

MicroStrategy Introduces Integrity to Massdiscounters BI Landscape

Full service replaces three disparate solutions

MicroStrategy® Incorporated, (Nasdaq: MSTR), a leading worldwide provider of business intelligence (BI) software, today announced the successful upgrade and expansion of its BI solution at Massdiscounters, eliminating disparate systems and centralising onto a single unified platform. The successful implementation is key to the company's vision of developing reports that allow for good business decisions based on exception management.

Massdiscounters operates promotionally-driven discount retail stores across 11 African countries. Its MicroStrategy BI solution is used by merchant, store operations, logistics, and marketing teams, with an excess of 400+ users accessing the application.

Initially running off an Oracle merchant data warehouse, Massdiscounters were operating three reporting tools, one of which was MicroStrategy, each fulfilling a different function. "We recognised the complication for both business users and IT in trying to manage the tools," said Tania Neethling, Systems Optimisation Manager at Massdiscounters. "We had a mass reporting tool with fixed-format canned reports, allowing for limited user interaction, as well as multi-dimensional analysis reporting software, allowing for user-created exception management."

"There was no conformity in naming standards, and our users were pulling reports with conflicting information. Reports were not enabling decision makers, a key outcome demanded from our business intelligence solution," added Neethling.

"MicroStrategy provided an excellent solution. We upgraded to MicroStrategy 9.01, and the additional functionality provided through the upgrade allowed us to phase out the other products. Immediate advantages have been the simplicity of operating off a single platform, and the consistency in reports. Additionally, a change management programme was minimal as our users' preference has always been for MicroStrategy," she says.

A key differentiator was MicroStrategy's ability to seamlessly support multi-sourcing, which, says

Neethling, is in accordance with Massdiscounters' best of suite strategy. Furthermore, the reporting capabilities are exceptional, which supports one of the company's key directives – providing access to the right information, which empowers good business decision-making. The implementation has also allowed IT to align with business goals by providing information in trusted, standardised reports, which are relevant to and for decision makers.

The ease of managing a single platform has also been a boom for the organisation. "Managing three platforms was a nightmare for our IT department. In terms of development, while it was slow for the initial reports, we now have a robust business dictionary and flexible report development that gives quick wins. The architecture of the solution also means that if a change is made to the single centralised metadata, it is implemented throughout the system – a notable time and cost saver."

After Massdiscounters' experience with unreliable data reproduction and reporting, the MicroStrategy platform has quelled fears of users by guaranteeing performance, standards, and the integrity of reports. "We have support from the user community; the integrity and simplicity of reporting has been very well received," says Neethling.

About Massdiscounters

Massdiscounters operates DionWired and Game – promotionally driven discount retailers of predominantly general merchandise and non-perishable groceries for home, leisure and business use. It is a subsidiary of the JSE listed, Massmart Holdings. Massmart is Africa's third largest distributor of consumer goods, the leading retailer of general merchandise, liquor and home improvement equipment and supplies, and the leading wholesaler of basic foods.

About MicroStrategy Incorporated

Founded in 1989, MicroStrategy is a leading provider of enterprise software platforms for business intelligence (BI), mobile intelligence, and social intelligence applications. MicroStrategy's BI platform enables leading organizations worldwide to analyze the vast amounts of data stored across their enterprises to make better business decisions. Companies choose MicroStrategy BI for its ease-of-use, sophisticated analytics, and superior data and user scalability. The MicroStrategy BI platform delivers actionable information to business users via the web and mobile devices. MicroStrategy's mobile intelligence platform helps companies and organizations build, deploy, and maintain mobile apps across a range of solutions by embedding intelligence, transactions, and multimedia into apps. MicroStrategy's social intelligence platform includes a number of applications that help enterprises harness the power of social networks for marketing and e-commerce, as well as a suite of free "friendly" consumer apps that use MicroStrategy's enterprise technologies. MicroStrategy's social

intelligence platform helps companies leverage the value of social networks to better understand and engage their customers and fans. The MicroStrategy Cloud offering combines MicroStrategy and third-party software, hardware, and services to enable rapid, cost-effective development of hosted BI, mobile, and social applications. To learn more about MicroStrategy (Nasdaq: MSTR), visit www.microstrategy.com and follow us on Facebook (<http://www.facebook.com/microstrategy>) and Twitter (<http://www.twitter.com/microstrategy>).

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