



SolidQ



Office 365: A new paradigm

By Antonio Soto



■ *Business Intelligence*

Self Service BI: Leverage It Instead of Pretending It's Not Going On

By Douglas McDowell

■ *Relational*

Migrating Data into Microsoft's Data Platform SQL Azure™

By Miguel Lopez

■ *Database Administration*

Encryption in SQL Server (Part 2 of 3)

By Greg Low

Agent Jobs Reporting

By Herbert Albert and Gianluca Hotz

■ *Interview with Tharun Tharian*

Business Models for Cloud Services

By Marino Posadas



SolidQ



The end user is still the last frontier for IT

In 1996, I had to make a hard choice for my professional career: get back to civil engineering or get deeper into computing. Back then, comments about how easy computing was becoming were common, leaving the impression that the position of software developer would soon be obsolete. I listened to my heart and decided to continue in the IT world for good (or die with it), and I never looked back.

Here we are 15 years later. A lot has changed, but there is one constant: *End users still refuse to adjust their mindset to the way computer geeks think. After all that we do for them, they still want more.*

We tried to convince them to use computers with text-only monochrome screens. When they balked, we added some color and some simple pseudo graphics. Plus, we gave them a mouse, together with menus, windows and dialog boxes. Now they can watch full-blown multimedia presentations on high-definition computer screens, use touch screens to surf the Internet, participate in social networks, use web cams to keep in touch with friends and family.... Isn't that enough already?

No, it isn't. The reality is that we only scratched the surface of what IT can do for end users. Until IT is indispensable yet invisible like electricity, until software is able to understand our life rhythms, our routines, and our preferences (even before we know about them), until we can interact with user interfaces the way we interact with nature around us (using our senses in full), we must continue to improve the IT world, and the software and hardware that support it.

A long time ago, I read a newspaper article that said something like "*several million blinking VCR devices in our homes tell us how little we understand this technology*". In other words, those blinking VCRs indicated that people didn't have a clue about how to set them

up properly. VCRs have since been replaced by DVD players and recorders. The manufacturers have made a fundamental change in the devices' setup: They ship the DVD players and recorders pre-configured or with very simple setup procedures and the devices hardly require any re-configuration.

Similarly, there might be clues telling us that IT changes are needed. For example, if your users prefer to stuff tax receipts in a desk drawer rather than use the provided application to report their expenses, your application probably needs an overhaul.

This 11th issue of The SolidQ Journal includes three articles related to making fundamental changes in the way we work: Antonio Soto's article on Microsoft Office 365, Douglas McDowell's article on self-service business intelligence (BI), and an interview with Tharun Tharian about Microsoft SQL Azure. Each of the technologies described in these articles represents a paradigm shift in the way we use IT. These shifts are necessary for the next IT revolution. You should read these articles with an open mind and think about how the technologies might affect you in the future.

Besides covering future technologies, this issue of The SolidQ Journal covers some of today's advanced technologies as well. Greg Low continues his series on data encryption, and Herbert Albert and Gianluca Hotz discuss PowerShell.

I hope you enjoy this SolidQ Journal #11 ■

Fernando G. Guerrero
Global CEO, SolidQ

Editorial 3

The end user is still the last frontier for IT

News & Events 6

Upcoming Courses 8

SolidQ University: Come Learn with Us

SolidQ presents both deeply technical and practical concepts in our training approach, ensuring that every student encounters a more relevant learning experience and returns to their organization with a firm understanding of the material.

Publisher
Fernando G. Guerrero

Managing Editor
Mai Low

Operations Manager
Mai Low

Advisory Board and Acquisitions
Herbert Albert & Gianluca Hotz, Relational Database
Gilberto Zampatti, Development & Collaboration
Mark Tabladillo, Data Mining and Business Intelligence
Javier Torrenteras, Business Intelligence

Production
Paco Marin, Production
Silvia Gil, Design and Layout

IT Infrastructure
Victor Vale, IT Services Management
José Quinto, Web and SharePoint Development
Guillermo Bas, Web and SharePoint Development
Cristian Zaragoza, Web and SharePoint Development
Inmaculada Pérez Aguilar, Web Development

Translation & Review
Lavon Peters, Karen Bemowski, Nancy Johanson
Adrian Engelbrecht

Contact Us
Send your comments and questions to TheJournal@solidq.com. If your feedback is for a particular article, please include the article title in the Subject line.

