

# ITA BI Roundtable MS BI Conference Highlights

15 June 2010

AN **ITA** ROUNDTABLE SERIES

Chaired by: **Tom Huguelet**, [contextQ](#)



Illinois Technology  
Association

# About ITA



The **Illinois Technology Association (ITA)** is committed to developing an environment in which technology companies can flourish in an increasingly competitive marketplace. The ITA is a regional industry trade association headquartered in Chicago and serving all of Illinois. The ITA provides members with access to connections, information and promotional opportunities to improve business locally, regionally and nationally.

Already more than 550 members-strong, the ITA connects technology organizations that focus on travel, data management, telecommunications, navigation, sales enablement, and much more.

## ITA Roundtable Program

The mission of the ITA Roundtable Series is to create small group collaboration opportunities for the Illinois technology community. Relevant topics that will accelerate the development of the regional technology industry through the creation, growth, and success of individual businesses are the focus of each program. ITA builds progressive collaboration through the involvement of individuals that have excelled as leaders in the tech community that want to give back to both emerging and established tech companies.

## ITA Membership

We invite you to become a member and let the ITA help drive your business. Membership **entitles your entire company** to participate in ITA activities and events at discounted rates.

**For further information, please contact:**

**Mary Pat McGlynn**  
**Membership Coordinator**  
**[mpmcglynn@illinoitech.org](mailto:mpmcglynn@illinoitech.org)**  
**(312) 924-1061.**



Thank you to:  
Jeff Block

Introducing:  
Tom Huguelet

# Tom Huguelet



- Consultant
- Trainer
- Mentor
- Primarily but not exclusively Microsoft
- 21 years consulting, 11 focused on BI
- MCSE, MCDBA, MCT, MCTS
- I love this stuff!

# MS BI Conference



- PowerPivot
  - Self-service
  - Managed BI
- oData  
(aka project Dallas)
- BI integrated search
- SQL Server R2
  - Report Builder 3.0
  - Report Components
  - Mapping
  - Parallel Data Warehouse
  - Master Data Management

# PowerPivot=Paradigm Shift



- What it means to People
  - Self service
- What it means to Organizations
  - (Potential for) Governance
- Technology
- Column-based, in memory
- DAX
- SSAS Under the hood
- Will get “bigger”

# The other shoe ...



- Data Quality
- Spread-mart Hell, on steroids
- Potential to dilute emphasis on architecture
- Will people come to the BI table if they can “roll their own”?
- Not the same as Analysis Services
  - No Security
  - No complex Hierarchies
  - No KPI's

# Resources



- <http://powerpivot-info.com>
- <http://powerpivotpro.com>
- <http://powerpivot.com>
- <http://powerpivotgeek.com>
- <http://powerpivotsampleddata.codeplex.com>
- <http://www.msteched.com/BI/Page1/CountAll>
- <http://www.odata.org>
- <http://pinpoint.microsoft.com/en-US/Dallas>



# Upcoming BI Roundtables



- Solicitation of ideas
- Survey of usages and interests
- Comparing usage of products
- CPM focus:
  - Balanced Scorecard
- Geospatial Analytics

# Community



- LinkedIn
- Survey of usages and interests
- Comparing usage of products
- CPM focus:
  - Balanced Scorecard
- Geospatial Analytics