

# Panorama Software extends BI capabilities with Microsoft platform



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**Rony Ross, Founder and Executive Chairman,**  
Panorama Software

Panorama Software, a Microsoft Gold Certified and a GISV Partner, is a provider of complete and integrated business intelligence and performance management solutions. As an independent software vendor (ISV) that has developed a set of powerful performance management tools, Panorama Software saw an opportunity deliver greater business intelligence (BI) capabilities to customers. The company achieved this with Microsoft Excel 2010, Microsoft SharePoint Server 2010, and Microsoft SQL Server 2008 R2. By using these products with its own Panorama’s BI solution, the company is delivering the enterprise-class tools customers need to make better, more informed business decisions. This in turn helps Panorama Software improve customer service and drive revenue.

## Situation

The idea that business intelligence (BI) technology can have a direct and positive impact on a company’s business performance is something not lost on Toronto-based Panorama Software. When Panorama Software first emerged in the early 1990s, the company had a vision to promote the power of analytical and performance management tools to businesses and consumers. Today, Panorama Software is a key player within the BI space, supporting more than 1,500 enterprise customers worldwide in industries such as financial services, manufacturing, retail, healthcare, telecommunications and media .

## Overview

**Country or Region:** Canada

**Industry:** Technology

### Customer Profile

Panorama Software is a provider of complete and integrated business intelligence and performance management solutions.

### Business Situation

Panorama Software saw an opportunity to deliver greater business intelligence (BI) capabilities using the Microsoft BI platform.

### Solution

The company is using Microsoft Excel 2010, Microsoft SharePoint Server 2010, and Microsoft SQL Server 2008 R2 to extend BI functionality.

### Benefits

- Stronger Integration
- Enhanced BI functionality
- Complete BI Suite
- Self Service Capabilities
- Future-ready

One of the underlying elements in Panorama Software’s BI solutions and performance management tools are Microsoft technologies. Panorama develops complementary solutions on top of the Microsoft BI platform; the company’s BI solution provides an integrated suite of analytics, reporting, dashboarding and advanced visuals capabilities designed to work on top of any data source including OLAP, Relational or spreadsheets. Panorama suite extends BI functionality into the Office suite, delivering metrics and KPIs through a Microsoft Office task pane.

Panorama Software’s current focus is on making BI available and accessible for every organization, regardless of size. The company wanted to enhance the BI Suite solution by leveraging the latest Microsoft technologies including Microsoft SQL Server 2008 R2, Microsoft Office 2010 and Microsoft SharePoint Server 2010 .

“Our BI solution helps companies make faster, better business decisions by building and supporting OLAP cubes and analytical models. By ensuring our BI offering is based on the Microsoft product road map, we could ensure that our customers have access to Microsoft technology that is easy to use and deploy,” says Rony Ross, Founder and Executive Chairman at Panorama Software.

## Solution

In response to customer demand for quick, “on-the-fly” analytics, Panorama Software looked into building deeper integration between the Panorama BI product suite and the new Office 2010 and SharePoint 2010, especially the PowerPivot – Microsoft’s new in-memory engine. Today, as a Microsoft Gold Certified Partner, the company is taking advantage of Microsoft’s BI expertise by integrating the latest Microsoft technologies within its BI applications.

Panorama Software has added new self-service BI capabilities to its platform by supporting PowerPivot for Microsoft Excel. With this tool, users can analyze hundreds of millions of rows of data, and benefit from the powerful analytical capabilities of Panorama. In addition, companies can use the same BI set of tools to access Relational, SQL Server and PowerPivot for Microsoft `SharePoint data sources. It also provides a missing data security layer on top of PowerPivot models, allowing a secured team and departmental collaboration. Panorama for PowerPivot is a comprehensive business intelligence suite built on top of the SQL Server 2008 R2 PowerPivot platform and a part of the Panorama BI Suite for Office 2010 release.

“SharePoint 2010 is a great platform to deliver BI results to users. Combined with PowerPivot for managed self-service BI, we’ve been able to integrate SharePoint 2010 and Office 2010 with Panorama BI suite to support Analysis Services and deliver easier Web-based connectivity,” says Ross.

## Benefits

To help enhance its offerings, Panorama Software has a clear commitment to staying on the leading edge of technology advancements. By leveraging Microsoft technology within its BI product solutions, the company is realizing a host of benefits .

### Stronger integration

Panorama Software is using Microsoft technologies to further develop the suite into an end-to-end BI solution that integrates SQL Server, Office Excel 2010 and SharePoint 2010. The new Panorama BI Suite takes advantage of PowerPivot to enable users to build models and analyze data on the fly .

“We’ve been working with the Microsoft development team for the last year and we found it an amazing experience to see how the platform delivers faster BI implementations for our customers. Our new BI product suite leverages the fact that many users are already used to the familiar look and feel of Office to deliver easy-to-use BI to knowledge workers,” says Ross.

### Enhanced BI functionality

The enhanced BI solution features self-managed BI functionality to help customers continue using SharePoint as a corporate information center without experiencing any limitations in advanced analytics, web-based reporting, dashboarding or data visualization.

“Using the Microsoft platform with the enhanced analytical capabilities in tandem with our robust BI Suite offering enables our customers to really deploy BI the way they really want to,” says Ross.

### Future-ready

Meeting customer demand is key for Panorama Software. Panorama today offers a comprehensive set of BI tools for OLAP, relational and in-memory (PowerPivot) data sources. As customer demand for self-managed BI grows, the company is better positioned to meet client needs.

“Our customers have special needs when it comes to analyzing their data, and they require customized solutions. BI technology is always evolving and being at the forefront of Microsoft product development gives us a competitive advantage. Using the Microsoft BI platform is a huge opportunity for us to offer BI capabilities in an easy and simple way,” says Ross.

## Panorama Software

Panorama Software helps clients grow revenues and reduce costs by giving them the ability to analyze data, identify trends, maximize business opportunities, and improve corporate performance and results. Panorama software offers an intelligent, collaborative and easy-to-use, BI solution that enables enterprises the ability to gain insights more quickly, more efficiently and with greater relevancy. Panorama maintains over 1,600 global customers.

To learn more about Panorama Software, please visit [www.panorama.com](http://www.panorama.com).

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