Write for Us
Please send article ideas and abstracts to TheJournal@solidq.com with "Article Proposal" in the Subject line. We are not able to pay for articles at this time.

Copyright
All articles, code examples, and solutions in this issue are copyright © 2010, The SolidQ™ Journal, SolidQ, all rights reserved, and may not be re-

Interview 10

Exclusive Interview Tharun Tharian

Business Models for Cloud Services

By Marino Posadas

We recently interviewed Tharun Tharian, a Product Manager for Microsoft's SQL Azure. We talked about different aspects of SQL Azure adoption, the various business models that can benefit from cloud services, and the implications that migrating to the cloud has for developers and DBAs.

Collaboration

14

Office 365: A new paradigm

By Antonio Soto

Microsoft selected April 18, 2011 to release the public beta version of Office 365. At SolidQ, we had the privilege of working with Office 365 during the previous six months. We can confirm that technology users are now facing new paradigm, one that can increase productivity using the Office 365 tools.

produced without permission. No warranty is implied or expressed. Please test all solutions and back up your files before running any programs or procedures or modifying your system in any way.

About SolidQ
SolidQ is comprised of more than 100 of the world's top technical experts who specialize in assuring client success using integrated Microsoft technologies. Our mentors are located around the globe and include more than 50 active or former Microsoft Most Valuable Professionals (MVPs) and Regional Directors (RDs). Since its founding in 2002, SolidQ has become a trusted global provider of advanced solutions and education for the Microsoft Data Ecosystem™. And our experts work daily with the constantly evolving Microsoft SQL Server, Business Intelligence, and .NET Development platforms to help you take advantage of the latest features for database and application deployments. Learn more about SolidQ at www.SolidQ.com; for assistance, you can reach us at 1-800-757-6543 or Info@SolidQ.com.



SolidQ™ is a trademark of SolidQ.

Business Intelligence

18

Self Service BI:

Leverage It Instead of Pretending It's
Not Going On

By Douglas McDowell

Self Service BI (SSBI) is the origin of BI, and it has only grown stronger despite the evolution of enterprise BI and increased fears surrounding data security and governance issues. Take a fresh look at SSBI. Understand how you can implement and leverage it within your organization to empower your decision makers and to improve your enterprise BI.

Database Administration

24

Echoes from the Field

Encryption in SQL Server (Part 2 of 3)

By Greg Low

This article is the second part of a three-part series that describes how to get started working with encryption in Microsoft SQL Server. Last month, we introduced the encryption technologies required for implementing both column-based encryption and transparent data encryption (TDE). This month, we show you how to work with column-based encryption. Next month, we'll show you how to use TDE.

29

Pump Up with PowerShell

Agent Jobs Reporting

By Herbert Albert and Gianluca Hotz

This article is the second part of a three-part series that describes how to get started working with encryption in Microsoft SQL Server. Last month, we introduced the encryption technologies required for implementing both column-based encryption and transparent data encryption (TDE). This month, we show you how to work with column-based encryption. Next month, we'll show you how to use TDE.

Relational

38

Migrating Data

into Microsoft's Data Platform SQL
Azure™

By Miguel Lopez

According to reports from the most prestigious international information technology analyst firms, cloud computing represents the next wave in the IT world, not only for organizations but for every one of us, today and in the near future. Using a center-based data processing service, one's own or a third party and contracted in time, depending on the specific needs of these uses, follows the pattern of pay-per-use, a paradigm that lives closer to the specific needs and the greater or lower demand for resources required by these entities and the final users of this technology.



