

July 9, 2007



Community Connector

A Biweekly Newsletter for SQL Server Professionals

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Dear Sandy,

Editorial...

By Chuck Heinzelman
Director of Technical Publications



We delayed sending the Connector till now so that it didn't get lost in the post July 4th email jam. We hope that you are finding the Connector a useful way to keep up with what's happening in the PASS Community.

Over the next few issues of the Connector we will be profiling various aspects of the upcoming PASS Summit. This will provide PASS members a sneak peek at the depth of expertise, types of technical teams and kind of sessions that make the PASS Community Summit like no other conference.

In this issue Rushabh Mehta, PASS Board member, introduces us to the Microsoft Customer Advisory Team (CAT) - and the sessions that they will offer at the upcoming summit. This team is all about implementation - where the promise of the products become a reality - so these sessions will provide a real-world look into some of Microsoft SQL Server's most demanding implementations. Don't miss your chance to compare notes with this team about the challenges you've experienced and the expertise you've developed in your implementations...

As always - we are interested in hearing from you about the Connector or any other aspect of PASS - you can reach me at chuck.heinzelman@sqlpass.org.

[Connect with the SQLCAT Team at PASS](#)

Join Our Mailing List!



Rushabh Mehta

Some exciting news for the upcoming PASS 2007 Summit! The SQL Server Development Customer Advisory Team (SQLCAT) is going to be present at the upcoming summit. This is the team within Microsoft that handles some of the most demanding SQL Server implementations in the world. The SQLCAT team is also part of the SQL Server development group actively participating in developing new releases of SQL Server. The team is the authority on use patterns, user challenges, real-life high availability and scalability requirements, and end-to-end use of all SQL Server components within the Microsoft development organization. They manage a [blog](#) site as well as the [SQL Server Best Practices site](#) to share their lessons learned with you. I am sure that you have heard about, or have been influenced by some of their current and past team members, or have met them at a previous PASS summit. The SQLCAT team comprises of Mark Souza, Lubor Kollar, Stuart Ozer, Kevin Cox, Prem Mehra, Howard Yin, Bill Emmert, Michael Thomassy, Nicholas Dritsas, Eric Jacobsen and Lindsey Allen. Past members include Prakash Sundaresan, Bren Newman, Tom Davidson, Craig Utley & Gert Drapers. The SQLCAT Best Practices team comprises of Sanjay Mishra, Carl Rabeler, & Denny Lee. I have personally had the pleasure to meet and work with many of the team members in the past on some interesting SQL Server and BI implementations.

The SQLCAT team is excited to be a major part of the upcoming PASS summit because it gives them the ability to connect with you. They will be presenting 6 exciting sessions listed below. Additionally, they will also be present in our Ask The Experts area taking questions from you, sharing their experiences with SQL Server and Business Intelligence implementations and also doing some chalk talks. I am certain that those of you who have taken advantage of these one-on-one discussions with industry experts at past summits will agree that such interaction provides tremendous value that is impossible to replicate at any other event. I urge you to make it a point to add meeting with the SQLCAT team part of your summit agenda. Come by and introduce yourself to Mark and his team and share your implementation experiences and also do not hesitate to ask them some challenging questions!

SQLCAT Sessions at the Summit

- Designing for Petabyte using Lessons Learned from

Customer Experiences (Lubor Kollar; Kevin Cox)

- Building High Performance SQL system using Lessons Learned from customer deployments (Michael Thomassy; Burzin Patel)
- ISV configuration & implementation using Lessons Learned from customer deployments (Juergen Thomas; Mike Ruthruff)
- Building Highly Available SQL Server implementations using Lessons Learned from customer deployments (Prem Mehra; Lindsey Allen; Sanjay Mishra)
- Building & Maintaining large cubes using Lessons Learned from customer deployments (Nicholas Dritsas; Eric Jacobson)
- Building and Deploying Large Scale SSRS farms using Lessons Learned from customer deployments (Bill Emmert; Denny Lee)

2007 PASS Community Summit

September 18-21
Denver, Colorado



Register Now!

Register Early to Save!

Don't miss the largest event dedicated to SQL Server education in the world!

The Summit will draw over 2,000 users, SQL Server MVPs, developers, Microsoft employees and experts - join your peers to find out why PASS is the one Conference you can't afford to miss.

There will be more than 100 technical sessions on SQL Server & an Expo that showcases all the latest technologies and solutions related to SQL Server.

Mark your calendar for the PASS Community Summit 2007 and join us at the only event hosted for SQL Server users, by SQL Server users.

Go directly to PASS Summit Registration - [click here](#).

PASS 2007 Election process kicks off...

The PASS Election Committee is working on the schedule for the upcoming board elections. If you feel that you are a qualified candidate, have a history of volunteering with PASS, and are a voting member in good standing, please consider applying for a position on the board.

More information on the PASS Board of Directors' mission, general qualifications, commitments, responsibilities and benefits will be available in the next few days on www.sqlpass.org.

Vancouver BI Boot Camp July 30-31, 2007



PASS' very own Director of Technology, Rushabh Mehta, presents at this exceptional 2 day boot camp designed to give you a head start in Business Intelligence practice. This extensive training will be delivered with lab and hands on material. It will cover large varieties of subjects like ETL Process and Techniques, Integration Services, Customizing the Cube, Dimensions and Measure Groups, SQL Server 2005 Reporting Services and many other topics.

