

Once again the ProClarity/Microsoft partnership has delivered on its promise to bring business intelligence to the next level - this time with the next generation of custom, enterprise-ready analytic solutions. Blending the analytical capabilities of ProClarity with Microsoft's full-featured reporting solution is a powerful combination. Finally, decision makers can now seamlessly move between reading the data in a report to analyzing the complex detail behind the figures. ProClarity and Microsoft continue to better the BI industry by delivering enterprise-class solutions that meet sophisticated analytic and deployment requirements - **at a fraction of the cost of competing solutions.**

Through integration with Microsoft Reporting Services, ProClarity delivers unmatched BI capabilities by adding the very best ad-hoc dimensional query capabilities and broadest family of tools to facilitate understanding of information. With the simple click of a mouse, business users can gain better understanding of their reports by using ProClarity to analyze their data. ProClarity for Reporting Services allows the analysis of data without the request of additional reports from IT, thereby greatly reducing the time to make an informed decision.

### Reduce Time and Effort to Create OLAP Reports

Report authors can now create reports in Reporting Services without having to write complex MDX queries by hand. OLAP data sets and queries are created using ProClarity's intuitive user interface. ProClarity allows authors to create and publish reports using the Reporting Services XML Report Definition Language (RDL). ProClarity also gives authors the ability to create new OLAP data sets—or edit existing data sets—for current reports. At last reports can be delivered:

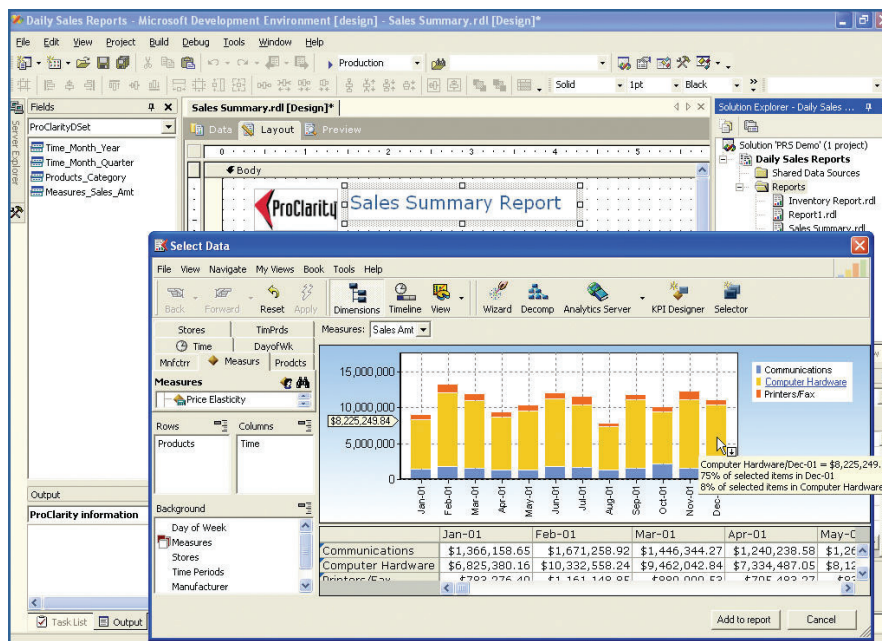
- To any user (from executives to knowledge workers)
- In any format (from HTML to PDF)
- To any device (from desktop to handheld)

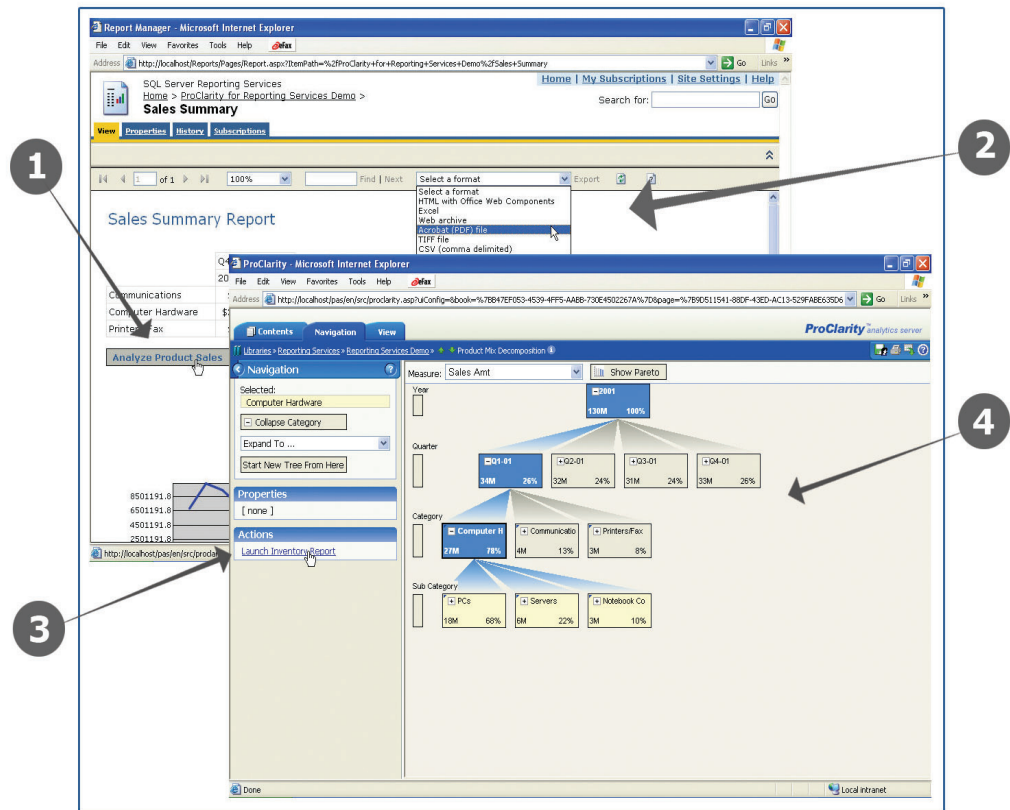
### Increase Insight and Understanding

Using the right tool for the right job leads to success. Report authors can place a link in a Reporting Services document that will take report consumers directly into ProClarity. From there, decision makers can use ProClarity's advanced visualization features to analyze report data and gain a deeper understanding of their business in significantly less time. Report authors become more efficient, because consumers can access relevant data on their own. When

something catches their attention, they can explore further and immediately analyze the detail by drilling down, cross drilling, pivoting or charting their data. Decision makers also gain a great advantage using ProClarity's data visualization tools such as the patented Decomposition Tree, which speeds users through the steps of root-cause analysis, and the perspective view which is designed for the quick identification of variances in large amounts of data.

ProClarity report wizard reduces time and effort to create OLAP reports using either ad-hoc or existing ProClarity views.





- (1) Link from Microsoft report to ProClarity supports train-of-thought analysis
- (2) Delivery options for any user, anywhere, in any format
- (3) Move from analysis back to detailed reports for complete round trip analysis
- (4) Link from reports to advanced visualizations to enhance analysis and understanding.

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### Lower Cost of Ownership

IT administrators can now further leverage their investment in Microsoft technology by adopting Microsoft Reporting Services. This significantly lowers the total cost of ownership and eases the management of a BI solution by eliminating the need to acquire a stand alone reporting solution from another vendor. Also, because ProClarity and SQL Server are built on common technology stacks they are seamlessly integrated to protect an organization's BI investment.

### Specifications

ProClarity for Reporting Services is designed specifically for use with Microsoft SQL Server Reporting Services, Report Designer, and ProClarity Analytics Server.