Rely on the most trusted experts in the Microsoft
Data and Development space.

Consulting

www.solidq.com

SQL Server MVP and Popular Author Paul Turley Joins SolidQ

SolidQ is excited to announce the addition of Paul Turley, well-known SQL Server MVP and BI expert, to its team. Paul has been architecting and managing applications and business solutions for large and small businesses since 1992, developing custom database, BI, and reporting solutions for diverse industries. His expertise includes project lifecycle management, database modeling and design using SQL Server 6.0 and later, application development and user interface design, and enterprise BI solutions using SQL Server Reporting Services, Integration Services, and Analysis Services. He teaches; develops training courseware; speaks at key industry conferences, including Microsoft TechEd and The Professional Association for SQL Server (PASS); contributes to several community forums; and has authored and co-authored numerous technical books, including Professional SQL Server Reporting Services (Wrox Press).

According to Paul, "SolidQ is the ideal place to continue my career. For me, it's all about the

quality of the people I'll be working with—so many of my recognized peers in the SQL Server and BI community."

Paul's experience includes SQL Server; BI design and development tools, including SSRS, SSAS and SSIS; data warehouse and database design; Visual Studio; .NET; SharePoint; and virtualization. He has worked closely with the Microsoft SQL Server Reporting Services product group as a member of the SSRS-Insiders Advisory team focusing primarily on new BI features for SQL Server "Denali": Project Crescent and the enterprise BI semantic model.

Douglas McDowell, SolidQ CEO, North America, notes that "Paul's exceptional technical skills and unique business understanding will help him add value to every SolidQ client he engages with." Erik Veerman, SolidQ BI Practice Director, is "honored to have Paul join the SolidQ team. He's the right addition at the right time."

Adrian Engelbrecht joins SolidQ

Adrian leads the Wellington (New Zealand) SQL Server user group and is a PASS regional mentor. Adrian has recently moved to Melbourne and has joined the SolidQ team in Australia as a mentor.

Adrian has extensive as a senior database administrator and will be predominantly working in the SQL Server relational and BI space.

SolidQ Blogs

- [Dejan Sarka: SQL Server 2008 / 2008 R2 Learning Path](#)
- [Guillermo Bas: Avoiding redirect exception in SharePoint 2010](#)
- [Jose Quinto Zamora: XSLT and SharePoint 2010. Obtaining all visible list fields in Content Query WebPart or XSLTListViewWebPart](#)
- [Dejan Sarka: Fuzzy Lookup in Excel](#)

Events

1

[SQLU Summit Budapest 2011](#)

Sept. 21-23, Budapest, Hungary
The SQLU Summit, the SQL Server Conference for Central Europe takes place this year in Budapest. Enjoy the lovely capital of Hungary in the heart of Europe! From September 21st to 23rd a selected group of top-speakers from the SQL Server Community is heading in to give you deep insight into SQL Server "Denali", Azure, PowerPivot and much more. Exchange with experts and colleagues about the possible deployments of these new technologies in practice!

Come along and meet our mentors who will be presenting there: Itzik Ben-Gan, Davide Mauri, Dejan Sarka, Klaus Aschenbrenner and Herbert Albert.

2

[SQLU Summit Madrid 2011](#)

Our conferences will be about Business Intelligence, Relational Database Management System and Collaboration and Search. Come and meet our mentors among those: Fernando G. Guerrero, Antonio Soto, Miguel Egea, Eladio Rincón, Daniel Seara, Alejandro Leguizamo, Jesús Gil and many others.

