

## ACTIONABLE BUSINESS INTELLIGENCE FOR EMERGING ENTERPRISE COMPANIES



AS AN EMERGING ENTERPRISE, YOUR ABILITY TO GROW AND SUCCEED HINGES ON HAVING THE RIGHT INFORMATION TO MAKE WELL-INFORMED BUSINESS DECISIONS. MICROSTRATEGY ENABLES YOU TO TAP INTO YOUR DATABASES FOR EASY-TO-COMPREHEND BUSINESS INSIGHTS THAT CAN IMPROVE COMPANY PERFORMANCE. WITH MICROSTRATEGY'S UNPARALLELED POWER TO REPORT, ANALYZE, AND MONITOR BUSINESS INFORMATION, YOUR COMPANY CAN:

- IDENTIFY PROFITABLE GROWTH OPPORTUNITIES
- ENHANCE OPERATIONAL EFFICIENCY
- REDUCE COSTS
- TRACK KEY BUSINESS METRICS
- REALLOCATE RESOURCES
- IMPROVE CORPORATE GOVERNANCE
- INCREASE CUSTOMER LOYALTY

### Business Intelligence Designed for Emerging Enterprises

In the past, companies have deployed departmental business intelligence (BI) solutions for limited user populations and databases within a well defined area of the business. While these “islands of BI” satisfied the early requirements, they were not designed to grow with the organization. Emerging enterprises that started with departmental BI solutions have quickly found that they lack maintainability once the deployment extends beyond the departmental level. MicroStrategy's single, unified BI platform can grow with your organization and deliver a full range of reporting and analysis capabilities across one department or across the enterprise.

Emerging enterprises are faced with the daily pressures of a rapidly changing business environment. To stay ahead of the competition, organizations must get timely and relevant information into the hands of decision makers. MicroStrategy provides actionable, analytically-based business insights to help your company make better business decisions, every day.

### Gain Rapid Insights with Self-service Reporting

As an emerging enterprise, your organization may have limited IT resources to leverage your data investments and meet the growing reporting demands of your decision makers. Your executives, business managers, and line staff cannot lose time waiting for IT to provide the information they need to make data-driven business decisions.

The MicroStrategy architecture is unique in that it supports business users at any skill level, from the most sophisticated analyst to a novice report user. MicroStrategy's intuitive Web-based user interface includes a dramatic array of embedded “one-click” actions to make business users highly productive in their viewing and exploration of data. End users are able to consume information how they see fit, and as issues in the business arise, they can navigate the information to uncover root causes. No special report development skills are required, giving your business users access to the information they need and allowing IT to focus on more strategic issues rather than constant report writing.

### MicroStrategy's specialized offerings for emerging enterprise customers include:

- Latest MicroStrategy BI platform, with a broad range of reporting and analysis functionality
- Discounted packages for training and education
- Attractive price-point, with low total cost of ownership
- Outstanding customer service and personalized support to ensure long-term success
- Packaged analytic applications available through our partner network
- Pre-defined dashboards and report templates for rapid deployment

**MicroStrategy**



**“MicroStrategy is providing the complete solution for Wet Seal’s exacting needs. MicroStrategy offers exceptional user-friendly reporting features, superior scalability for large databases, outstanding Web deployability, and powerful analytics for the most granular-level data. MicroStrategy is a top-of-the-line system for bottom-line results.”**

**– WET SEAL**

### **Improve Decision Making with Daily Reports**

With MicroStrategy, business people might start their day reviewing a personalized scorecard with data related to their business area. Users can click on a metric and drill into a detailed operational report to get more information. If their analysis requires a deeper perspective, they can drill further for comparative analytics using simple OLAP slice-and-dice functionality. Unlike other BI technologies, MicroStrategy does not require different tools or extensive pre-design to give users the reporting and analytical capabilities they need.

Business users may choose MicroStrategy’s information dashboards for “at-a-glance” insights into company performance. MicroStrategy has combined advanced data visualization and animation capabilities with its industrial-strength BI platform to deliver expressive information dashboards that help companies manage business performance and improve decision making. MicroStrategy’s Dynamic Enterprise Dashboards™ enable users to access a tremendous amount of information in an easy-to-use, graphical format that enhances the interpretation and analysis of data.

MicroStrategy is the only business intelligence platform that provides true end user self-sufficiency. In addition, one platform supports all the reporting and analysis needs of the organization. Departmental teams do not need to propose one-off solutions for their unique reporting requirements.

### **Optimize Your Company’s Performance**

Optimizing a company’s performance requires constant tracking of business metrics and key performance indicators to inform and alert personnel about ongoing activity. MicroStrategy’s BI software delivers detailed information on current and historical operational performance, so users can see what is happening across the enterprise and within their area of responsibility to better understand how well the business is operating. With advanced reporting technology and an intuitive user experience, MicroStrategy’s BI software provides all business users with convenient access to critical information.

