

# Introduction to MicroStrategy

# Why Analytics and BI?

There's an increasingly sharp contrast in the global economy—between enterprises that know how to unlock the value within their data, and those being left behind. Studies show that organizations with CEOs who champion data-driven decision-making are *77% more likely to significantly exceed business goals* compared to organizations that don't.<sup>1</sup>

Success in the modern marketplace requires a modern approach to analytics, where reports and dashboards are replaced with interactive business intelligence applications, empowering 100% of employees to act with the benefit of personalized, targeted insights based on up-to-the-minute information. Enterprise analytics built using no-code/low-code technologies designed to operate at scale result in faster, more informed decisions, not only increasing employee productivity, but also bettering business outcomes and enhancing customer interactions. Deliver *Intelligence Everywhere* to strategically differentiate your organization and safeguard your business.

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<sup>1</sup> <https://www2.deloitte.com/us/en/insights/topics/analytics/insight-driven-organization.html>

# Improve Business Outcomes with Modern Analytics

*97% of real-time enterprise decisions are data-deprived.<sup>2</sup>*

If you're having trouble building a data-driven decision culture, you're not alone. Most organizations struggle to turn data into insights, and insights into action. But, as alarming as this statistic is—once you understand the root causes of the problem, you can build an analytics mindset in your enterprise that will create better business outcomes and align the organizations. The causes can be summarized into three categories: time constraints, limited expertise, and confusing data.

## There is Never Enough Time

Only 20% of employees across all industries today have access to the analytics they need<sup>3</sup> to make better decisions, and an even smaller percentage can access those analytics when they need them. The delay between question and answer is what leads to decision-makers abandoning analytics in favor of their instincts. For most complex enterprises, it takes time for employees to navigate between multiple sources and systems to answer even the simplest questions. This delay between question and answer is what leads decision-makers to abandon analytics in favor of instinct and intuition.

## It's Difficult to Build Expertise

Not all enterprise decision-makers have the expertise needed to create self-service analyses on demand. The more complicated the data, the higher the learning curve for those who aren't "data-literate", leading to a reluctance to adopt any analytics platform. Even in the best of circumstances, different employees often have their own preferred applications or tools with which they feel the most comfortable consuming, analyzing, or collecting data – leading to information silos and confusion.

## Conflicting Data Causes a Lack of Trust

Only 35% of decision-makers trust their enterprise's analytics<sup>4</sup>; this lack of trust is a key element of why such a large portion of real-time decisions are data-deprived. And with constantly evolving security and privacy requirements, ensuring that only those with the rights to various information can access it leads to even greater complexity, slowing down analytics development and limiting return on technology investment.

## The Solution

In 2022, organizations need a modern, adaptable, scalable platform which can efficiently deliver trusted insights to every user—on any device and in any experience. To bridge the gaps in time, expertise, and complexity, analytics platforms need not only to efficiently sources data from diverse systems at an enterprise-scale, but present users with an intuitive, personalized experience that integrates to their existing workflows.

**MicroStrategy™** offers enterprises the platform, tools, support, and services needed to deliver *Intelligence Everywhere*.

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<sup>2</sup> 2020 MicroStrategy State of Enterprise Analytics Report

<sup>3</sup> 2020 MicroStrategy State of Enterprise Analytics Report

<sup>4</sup> <https://home.kpmg/xx/en/home/insights/2019/12/have-confidence-in-your-data.html>

# Don't Build Dashboards - Build Applications

## MicroStrategy Dossier™

Reports and simple dashboards don't get the job done anymore. What users expect are multi-dimensional applications with responsive design, interactive controls, and context-rich personalization. MicroStrategy Dossier leverages a fully open design canvas; a rich library of visualizations, shapes, and formatting controls; and most important, an intuitive drag-and-drop authoring interface that lowers the learning curve for analytics application development to zero. Optimized to support no-code responsive design for iOS and Android as well as the desktop, Dossier is ideal for self-service as well as fully functional apps delivering Intelligence Everywhere.

## MicroStrategy Library™ and the MicroStrategy App™

Decision-makers need their own BI library, a personalized analytics portal tailor-made to help find needed answers efficiently and with ease. With MicroStrategy Library, anyone can build no-code, accessible analytics applications to provide decision-makers with a personalized analytics experience. Administrators can curate and share ready-made content bundles with decision-makers for quick analytics consumption, and decision-makers can personalize their own experience to include bundles, alerts, subscriptions, and bookmarks – all to ensure that not a second is wasted.