- (Victor Vale) Setup and Configuration: Lync Server 2010 and SharePoint 2010: Better Together
 - (Antonio Soto) Setup and Configuration: SPS databases outside the wizard
 - (José Quinto Zamora) Theory and practice on searches: Search Engine Optimization (SEO) in SharePoint 2010
 - (Francisco González – Javier Loria) Getting up to Speed : Experiences with Data Mining
 - (Miguel Egea – Rubén Pertusa) Tuning: How to improve my MDX queries performance
 - (Javier Loria) Visualization: Designing reports out of this world!!!
 - (Enrique Puig) Best Practices: Security in SQL Server
 - (Enrique Catalá) In-Depth: Customization in Data Collectors
 - (Rubén Garrigos) In-Depth: Replication
 - (Miguel Lopez) Azure: How to put your BI in the cloud
 - (Miguel Egea, Jesús Gil) SQL Azure: Being a DBA in SQL Azure
 - (Enrique Catalá) SQL Azure: Scaling out SQL Azure

Also watch for these upcoming events:

- [PASS Summit 2011](#)
October 11-14, Seattle, WA

Hot Links

- [Microsoft EDW Architecture, Guidance and Deployment Best Practices](#)



Your data is trying to tell you something — are you listening?

Business Intelligence

www.solidq.com



SolidQ University: Come Learn with Us

The most effective learning experience... anytime... anywhere...

SolidQ presents both deeply technical and practical concepts in our training approach, ensuring that every student encounters a more relevant learning experience and returns to their organization with a firm understanding of the material.

We know how quickly technology changes. That's why our courses are updated on a regular basis to represent the latest technologies, best practices, and expert solutions in the SQL Server arena. Our expert mentors spend most of their time designing, building, deploying, and managing cutting-edge projects at customer sites around the world in order to bring that experience into the classroom. Our instructors are known for presenting real-world examples and giving detailed answers that surpass information found in any written material.

SolidQ University offers world-class training in several different formats:

- [Public Classroom Training](#)
- [Private Training](#)
- [Live Online Training](#)
- [Solid Quality Summits](#)

Check Out Some of Our Currently Scheduled Courses:

June

[Microsoft SQL Server Business Intelligence Bootcamp](#)

Jun. 20-24 Melbourne, Australia (in English)

Mentor: [Greg Low](#)

[Data Mining with SQL Server 2008](#)

Jun. 27-29 London, UK (in English)

Mentor: [Dejan Sarka](#)

[Maintaining a Microsoft SQL Server 2008 Database](#)

Jun. 27 – Jul 1 Vienna, Austria (in German)

Mentor: [Herbert Albert](#)

July

[Solving Business Problems with MDX in SQL Server 2008](#)

Jul. 11 – 13, USA (in English)

Mentor: [Tim Peterson](#)

[SQL Server Query Performance Tuning and Advanced T- SQL](#)

Jul. 11-15 Melbourne, Australia (in English)

Mentor: [Greg Low](#)

[Master Data Management with SQL Server 2008 R2](#)

Jul. 11 Slovenia (in Slovenian)

Mentor: [Dejan Sarka](#)

[Advanced T-SQL Querying, Programming and Tuning for SQL Server 2005 & 2008](#)

Jul. 18-22 London, UK (in English)

Mentor: [Itzik Ben-Gan](#)

August

[Enterprise ETL with SQL Server Integration Services 2005 & 2008](#)

Aug. 8 – 11, London, UK (in English)

Mentor: [Francisco A González Díaz](#)

Aug. 28 – 31 Switzerland, Zurich (in German)

Mentor: [Herbert Albert](#)

For more information or to register for these or other courses, see the SolidQ University's [full course schedule](#). Need a different date or to schedule any of our courses as a private class at your premises? Contact info@solidq.com.

www.solidq.com/squ



SolidQ



VUELVEN LOS CLÁSICOS
MADRID, JUNIO 6-10
HOTEL AUDITORIUM MADRID



SOLID
QUALITY
MENTORS

Microsoft®

3	75	5	27
TRACKS	SESIONES	DÍAS	MENTORES

+34 800 300 800
VENTASIB@SOLIDQ.COM
[HTTP://SUMMIT.SOLIDQ.COM/MADRID/2011](http://SUMMIT.SOLIDQ.COM/MADRID/2011)