



### MICROSTRATEGY PROFESSIONAL SERVICES AT-A-GLANCE

- THE WORLD'S LARGEST STAFF OF MICROSTRATEGY CERTIFIED ENGINEERS
- DEDICATED TO BUSINESS INTELLIGENCE IMPLEMENTATION
- OVER 2,000 PROJECTS COMPLETED PER YEAR
- OVER 1,000 UNIQUE CUSTOMERS SERVED PER YEAR
- OFFICES ACROSS NORTH AMERICA, LATIN AMERICA, EUROPE, AFRICA, AND ASIA

**UNLEASH THE VALUE OF YOUR BI TECHNOLOGY WITH SERVICES THAT ENABLE NEW WAYS TO GET THE ANSWERS YOU NEED TO MAKE GOOD DECISIONS.**

From strategy through execution, our consulting, education, and support professionals help you get the most from your MicroStrategy-enabled solutions. Because we work daily with the people who create and make

decisions about our product, our MicroStrategy knowledge is the deepest and broadest in the industry. No one has a greater commitment to the success of your MicroStrategy investment.

### END-TO-END BUSINESS INTELLIGENCE SERVICES

#### **BI Strategy, Planning, and Roadmapping**

Successful BI initiatives benefit from alignment with overall corporate strategies, adequate planning, effective governance, and practices that transcend functional silos. We help you design, activate, and sustain a BI strategy that positions you to realize the full potential of your investment. Thanks to our direct access to MicroStrategy's R&D, we also enable you to align your BI strategy with our product roadmap.

#### **Mobile Intelligence**

Driven by the evolution of sophisticated devices and wireless networks, mobile technologies are revolutionizing the way information is used to make business decisions. Business intelligence is moving beyond the limits of your desktop to become something that can be applied anywhere, anytime. In as little as 10 working days, we can plan, deploy, and launch a mobile solution based on your business needs.

#### **Industry Solutions**

Consumer demand, regulatory activity, and technological advances are among the many issues that vary widely from sector to sector. Our industry program, serving retail, financial services, telecommunications, and healthcare companies, is designed to help you use BI in the context of those issues. Each of our industry professionals spent years employed in the same industry they now serve as a MicroStrategy consultant.

### Pre-built Solutions

In addition to our standard portfolio of services, we offer solutions for specific business needs, based on what's working for leading-edge MicroStrategy customers. For example, we create dynamic dashboards of information at multiple levels of an organization, portals that allow vendors to participate in supply chain decisions, and reporting suites that enable auditors to monitor for loss and fraud. We also have expertise in hundreds of key performance indicators (KPIs) for building the balanced scorecards you need.

### Custom Solutions

Done right, customization can improve user adoption without increasing your total cost of ownership. It does so by integrating BI in a typical user's business processes, providing tighter integration with other applications, and improving the user's experience with a familiar-looking environment. If you have a need that is not addressed in our out-of-the-box application, we work with you to make the appropriate changes. Through customization, we also can enable more sophisticated integrations, along with specific functionality for your competitive advantage.

### Platform Architecture and Installations

A seamless, timely installation can increase user acceptance, reduce training, and save time on administration and operations management throughout the application lifecycle. Over the years, we have established best practices for quick, concise, repeatable installation while optimizing data access methods and data structures. Each installation is carried out with an eye to improve needs alignment, IT responsiveness to the business, and use of the capabilities inherent in the MicroStrategy platform.

### Performance Optimization

Successful BI systems have many users and huge amounts of data. But all that growth can slow down system responses. Our consultants can optimize your MicroStrategy application to handle thousands of users accessing terabytes of data simultaneously while maintaining a high level of performance.

### Reporting

The more information taken into account, the more meaningful the analysis. But for many users, the only way to get enough information is to rely on a mix of manually maintained and inadequately secured spreadsheets. We replace those spreadsheets with interactive reports that combine data from different sources, depicting even complex models simply and clearly. We can automate your internal and external distribution processes to quickly get reports to the users who need them. Reports can be set up for internal or external distribution. In addition, we can empower users to create reports and ad-hoc queries on their own in a self-serve environment. Meanwhile, our remote reporting competency center provides ongoing support.

### Dashboards

Dashboards have become a mainstay of executive information systems because they efficiently capture business trends and key events within large volumes of data. Our consultants help you make the right design choices and apply best practices to build dashboards for specific areas of your business. A dashboard can be up and running in as little as two weeks.

