

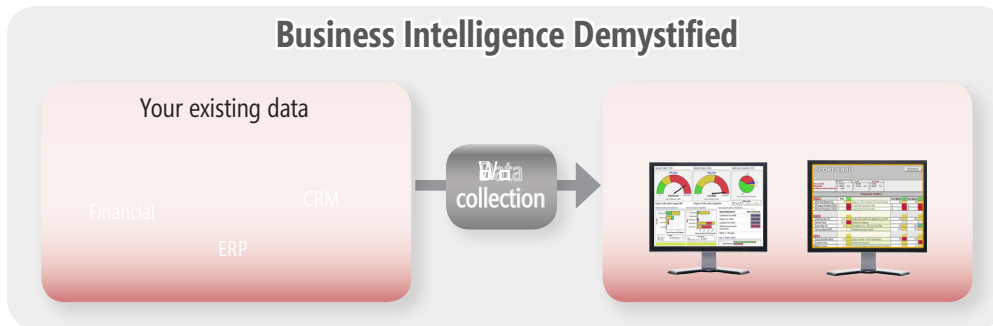
Emerge stronger!

Three ways to help strengthen your business during the recession



Emerge stronger with Business Intelligence (BI)

Today it is more important than ever to know what is really happening in your business and to know it fast enough so you can make the necessary decisions on time. Business intelligence is simply turning the data you already collect into useful information and reports to support decision making.



With recent technological developments, BI is simpler and more accessible than ever. BI can help you emerge stronger from the recession by allowing you to:

- Understand and monitor costs
- Identify process inefficiencies
- Minimize manual processes
- Track sales effectiveness
- Compare results with budgets
- Analyze operational costs

Why Microsoft?

Microsoft is a leading provider of BI solutions. With Microsoft's platform, you can implement BI reports faster and at a lower cost using your trusted and familiar environment. Microsoft's platform provides superior value for your money because:

- It allows you to maximize your existing IT investment, requiring only small, incremental investments
- It has lower support, training and maintenance cost
- It's simple, familiar and interoperable with your familiar systems, like Microsoft SQL Server®, Microsoft Office Excel® and Microsoft Office SharePoint®

Where do I start?

- Contact your trusted Microsoft Partner to discuss a pilot so you can start strengthening your business with BI solutions
- Learn more about Microsoft's BI platform and solutions at:

www.microsoft.com/bi

"Culver's now has access to accurate data that it can report and analyze easily.

BMW/BQW/SBISRW □
– the speed-of-service report – Culver's is saving ERW □

Paul Mullin, a business analyst at Culver's

"Within three months of

BSOBQW/LQW/BQW/LBQ □
W/QBEBEER □
BSSW/BW □
LBRW/Q □
W/W/WB/ERW/WBBQ □

Annemiek Ballesty, Managing Director at Fossil Group Australia

Microsoft's BI Platform

□ and horsepower of Microsoft SQL Server and delivered through the W/W/Q/B/L □
Q/B/E/R/W/Z/E/W/B