In 2022, MicroStrategy Library offers a new way to deliver personalized experiences with ease—Applications. With Applications, administrators can turn Library into a fully customized analytics portal, without writing a single line of code. Design personalized Applications for each user group, department, or executive user—all with no code!

And with the MicroStrategy App, decision-makers can access their analytics content using the power of their desktop, with smart download, predictive caching, and automatic refresh capabilities that deliver offline access and make performance up to 60% faster. Combined with the MicroStrategy Library mobile application's responsive design functionalities, users can get the answers they need on any device.

## MicroStrategy Workstation™

Modern experiences shouldn't end with the business user. With a philosophy of enabling modern experiences for everyone in the organization, MicroStrategy has developed Workstation, a one-stop shop which makes it possible for analysts, architects, and administrators to run the MicroStrategy enterprise platform with ease.

Analysts can leverage free-form layers, information windows, and infographic-style scrolling with a no-code drag-and-drop interface while authoring Dossiers to build app-like experiences for enterprise data storytelling. Architects can model the enterprise schema and create content with modern workflows, and administrators can monitor and manage the full MicroStrategy platform in addition to distributing content to users and automating tasks with Python scripts—all within Workstation.



Try out the MicroStrategy platform

# Deliver Analytics to Everyone

Not everyone is an analyst—conventional BI platforms aren't always built to make analytics quick and easy for users in their day-to-day jobs. Most people spend their time in email, or on spreadsheets, or using web applications like Salesforce and Workday. MicroStrategy makes it possible for anyone in your enterprise—from the C-Suite to the storefront—to receive meaningful insights and analyze trusted data where they're already working – even before they ask for it.

## HyperIntelligence®

Imagine if you could get instant insights in all the applications you're already using, seeing the information you need about employees, customer accounts, products, cases, and more—without so much as a click: that is HyperIntelligence. HyperIntelligence cards bring zero-click, relevant answers to decision-makers directly in the tools and systems they use every day.

If you would like to experience the biggest analytics breakthrough in decades, you can now easily request a 1-week trial of HyperIntelligence—suited to your business needs.

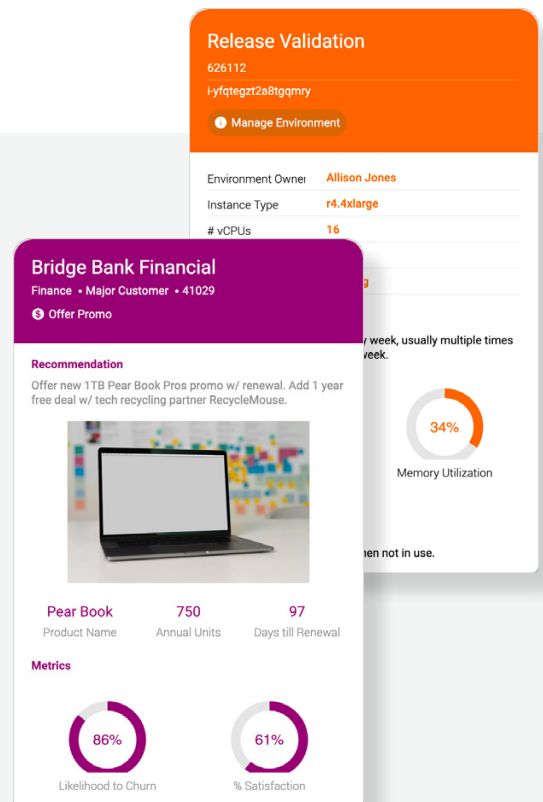
[Try out HyperIntelligence](#)

## What is HyperIntelligence?

In 2019, MicroStrategy invented a new solution for a conventional problem in the analytics industry. Until then, effectively delivering the last mile of analytics to people, when and where they need it, had been an insurmountable challenge.

Called HyperIntelligence, MicroStrategy revolutionized existing business processes by delivering instant, zero-click insights directly into the applications, emails, websites, and mobile devices people use every day to do their jobs. Users could simply hover over important customer, product, or account names to surface real-time descriptive and prescriptive analytics, along with links to transactional systems that trigger data-driven actions.

Since its launch, hundreds of MicroStrategy's enterprise customers have initiated HyperIntelligence deployments—making it one of the most popular innovations in the industry over the past decade.