### Migrations and Conversions

MicroStrategy technology can be integrated into any environment, either as a data consumer or an information provider. We work with you to globally prioritize each task, fully understand the intricacies of your system, and identify where issues could occur in the process. Then we carry out the changes based on a plan that aligns business needs with our library of best practices in order to facilitate user adoption of the system. Our proprietary extraction tools and methods free our consultants to spend more time on improving your BI deployment and less time unraveling your old system.

### Education and Adoption for Business and Technology Professionals

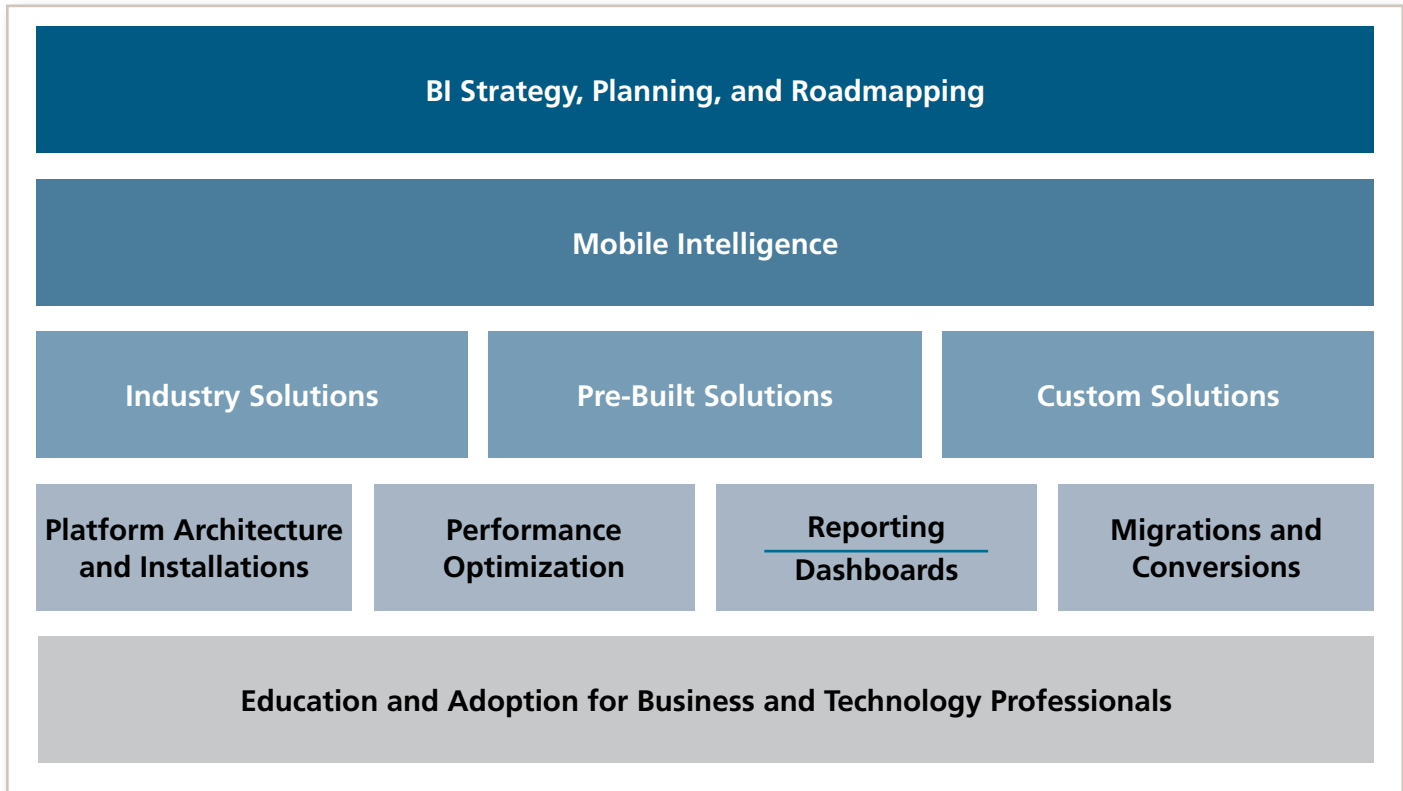
For a BI solution to succeed, a business must put it to use. MicroStrategy's educators help people become proficient in BI by tailoring instruction to location, project phase, learning style, and job role. We provide instructor-led as well as self-paced education, in a classroom or online, at customer premises or an off-site location. In any given year, more than 10,000 customers and partners benefit from MicroStrategy education.

MicroStrategy offers several programs for business and technology professionals. The Adoption Management Program is a full-service option in which MicroStrategy handles all aspects of your training effort. It incorporates assessment, instructor-led training, web-based training, and mentoring within the context of your reporting environment and business processes. The Perennial Education Pass is a program for those who require maximum flexibility. It provides specified individuals with unlimited access to public MicroStrategy instructor-led courses, as well as our web-based online course, for a single membership fee.