### **Grow Your Business**

Growing a business requires not only receiving accurate, real-time visibility into current and past data, but analyzing that information and predicting trends to make smart decisions about what direction to take next. While enabling you to choose the analysis and reporting styles that are most pertinent to your specific needs, the MicroStrategy BI platform supports advanced and predictive analysis capabilities, enabling you to perform analyses such as hypothesis testing, churn prediction, and customer scoring models within a single, unified Web interface. With built-in support for more than 400 statistical, mathematical, and financial functions, MicroStrategy lets you quickly and easily model potential outcomes to determine the best course of action for your business.

## Maximize Your Company's Success

Low total cost of ownership and the ability to customize BI to your industry needs are imperative for long-term success. MicroStrategy's BI platform delivers efficient and cost-effective BI, designed specifically to minimize the number of personnel needed to maintain and expand the applications. Recognizing the diverse needs and requirements of our emerging enterprise customers, we've built a large network of certified business partners with industry- and application-specific expertise. These companies have experience and training on the MicroStrategy BI platform, along with skill sets specific to your business needs, to help you quickly maximize the benefits of BI and ensure a successful long-term solution.



## MICROSTRATEGY DELIVERS ALL 5 STYLES OF BUSINESS INTELLIGENCE

Through its integrated architecture, including "plug-n-play" components, the MicroStrategy BI platform enables emerging enterprise companies to seamlessly extend BI applications over time as your needs develop, from simple reporting to any or all 5 Styles of BI.

- **Scorecards and Dashboards:** "At-a-glance" highly graphical reports ideal for the monitoring needs of business users. MicroStrategy's Dynamic Enterprise Dashboards combine advanced data visualization with its industrial-strength BI platform to deliver highly intuitive dashboards for enhanced transparency into enterprise performance and improved decision making.
- **Enterprise Reporting:** Print-perfect detailed reports contain critical business information for all user levels.
- **OLAP Analysis:** Slice-and-dice analysis of data for basic exploration within a limited range of data.
- **Advanced and Predictive Analytics:** Full investigative analysis of data down to transaction-level detail, coupled with predictive and statistical analysis.
- **Alerts and Proactive Notification:** Continuous scanning of the database for exception reporting, proactive alerts, and event-triggers to escalate issue detection and resolution.

*"MicroStrategy gives us a comprehensive view of our business and enables us to better serve our customers and run our operations more efficiently. Our diverse business generates volumes of data, and MicroStrategy provides our associates with analytically-based and actionable insight to make more effective decisions that positively impact our bottom line."*

— GRANGE INSURANCE

## WHY COMPANIES CHOOSE MICROSTRATEGY?

**1. Advanced technical capabilities:** MicroStrategy is widely recognized for its meticulously engineered software that scales to organizations and applications of all sizes, while making BI more approachable for the average business user.

**2. Integrated architecture:** The MicroStrategy product set is built from a single architectural foundation, delivering all 5 Styles of BI: Scorecards and Dashboards, Reporting, OLAP, Advanced Analysis, and Alerts and Proactive Notification.

**3. Full featured Web interface:** MicroStrategy's Web interface delivers a Windows-like feeling with drag-and-drop interactivity from any Web browser. The advanced Web architecture is zero-footprint, using no Java or Active X controls, and delivers a rich reporting experience both inside and outside the firewall.

**4. Seamless integration of reporting, analysis, and monitoring:** MicroStrategy can embed OLAP features directly into enterprise reports like scorecards and dashboards, providing a seamless user experience that uncovers root causes without the need for programming or switching interfaces.

MicroStrategy's full range of BI functionality, ease-of-use, and exceptional customer service are ideally suited for emerging enterprises. Let MicroStrategy provide your company with the BI capabilities you need to make timely, data-driven decisions and improve business performance.

**For more information on MicroStrategy for emerging enterprises, call 1-866-966-MSTR or visit our Emerging Enterprise Resource Center at [www.microstrategy.com/EmergingEnterprise](http://www.microstrategy.com/EmergingEnterprise)**

**5. Ease-of-use and self-service:** MicroStrategy's unique WYSIWYG report design and editing allows MicroStrategy end users to easily design and refine reports over the Web using familiar skills similar to Microsoft® PowerPoint or Excel.

**6. Low total cost of ownership:** While MicroStrategy provides extremely robust analytical capabilities, the architectural elegance, single source of metadata, and end user self-sufficiency make MicroStrategy easier to deploy and manage as compared to other business intelligence products.

**7. Automated report maintainability:** Dynamic metadata architecture ensures that changes ripple throughout all reports automatically.

**8. Pervasive security and user administration:** Security is automatically applied to all users, reports, and data through role-based user administration.

**9. Proven data and user scalability:** MicroStrategy's field-proven technology enables customers to deploy more BI applications to large user populations with greater analytic sophistication and user functionality.

MicroStrategy empowers business users to make informed decisions by providing timely, relevant, and accurate answers to their business questions. Companies choose MicroStrategy business intelligence software for its advanced technical capabilities, sophisticated analytics, Dynamic Enterprise Dashboards, and superior data and user scalability.

With a zero-footprint Web interface and user-friendly reporting features, MicroStrategy increases BI user adoption for companies with diverse user populations. MicroStrategy software is meticulously engineered to ensure its reliability, scalability, security, and ease of administration for organizations of all sizes.

