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Microsoft Business Intelligence – our reporting roadmap 1/2

by [SQL Server Team](#)

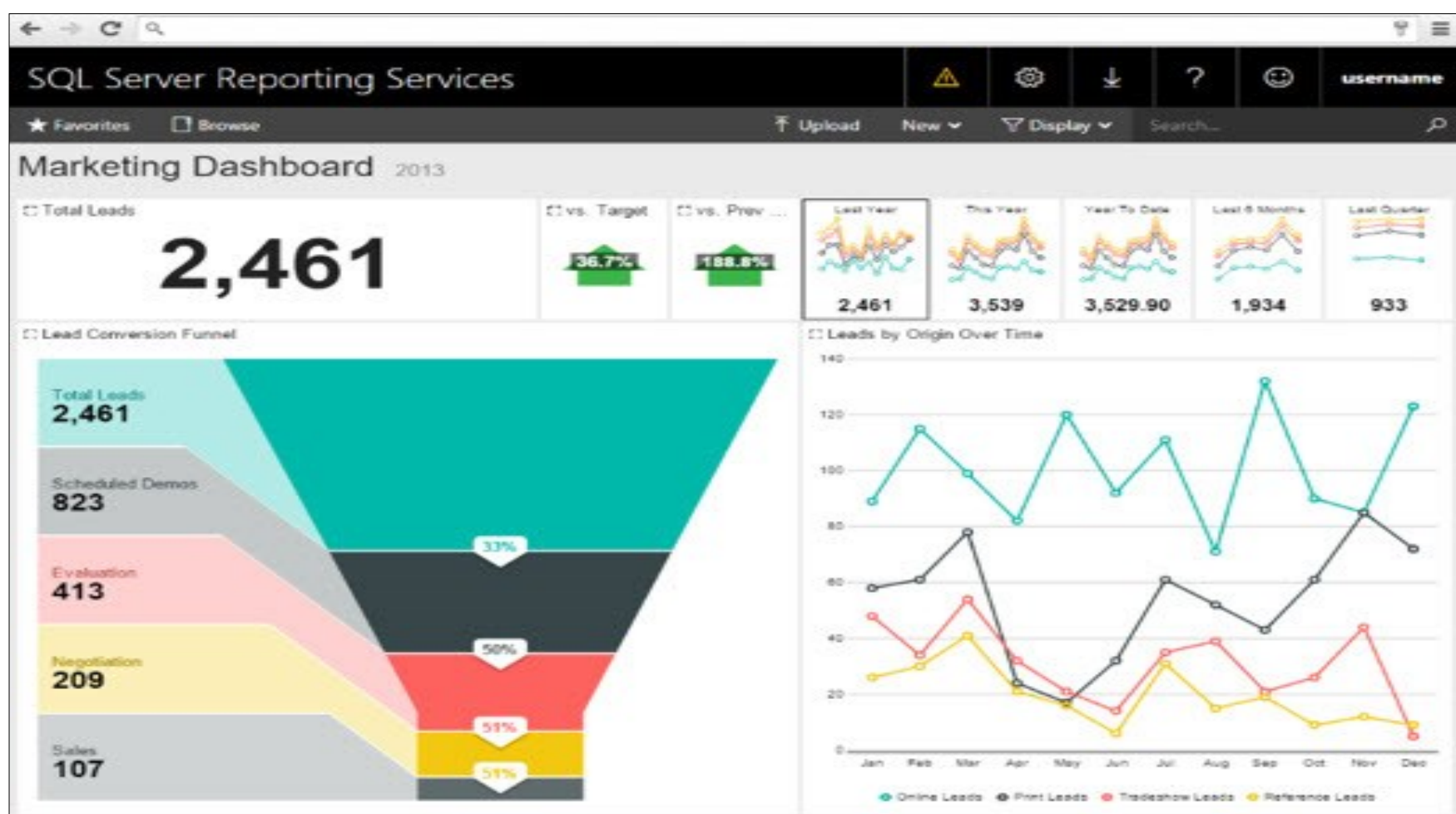
For eight consecutive years, Microsoft has been positioned as a Leader in the [Gartner Magic Quadrant for Business Intelligence and Analytics Platforms](#). And while each year has seen advances across our product line, this past year's progress is truly unprecedented. We firmly believe Microsoft now offers the industry's most complete and modern business intelligence product family – with unmatched breadth and depth.

At first approach, this depth can be overwhelming – how do all the components fit together? Where are things heading in the future? These are frequent questions from our customers and partners.

With the release of [SQL Server 2016](#), it's a great time to tackle those questions in a definitive blog.

Where we are heading

Our goal is simple – we want to put the power of data in the hands of every business and person on the planet. It is our objective to serve over a billion users with the Microsoft business intelligence (BI) platform.



Data is coming at us from every direction. From traditional sources – on-premises enterprise applications and databases. From sources developed over the last decade – websites, mobile applications, social media and SaaS business applications. And from sources still emerging – data from the “Internet of Things.”