Our certification programs are for those who would like to learn how to develop and implement BI applications based on the MicroStrategy platform. Certification offers third-party validation of your MicroStrategy knowledge, an important credential for those interested in pursuing a BI career. Students may become certified in a focus area, as a developer, or as an engineer.

Online and distance learning alternatives are available. MicroStrategy's online training course is self-paced and interactive. Our private distance learning courses offer live instruction delivered over the web on a flexible schedule. Both options are built around the data, reports, dashboards, and business terminology specific to your organization.

THE MICROSTRATEGY SERVICE PORTFOLIO



THE MICROSTRATEGY ENGAGEMENT METHOD

<b>IDENTIFY</b>	Document business needs, define conceptual solution, and establish scope
<b>PLAN</b>	Map out engagement and approach, define requirements, and plan deployment
<b>DESIGN</b>	Design solution (including storyboards), architecture, and data access based on business requirements
<b>DEVELOP</b>	Develop solution, conduct testing, and create training courses and materials
<b>DEPLOY</b>	Optimize performance, deploy solution, communicate changes, and train users
<b>SUSTAIN</b>	Review lessons learned, hand off documents and knowledge, and execute BI processes

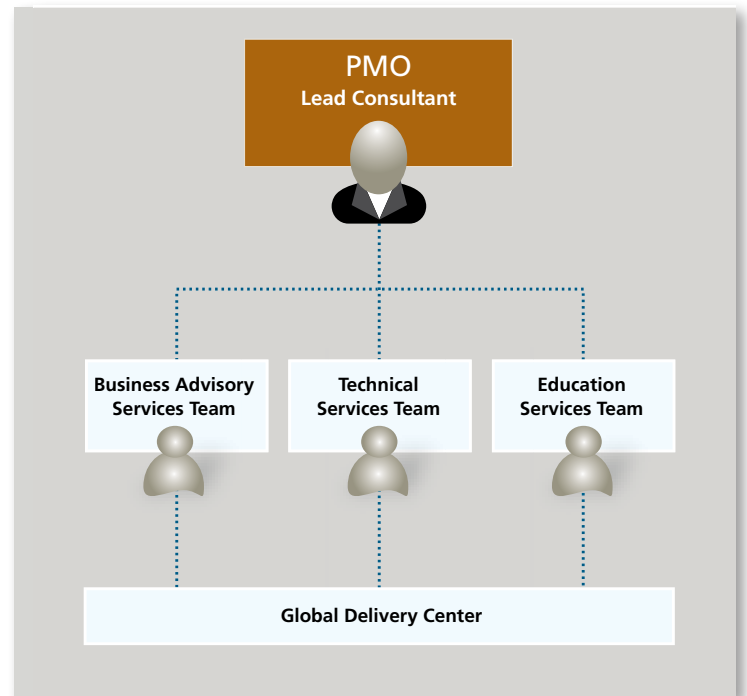
# GLOBAL SERVICE DELIVERY

## The Global Delivery Center and Model

Our global delivery model enables on-site and off-site resources to work efficiently together for your benefit. Refined over the last 20 years, this model has proven to deliver value faster than a local- or remote-only team. It brings specialized resources to your project, at the right time, wherever you may need them. A lead consultant, serving as your single point of contact, manages a project management office supported by advisory, technical, and education experts.

A key element of our global delivery model is MicroStrategy's Global Delivery Center (GDC). Located in Warsaw, Poland, the GDC is a hub of several hundred consultants who support BI projects at customer sites around the world. Thanks to the GDC's matrix-like organization with people assigned to a functional team as well as a project or business management practice, the appropriate experts can roll on and off a project as needed. With so many BI professionals located together, the GDC can quickly scale up or down to meet your unique technical and industry requirements. The integration of the GDC with on-site project resources is a flexible and cost-efficient way to deliver highly specialized services to you.

## THE GLOBAL DELIVERY MODEL



## The GDC in Brief

- Global business culture
- All major language proficiencies
- University graduates with STEM (science, technology, engineering, and math) education
- Central location for supporting project teams worldwide
- Real-time (not overnight) coordination

MicroStrategy Professional Services empowers businesses to get the answers they need to make good decisions. We'd like to hear from you. Please contact us at [advisors@microstrategy.com](mailto:advisors@microstrategy.com) or visit us at [www.microstrategy.com/services](http://www.microstrategy.com/services).

Thousands of companies depend on MicroStrategy to improve business performance, grow top-line revenue, and boost the bottom line. Our professional services customers include:



**MicroStrategy**