after_just_15_months_1.html)