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Autore	Aspin Adam
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Nota di contenuto	""Contents at a Glance""; ""Contents""; ""About the Author""; ""About the Technical Reviewers""; ""Acknowledgments""; ""Introduction""; ""Chapter 1: SQL Server Reporting Services as a Business Intelligence Platform""; ""Business Intelligence Concepts""; ""Key Performance Indicators""; ""Scorecards""; ""Dashboards""; ""SSRS for Business Intelligence, Practically""; ""Getting the Data Right""; ""Prepare the Data""; ""Use Views and Stored Procedures""; ""Views""; ""Stored Procedures""; ""Some Ideas on Source Data Definition""; ""Real-World Data"" ""Designing SQL Server Reports for Business Intelligence"""" Presentation""; ""Design""; ""Layout""; ""Interface and Interactivity""; ""Multi-Purposing""; ""The Sample Database""; ""Preparing Your Environment""; ""Creating an SSDT Project""; ""Adding a Shared Datasource""; ""Add Shared Datasets""; ""Configuring Parameters""; ""Code and Stored Procedures""; ""Reusability""; ""The CarSales_Reports Database""; ""Book Audience""; ""How Best to Use This Book"";

""Conclusion""; ""Chapter 2: KPIs and Scorecards""; ""What Are Key Performance Indicators?""; ""KPI Value""; ""KPI Goal""; ""KPI Status""; ""KPI Status Thresholds""; ""Threshold Flags""; ""KPI Trends""; ""KPI Trend Thresholds and Flags""; ""A Simple KPI""; ""The Source Data""; ""How the Code Works""; ""Building the KPI""; ""How It Works""; ""A More Complex KPI Using Sparklines""; ""The Source Data""; ""How the Code Works""; ""Building the KPI""; ""How It Works""; ""Gauge-Based KPIs""; ""The Source Data""; ""How the Code Works""; ""Building the Gauge-Based KPI""; ""How It Works""; ""Hints and Tips""; ""Text-Based KPIs""; ""A Simple Text-Based KPI""; ""The Source Data""; ""How the Code Works""; ""Building a Text-Based KPI""; ""How It Works""; ""A Complex Text-Based KPI""; ""The Source Data""; ""How the Code Works""; ""Building a Complex Text-Based KPI""; ""How It Works""; ""Conclusion""; ""Chapter 3: Gauges for Business Intelligence""; ""Gauge Elements""; ""Data for Gauges""; ""Gauge Development""; ""Classic Gauges""; ""The Source Data""; ""How the Code Works""; ""Building the Gauge""; ""How It Works""; ""Hints and Tips""; ""Using Multiple Pointers in Gauges""; ""The Source Data""; ""How the Code Works""; ""Creating the Gauge""; ""How It Works""; ""Varying the Pointer Types and Assembling Gauges""; ""The Source Data""; ""How the Code Works""; ""Building the Gauge""; ""How It Works""; ""Hints and Tips""; ""Gauges with Multiple Elements""; ""The Source Data""; ""Creating the Gauge""; ""How It Works""; ""Hints and Tips""; ""Less Traditional Gauges""; ""Thermometers""; ""The Source Data""; ""How the Code Works""; ""Building the Thermometer""; ""How It Works""; ""Hints and Tips""; ""Sub-Gauges""; ""The Source Data""; ""How the Code Works""; ""Creating Gauges with Sub-Gauges""; ""How It Works""; ""Hints and Tips""; ""Interesting Tricks with Gauges""; ""The Source Data""; ""How the Code Works""; ""Creating and Assembling the Gauges""

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## Sommario/riassunto

Business Intelligence with SQL Server Reporting Services helps you deliver business intelligence with panache. Harness the power of the Reporting Services toolkit to combine charts, gauges, sparklines, indicators, and maps into compelling dashboards and scorecards. Create compelling visualizations that seize your audience's attention and help business users identify and react swiftly to changing business conditions. Best of all, you'll do all these things by creating new value from software that is already installed and paid for – SQL Server and the included SQL Server Reporting Services. Businesses run on numbers, and good business intelligence systems make the critical numbers immediately and conveniently accessible. Business users want access to key performance indicators in the office, at the beach, and while riding the subway home after a day's work. Business Intelligence with SQL Server Reporting Services helps you meet these need for anywhere/anytime access by including chapters specifically showing how to deliver on modern devices such as smart phones and tablets. You'll learn to deliver the same information, with similar look-and-feel, across the entire range of devices used in business today. Key performance indicators give fast notification of business unit performance. Polished dashboards deliver essential metrics and strategic comparisons. Visually arresting output on multiple devices focuses attention.

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