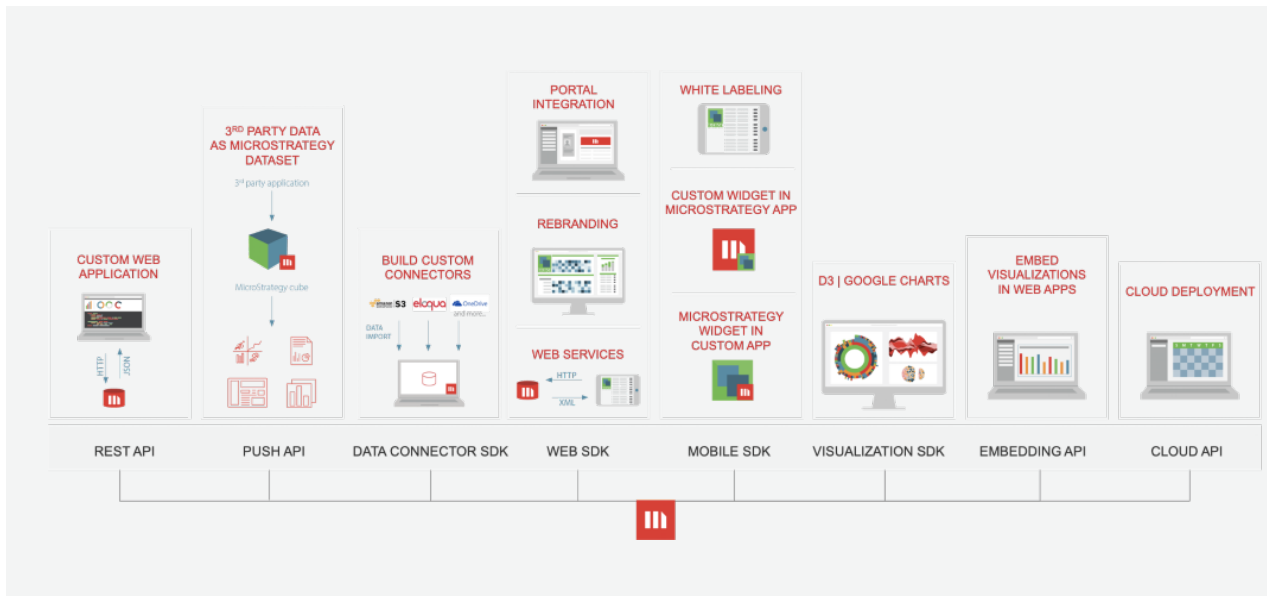
# Enhance Applications with a Fully Open Architecture

Most organizations already have a set of enterprise applications which provide value to users with insights and workflows. Building, enhancing, and maintaining these complex applications usually requires long-term cross-enterprise efforts that spend valuable time and resources. MicroStrategy simplifies this process by easily and seamlessly integrating with your applications via a wide range of data gateways, SDKs, and APIs built upon a trusted metadata semantic layer. Empower your applications with trusted MicroStrategy analytics, letting you extend the power of analytics to every user.

Enterprise data is varied, and not all data is stored and managed in one vendor stack. With MicroStrategy's open data gateways, all your enterprise data can be brought together to create one seamless semantic data layer—regardless of which cloud or non-cloud source you use. MicroStrategy's gateways span more than 99% of the data ecosystem your organization has, and MicroStrategy is always committed to expanding these gateways to meet—or exceed—your enterprise data needs.

MicroStrategy's semantic graph is built on data abstraction, which decreases your enterprise's data complexity with a consolidated glossary. This metadata semantic layer enables your enterprise to enhance performance for all end-users, to create and securely leverage reusable objects across the deployment, to foster trust through data governance and built-in security, and to provide personalized experiences through telemetry—all with faster development and customizability. With MicroStrategy, your enterprise can ensure that all users are confident about insights with *a single version of the truth*.

Enterprises may have their own customized applications, which can enhance or be enhanced by a BI platform. With MicroStrategy's APIs and SDKs in addition to the new [Embedding SDK Playground](#), developers now have all the tools they need to make this possible.



MicroStrategy's wide range of available SDKs and APIs.