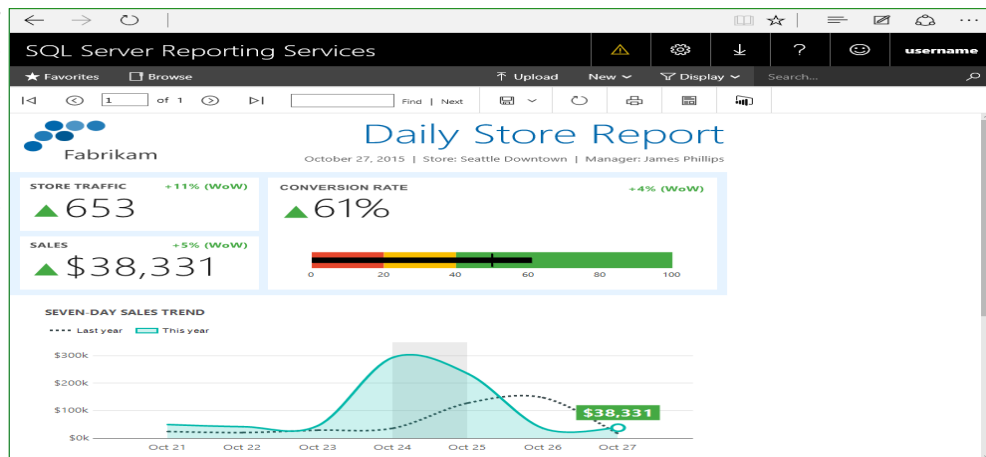
Maximizing the potential of one's data requires a platform that can work with data from on-premises systems and from the cloud – of any shape, size and arrival velocity, that can deliver insights wherever users may be, and in a form most convenient and accessible; and that offers deployment options that best fit the needs of an organization, at any point in its journey.

To achieve these requirements, we are aligning our cloud and on-premises solutions. It is our intent that your reporting technology investments and expertise will transfer across these deployment modalities so you can easily mix and match on-premises and cloud components, and benefit from our unique hybrid scenarios.

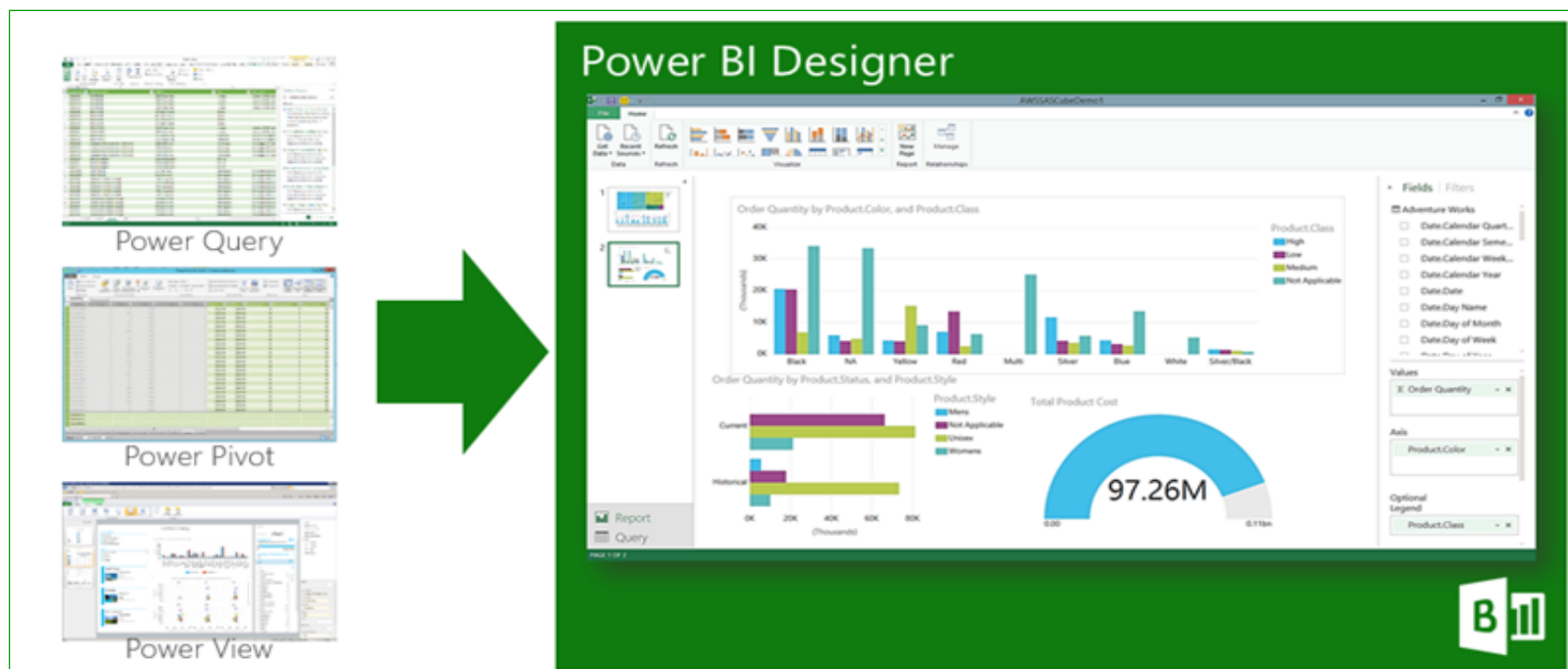
Harmonizing report types

We intend to standardize reporting content types across Microsoft on-premises, cloud and hybrid systems. Our reporting path forward focuses on four report types:

- Paginated reports** built with [SQL Server Report Builder](#) or [SQL Server Data Tools](#). Paginated reports allow for exact placement of elements on a page and are capable of complex display logic for creating printed reports or online operational reports. Paginated/operational reports have been a popular, invaluable foundation for day-to-day reporting and analytics for over a decade. These reports will continue to be a standard report type.



- Interactive reports** built with [Power BI Desktop](#). Power BI Desktop is a contemporary visual data discovery application and the next generation of our Power View technology. It generates HTML5-based reports, ensuring compatibility across all modern browsers.



- Mobile reports** are based on [Datazen technology](#). We believe dedicated reports optimized for mobile devices and form factors provide an optimal experience for users accessing BI reports on mobile devices. By specifically designing reports for different mobile form factors, we deliver on our promise and enable users to get business insights, any way, anywhere and from any device.



- Analytical reports and charts** created with Excel. Excel is the most widely used analytical tool today and it will continue to be an important report type, critical to our solution on-premises and in the cloud.



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