This Boot Camp will be presented at the Sheraton Vancouver Wall Center in beautiful Vancouver, Canada, on July 30 & 31, 2007.

PASS Members can **get 50\$ off** with this rebate code: **SQL000PASS**. SQLTeach invites you to get more details on this exceptional event by [clicking here](#).

PASS Exhibitor Interviews - Part 3

We have conducted surveys of past exhibitors at the PASS Community Summit, and decided to publish the results for the benefit of all of our members.

This issue's survey response is from SQL Farms.

1) Tell us about the most exciting product(s) in your line-up.

SQL Farm Combine is SQL Farms' flagship product, which is a tool and framework for working with many databases and servers. The tool allows users to push changes and updates to many databases and servers in parallel, execute scripts and projects on many databases and servers, run queries across databases and servers to receive a single result set per query, collect monitoring and reporting data from all servers, and so on.

2) Who is it intended to help?

The tool is designed to help DBAs, developers, and software architects working in mid-size to very large SQL Server environments or distributed data centers.

3) What does it do?

SQL Farm Combine has three main applications: Lifecycle and project automation - when developers, QA engineers, and Production DBAs use SQL Farm Combine, the tool guarantees one-click deployment of database projects against all databases and servers in each environment and agile project transfer between Dev, QA, and Production (including remote or distributed environments). The second application is automating daily admin tasks: Combine lets DBAs organize scripts into projects and then deploy tasks on all databases and servers in parallel. For example, synchronizing passwords, configuration or comparing configuration on all servers in the data center can now be achieved in a single click. Last, the tool provides distributed data collection and auto-storage solutions for monitoring and reporting applications.

4) What is the most significant advantage or workplace change that your product offers to its users?

SQL Farm Combine allows enterprises to scale out without losing the data, standardize and automate projects and releases, and lets users easily manage and control large environments the same way they manage a single database or server today.

5) Many users are used to having most of their

needs met by native tools. How does your product go over and above the native tool offering?

The native tools are great. Our tools provide agile solutions for mid-size to very large environments and data centers, which are not covered by the native tools.

6) What's your vision for this product? What's it going to do in the future that it doesn't do now?

We continuously receive enhancement requests from users, customers, and from MS. While I cannot disclose upcoming features, interested parties are invited to periodically visit our website.

7) Tell us about licensing your product. Do you have any special programs in place for PASS members?

The basic license for SQL Farm Combine is based on the number of SQL Server instances and includes unlimited users, however we also offer user-based and enterprise licenses. Aside from that, we do offer special licenses for redistributable utilities and components.

8) Where can we find out more about it?

The best resource to learn more about our products and offerings our website at <http://www.sqlfarms.com>.

Grow Your Business at PASS!

Exhibitor Early Bird Discount Expires July 31

The Professional Association for SQL Server (PASS) is your direct link to thousands of highly qualified prospects that will help you expand your customer base. 90% of attendees of the PASS Community Summit recommend, specify, approve and/or authorize purchases for their companies (source: 2006 PASS Member Survey).

Participation as a PASS exhibitor and/or sponsor provides your company with the opportunity to:

- Connect with SQL Server experts to promote your products and services
- Increase exposure and awareness for your company
- Achieve sales growth and generate valuable sales

leads

- Cultivate existing relationships

Join leading industry exhibitors and sponsors who are participating in the 2007 PASS Community Summit.

A sampling of participants include:

- Microsoft
- Computer Associates
- Idera
- Quest
- Unisys
- Cizer
- Dell
- SQL Sentry
- Red Gate
- Softartisans
- Solid Quality Mentors

Exhibitor Early Bird Discount expires July 31 - so act fast!

For more information on how your company can benefit from participation as an exhibitor and/or sponsor, please visit www.sqlpass.org/pass2007/expo.html

Or contact Al Shuler, Expo Project Manager at (614) 225-1915 or email: Al@EventMarketingGroup.com.

PASS Organization & Mission

PASS was founded by Microsoft and CA to provide users of SQL Server a peer network and to help build a body of expertise to help educate millions of SQL Server users around the world.

Currently, PASS is a global community for more than 15,000 SQL Server professionals. It is the first independent, user-run, not-for-profit association dedicated to providing SQL Server users around the world with the tools and knowledge to achieve unparalleled business results.

Our Mission:

- Provide a forum for SQL Server education
- Build and grow the SQL Server Community
- Facilitate member networking & provide an infrastructure to enable the exchange of information within SQL Server disciplines- DBA/Developers, BI Professionals, etc.
- Work with Microsoft to influence the direction of the SQL Server product and services
- Publish high quality technical materials including the Connector

- & the SQL Server Standard Magazine
- Build the largest archive of SQL Server reference material available to users in the world

PASS Premium Members Save on Summit

If you are already a premium PASS member, you will receive a 200.00 US discount on your Summit registration. You can renew your Premium Membership as you register for the Summit to ensure that you continue to benefit from the many benefits of membership including:

- PASS Association eNewsletter(s)
- Discussion forums
- Past Summit Session Presentations
- Technical Webcasts/podcasts
- Book Reviews
- Technical Publications
- Discounts to key PASS events including the Summit
- Access to PASS resources for Regional PASS Chapters
- Job Target Tool (web resource)
- Access to participate & view - Industry Surveys & Market Research

Offer Expires: September 20, 2007

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