

MICROSTRATEGY AND MICROSOFT



MICROSTRATEGY, A GLOBAL LEADER IN BUSINESS INTELLIGENCE TECHNOLOGY, PROVIDES INTEGRATED REPORTING, ANALYSIS, AND MONITORING SOFTWARE THAT EMPOWERS BUSINESS USERS TO MAKE EFFECTIVE BUSINESS DECISIONS EVERY DAY.

MICROSOFT IS THE WORLDWIDE LEADER IN SOFTWARE, SERVICES, AND SOLUTIONS THAT HELP PEOPLE AND BUSINESSES REALIZE THEIR FULL POTENTIAL.

DELIVERING INDUSTRIAL-STRENGTH BUSINESS INTELLIGENCE WITH MICROSOFT

MicroStrategy and Microsoft® have a proven track record of working together to deliver end-to-end, enterprise business intelligence (BI) solutions that satisfy the most demanding customer requirements – including but not limited to high data volumes, growing and diverse user populations that demand advanced analytics in near real-time, and high levels of performance. As the only true “pure-play” ROLAP vendor in the

BI market, MicroStrategy’s platform is designed to not only complement the Microsoft Windows® and Microsoft SQL Server® platforms, but also to leverage the powerful functionality that customers have come to rely on from Microsoft technologies.

For corporations seeking to manage growing data volumes, disseminate consumable information to all levels of the enterprise, and optimize decision making efficiency, the MicroStrategy platform delivers unrivaled “drill-anywhere” data interactivity in concert with reduced administration and empowered user self-service. Together, MicroStrategy and Microsoft have combined their core strengths not just to interoperate, but to broadly and tightly integrate their technologies, resulting in powerful solutions that more effectively address customer needs.

THE ALLIANCE

MicroStrategy and Microsoft’s alliance is firmly anchored by a solid commitment to provide the ultimate value to our customers. With engagements spanning diverse vertical markets, our customers are able to successfully capitalize on their investment in MicroStrategy and Microsoft. In addition, MicroStrategy continues to be one of the most scalable, high performance BI platforms solidifying a dominant position alongside Microsoft as a key player in enterprise data management.

Technical Collaboration and Integration

An integral aspect of the MicroStrategy and Microsoft relationship is to perform extensive pre-release beta tests to ensure that our products interoperate out-of-the-box, before general availability. This ensures seamless integration and smooth implementation of our products resulting in ease-of-setup, administration, and quicker time to value for customers.

MICROSTRATEGY IS UNIQUELY OPTIMIZED FOR MICROSOFT

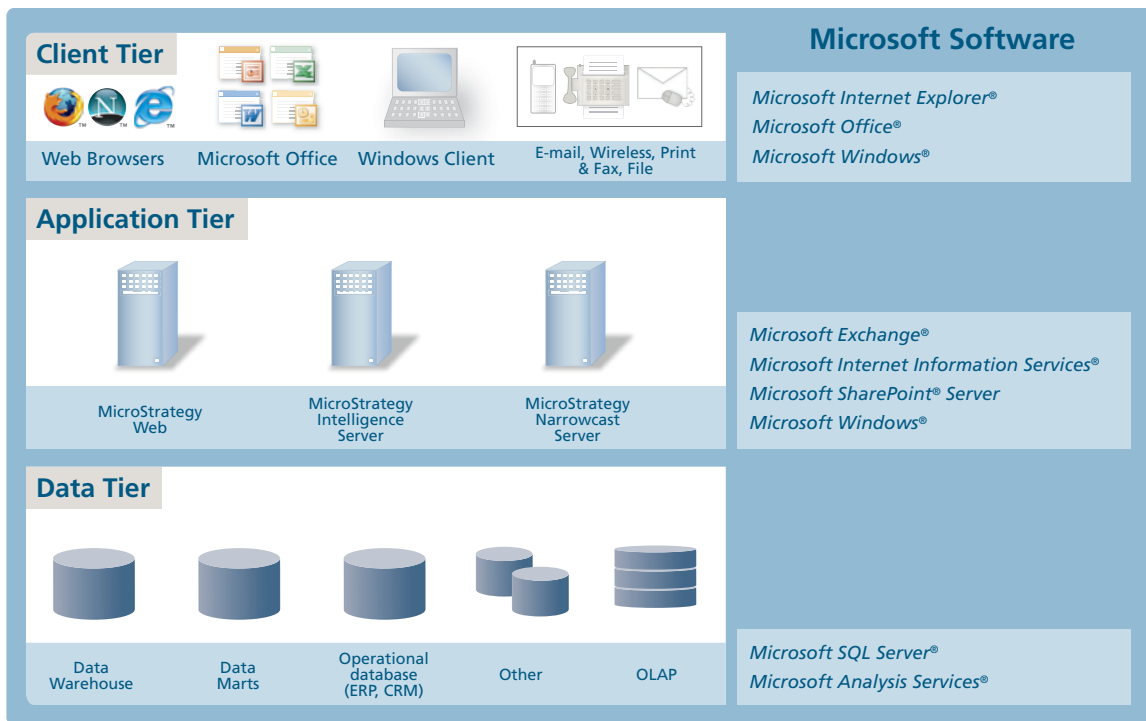
Throughout its development, the MicroStrategy BI platform has been fully optimized for Microsoft via investments in scores of Microsoft products and specific features. MicroStrategy is certified to run on Microsoft's data management products including Microsoft SQL Server 2008 and Microsoft SQL Server Analysis Services®. MicroStrategy's unique 64-bit native BI platform uses a dynamic multi-pass SQL generation engine to leverage the processing power of the Microsoft database products and return only the final results for middle-tier processing. Specifically, by automatically generating optimized SQL for Microsoft SQL Server and optimized MDX (XMLA) for Microsoft Analysis Services, MicroStrategy supports advanced analytics and combines rapid performance with transaction-level and multi-dimensional data access.

Additionally, the open architecture offered by the MicroStrategy BI platform leverages the capabilities of Microsoft's Internet Information Server® and SharePoint® Server. MicroStrategy's deployment-ready WebParts that require no additional programming when delivering detailed reports run seamlessly

on Microsoft SharePoint Portal Server. This allows customers to integrate insight from the MicroStrategy BI platform into enterprise portals with the full range of OLAP manipulations as well as sophisticated visualization via MicroStrategy's Dynamic Enterprise Dashboards™.

MicroStrategy integrates directly with the common user interfaces provided by Microsoft. Most MicroStrategy deployments use a standard Web browser to access all 5 Styles of BI. Microsoft's Internet Explorer® is fully certified to display and interact with all MicroStrategy reports, analyses, and dashboards. MicroStrategy also integrates with Microsoft Office System: Excel, PowerPoint, Word, and Outlook. Reports and dashboards can be created, selected, and run directly from these applications, inheriting the formatting and analytical richness added by MicroStrategy.

In addition to adopting Microsoft's strategic middleware and end user interfaces, all MicroStrategy products run on Microsoft Windows operating systems in 32-bit and 64-bit mode.



MicroStrategy and Microsoft: Multi-Tier Cross Platform Integration

For more information on MicroStrategy, please visit us at www.microstrategy.com or call us at 1-888-537-8135.

COLL-0844 1209

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