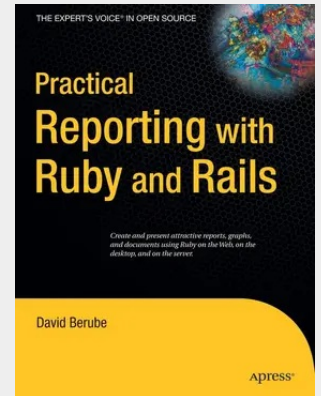


Practical Reporting with Ruby and Rails

Business intelligence and real-time reporting mechanisms play a major role in any of today's forward-looking business plans. With many of these solutions being moved to the Web, the popular Rails framework and its underlying Ruby language are playing a major role alongside web services in building the reporting solutions of tomorrow.

is the first book to comprehensively introduce this popular framework, guiding readers through a wide-ranging array of features. Note this isn't a staid guide to generating traditional reports, but rather it shows you how the Ruby language and Rails framework can create truly compelling reporting services by plugging into popular third-party applications and services such as Google AdWords, UPS.com, iTunes, and Salesforce.com.

Business intelligence and real-time reporting mechanisms play a major role in any of today's forward-looking business plans. With many of these solutions being moved to the Web, the popular Rails framework and its underlying Ruby language are playing a major role alongside Web services in building the reporting solutions of tomorrow. Practical Reporting with Ruby and Rails offers a comprehensive introduction to this popular framework, guiding readers through a wide-ranging array of features. It shows how the Ruby language and Rails framework can create truly compelling reporting services by plugging into popular third-party applications and services such as Google AdWords, UPS.com, iTunes, and Salesforce.com. This book is ideal for developers seeking to create compelling business intelligence and reporting solutions using a wide variety of applications and services.



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