Better Insights with BISM in SQL Server Analysis Services 2012

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Session Objectives

- Glimpse of Ancient Modeling
- New Modeling Techniques
- Comparisons

By the end of the session
- You can create an Analysis Data model in * steps
Company
Need of the hour

- Fast
- Simple
- Easy
- Scalable,
- Robust
- Familiar environment
  - Excel or Visual Studio
BISM answers ALL Scenarios

Third party Applications

Reporting Services

Excel

PowerPivot

Sharepoint Insights

BI Semantic Model:

Data model

Multi-dimensional

Tabular

Business logic and queries

MDX

DAX

Data access

MOLAP

ROLAP

xVelocity

Direct Query

Database

Line of Business applications

Files

OdataFeeds

Cloud Services
3 ways to Model

3 Flavors
- Multidimensional
- PowerPivot with Sharepoint
- Tabular
demo

Start building a BISM model
An **ALL green** scorecard

- Fast
- Simple
- Easy
- Scalable,
- Robust
- Familiar environment – Excel or Visual Studio
Beauty of BISM

Flexibility
- Multi dimensional & tabular
- MDX & DAX for Logic
- Cached and pass through storages
- VS or Excel
- Choice of end user BI tools

Richness
- Sophisticated Business logic
- Fine grained Security – Row and cell level
- Enterprise capabilities

Scalability
- xVelocity for high performance
- MOLAP for mission critical scale
- Direct Query and ROLAP for real time access to data
- State of art compression algorithms
# In a nut shell

<table>
<thead>
<tr>
<th></th>
<th>Tabular</th>
<th>Multidimensional</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Storage</strong></td>
<td>In Memory</td>
<td>Disk based storage</td>
</tr>
<tr>
<td><strong>Compression</strong></td>
<td>10x- 15 x</td>
<td>Approximately 3x</td>
</tr>
<tr>
<td><strong>I/O</strong></td>
<td>Scans only memory</td>
<td>Scans disks</td>
</tr>
<tr>
<td><strong>Performance</strong></td>
<td>High Performance, aggregates not</td>
<td>High performance, aggregates</td>
</tr>
<tr>
<td></td>
<td>required</td>
<td>and tuning of aggregates</td>
</tr>
<tr>
<td><strong>Real time</strong></td>
<td>Direct queries</td>
<td>ROLAP</td>
</tr>
</tbody>
</table>
One Model for all End User Experiences

Client Tools
Analytics, Reports, Scorecards, Dashboards, Custom Apps

BI Semantic Model
Data model
Business logic and queries
Data access

Data Sources
Databases, LOB Applications, OData Feeds, Spreadsheets, Text Files

Personal BI
PowerPivot for Excel

Team BI
PowerPivot for SharePoint

Organizational BI
Analysis Services

Flexibility
Richness
Scalability

Bringing BI to the Masses
Trivia

- Modeling Options in SQL 2012 SSAS?
- New business query language with Tabular Model?
- Tools for Modeling?
- What is xVelocity?
- Reporting tools?
Success is infectious! Fun has its own ROI

Anybody can develop model
Our FB Page - Data Warehouse & Business Intelligence

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  http://aka.ms/ws2012rtm

- System Center 2012 SP1 Evaluation
  http://aka.ms/sc2012rtm

- Windows Server 2012 Virtual Labs
  http://aka.ms/ws2012vlabs