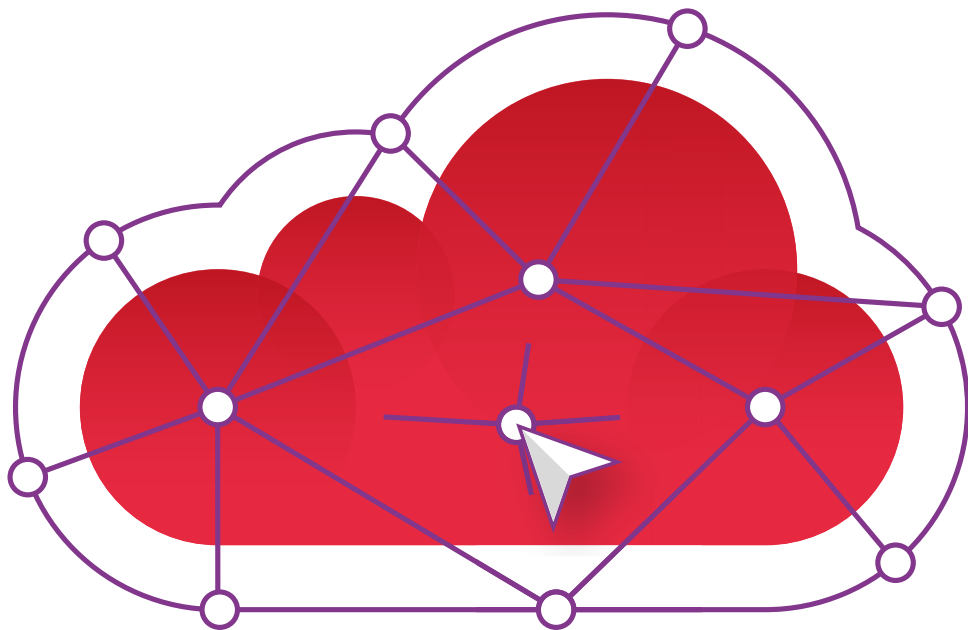
## Scale Securely with Confidence

BI platforms must be scalable, secure, efficient, and affordable in order to support organizations as they work to transform digitally. With the **MicroStrategy Cloud™**, your enterprise has the scalability, security, and governance you need—all with faster performance and cost savings.

Optimized for AWS and Azure, MicroStrategy Cloud is fully featured and leverages native services on the cloud platform of your choice. With MicroStrategy's enterprise-grade platform, your enterprise can rely on an intelligence architecture built for security, performance, and scale. MicroStrategy's commitment to maintaining the highest security standards—from engineering to vulnerability remediation—means you can rest assured that your enterprise data and analytics are secure.

With MicroStrategy experts at the ready to guide you, your enterprise can deploy your intelligence architecture within minutes, letting your team focus on developing and enhancing analytics applications and leveraging the latest features—without getting distracted managing the applications. Through multi-node clusters, user and work fencing, multi-source governance, efficient dynamic data sourcing, and best-in-class security, MicroStrategy Cloud ensures you always have the tools you need to scale with confidence.

Migrate to the MicroStrategy Cloud to meet your scalability needs, with centralized administration that saves your enterprise time and costs.



**Speak with an expert to build your cloud business case.**



# Start Today!

Deliver *Intelligence Everywhere* with MicroStrategy

**Try out HyperIntelligence today**

**Anne Jones**  
Patient Chart  
DOB: 8/15/1955  
COVID-19 Vaccination Completed: 100%  
Blood Type: A+  
Height: 5'10"  
Weight (lbs): 150  
Allergies: Penicillin, Eggs  
Diagnosis: Post-Op  
Medication: Ibuprofen  
Next MAR Schedule Date: 2/4/2020  
Recovery (Estimated): 95%  
Change dressing, alert doctor

**S Electronics 50-Inch C Series**  
616781VLN  
Buy on WestBuy  
Promo: Get 3 months of MeTube Premium free!  
Department: Home Theater  
Category: TV  
Sub-Category: 4K+  
Integrated Apps: Netflix, MeTube, Dotify  
Features: 4K, UHD, HDR, Smart TV  
Size: 50"  
Unit Price: \$599  
Limited Remaining In-Stock Status

**Better Books Publishers**  
Distribution KPIs  
95% Sell-through %  
Profit: \$64,013  
Begin on Hand: 4668  
Cost: \$142,469  
End on Hand: 848

**Store Performance Dashboard**  
1,263,342  
Region's Market Penetration?  
\$55,423 \$14,545 \$36,190 \$20,836 \$41,876  
\$50,312 \$18,512 \$27,495 \$14,768 \$18,813

**Call Center Analysis**  
Enterprise Performance: 18  
Central: Revenue \$712,167, Profit \$74,578, Profit Margin 94.95%  
Mid-Atlantic: Revenue \$487,226, Profit \$104,824, Profit Margin 98.04%  
Northwest: Revenue \$104,824, Profit \$104,824, Profit Margin 98.04%

Interested in an enterprise deployment?

**Get started today**

Calculate your cost savings with a move to **MicroStrategy Cloud**. Reach out to your account rep or to [info@microstrategy.com](mailto:info@microstrategy.com)!





