

MicroStrategy Narrowcasting Essentials

First Course in the following:

- Narrowcast Developer Track
- Certified Narrowcast Developer Program

Second Course in the following:

- Certified Platform Administrator Program

Overview:

This 2-day course teaches you how to implement proactive, personalized, information delivery services using MicroStrategy Narrowcast Server™. You will learn about the architectural components that make up Narrowcast Server and how to create the objects that define Narrowcast Server services. You will also learn how to efficiently personalize your services, so recipients receive only the information that is relevant and meaningful to them. Next, you will learn how to manage and subscribe to services using the Subscription Portal. Finally, you will discuss the extra delivery functionalities you can provide to your MicroStrategy Web user by integrating MicroStrategy Web and Narrowcast Server.

Cost:

- US\$1,300 per person, or 2 LUs

MicroStrategy Products Covered:

- MicroStrategy Narrowcast Server

Number of Days:

- 2 days

Who Should Attend:

- Administrators
- Service Designers
- Infrastructure Leads
- Consultants
- Project Technical Lead

Prerequisites:

- MicroStrategy Desktop: Reporting Essentials course

Topics:

Day One

- Narrowcast Server Overview
- Information Source
- Creating a Simple Service
- Message Contents
- Message Recipients

Day Two

- Delivery Methods, Schedules, and the Service Editor
- Personalization
- Subscription Portal Functionality
- MicroStrategy Web Deliveries and Administration