



Exploring New Business Intelligence Possibilities with Microsoft SQL Server 2005

Understand the opportunities presented by the new capabilities in Microsoft SQL Server 2005, Analysis Services and Reporting Services

Ealing Film Studios, Wednesday April 26th, 10am – 12:30pm with lunch to follow

- Background** Microsoft is redefining what is technically and economically feasible in business intelligence with Microsoft SQL Server 2005. This workshop explores these new boundaries.
- Objectives** This free half-day workshop explores what can be done and how it works. It is ideal for managers in business functions who need to understand what is possible so that they can see opportunities for their businesses. It is also valuable for senior technical managers, who have to keep up to date with the capabilities of a wide range of technologies, to have key points of differentiation highlighted.
- Expertise** The workshop is delivered by Thorogood consultants with unparalleled experience of translating business requirements into technical solutions. They explore the significance of new capabilities. They explain what is possible and how it works in practical terms, not technical terms. For example, they share learning from the recent experience of building an early large-scale analytic and reporting application for a major bank that leverages the new capabilities of SQL Server 2005, and our experience of upgrades from SQL Server 2000 to SQL Server 2005.
- Content** It will show how important tasks can now be streamlined and simplified; the tasks of collecting and integrating data, modelling complex business logic, establishing rigorous quality controls, enforcing appropriate security, and delivering performance and ease of use on an enterprise-wide or global scale. It will show you cost-effective solution options.
- Is it for you?** So for managers of information, for example, in finance, marketing or information management functions; this workshop is for you. It will transform your understanding of what is feasible and help you conceive the solutions to long-standing problems. For senior technical managers it will help you to get up to speed on the most dynamic area of development in business intelligence. To see our consultants in action, and hear them express their views will help you to form your own balanced judgements.
- Format** The workshop will be held at our offices at Ealing Film Studios, on Wednesday April 26th from 10am – 12:30pm with lunch to follow. Register now at www.thorogood.com/seminars or contact Caroline (details below).

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