Tap Your Data Goldmine

Unlock the value of your data to generate new business

M.A.D.
Technology Solutions

Most organizations are sitting on a goldmine of information, from customer purchase histories, to product profitability data. Those who can use data to their advantage will win. The challenge is to get visibility into your data—to gain the insights needed to target the most profitable customers and win new sales. Now it is possible to use familiar tools, like Microsoft Excel, to get to the data you need, and to use that data to generate the insights that will help you grow your business.

3 Ways to Tap Your Data Goldmine

	Find, explore, and combine multiple sources of data	The first step is getting visibility into all of your data. Now you can use Microsoft Excel to quickly connect to, access, and combine data from many different sources to help identify the most profitable opportunities.
	Gain insights and put them to use with tools you know	Everyone in your organization can visualize and analyze data within the familiarity of Microsoft Office. Easily create and customize rich, interactive dashboards and reports, giving you the edge you need to capitalize on new opportunities before the competition does.
	Share insights to make faster, better-informed decisions	Once you've gained new insights, you want to share those insights to benefit the entire organization. Now you can easily publish your dashboards, and reports for easy access and customization by others—and you have the control to limit access to the right people.

"We can construct great-looking improvised reports with interesting visualizations using drag-and-drop features."

Juraj Fehér,
Business Intelligence Architect, VUB Ban

Microsoft

> "By using SQL Server PowerPivot for Excel and Power View, people can create their own reports, modify them as needed, and then share their findings with others."

Andy Morley,
Director of IT, Baker Hughes

About SQL Server 2012

Self-Service Tools. Powerful Analytics.

Microsoft SQL Server contains Business Intelligence technologies that unlock new insights with managed self-service options, large-scale data warehousing and powerful analytics solutions.

About SharePoint 2013

Better Connections. Better Ideas.

SharePoint 2013 helps you and your team work better, faster, and smarter. Access the right people and information to get the job done.

Microsoft Office 2013

Empower Users of All Levels With New Insights.

Power Query in Excel and Office 365
Discover, combine, and refine data across a wide variety of sources from within Microsoft Excel.

Power View
Provide stunning data visualization to discover new insights with a highly interactive and familiar data exploration, visualization, and presentation experience with Power View, now in Excel.

Power Pivot
Access, mash-up and analyze data from virtually any source and rapidly create compelling analytical models with PowerPivot, now in Excel.

How MAD Technology Solutions can help

Your Microsoft partner is there to help you every step of the way. Contact them today to get started in realizing the benefits of SQL Server 2012 and Office.

Contact information

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Microsoft SQL Server