



MicroStrategy® – Better business decisions every day

Delivering integrated, end-to-end business intelligence to meet the most demanding enterprise requirements on Intel® Itanium® 2-based HP Integrity servers.

Meeting diverse BI requirements.

Timely, accurate, and relevant business intelligence (BI) is the key to making every decision the right decision. But not everyone in your enterprise requires the same type of BI support. Varying business requirements call for different styles of BI, spanning reporting, analysis, and business monitoring. To maximize the value of your information assets, BI should be leveraged across your enterprise, rather than being isolated within departments.

MicroStrategy® meets these important enterprise requirements with an integrated, end-to-end BI solution designed from the ground up to work within one unified architecture — not as separate stand-alone products or a patchwork of technologies.

MicroStrategy 8™ is the latest version of this powerful BI platform, now supporting standards-based HP Integrity servers built on the Intel® Itanium® 2 processor. It is a high-performance, enterprise BI solution providing a seamless experience for business users, an efficient and scalable architecture for IT, and an economical and extensible utility for the CIO.

Leveraging intelligence across the enterprise.

MicroStrategy business intelligence solutions enable improved and more predictable business performance by putting actionable information into the hands of every business person in the enterprise. With a single click, users can access scorecards, reports, and analyses from across the enterprise, maximizing productivity, inspiring innovation, enhancing customer service, and sharpening your competitive edge. With the MicroStrategy 8 platform running on Itanium 2-based HP Integrity servers, we extend the richness and performance of MicroStrategy BI to manage many diverse facets of business performance. You get:

- World-class business intelligence for all of your business users.
- A new standard of excellence for enterprise reporting and scorecards.
- Access to all data throughout the enterprise, beyond data warehouses.
- Data mining insight for mainstream business usage.

MicroStrategy®
Best In Business Intelligence™



Delivering development & business resources.

Performance, scalability, value.

MicroStrategy 8 has emerged from years of intense refinement, driven by the needs of the most demanding business intelligence applications in the world. In combination with Itanium 2-based HP Integrity servers, this highly scalable and efficient BI platform allows a full range of BI solutions to be rapidly deployed and easily maintained.

The latest 64-bit technologies represented by the Intel Itanium 2 microarchitecture, enhance the scalability of the MicroStrategy platform, enabling you to support larger numbers of users and build more complex BI applications. In fact, with MicroStrategy 8, you get a fully secured, centrally managed, and highly efficient infrastructure that can deliver high-performance BI reports to a broad range of user populations—from hundreds to hundreds of thousands of people. MicroStrategy's multi-threaded 64-bit architecture is uniquely designed to take advantage of the capabilities of Itanium 2-based HP Integrity servers, increasing performance and memory utilization, ensuring high performance for large user bases and access to the lowest levels of detail in reports.

This powerful combination is ideal for enterprise-level BI applications, supporting all five styles of BI functionality:

- Scorecards and dashboards – "at-a-glance" information about business performance across the enterprise.
- Enterprise reporting – detailed information in a concise format that can be consumed by all business users.
- OLAP analysis – slice-and-dice analysis for the manager or business user who needs to perform analyses beyond standard operational reports.
- Advanced and predictive analysis – full investigative query, allowing power users and professional analysts to perform extensive predictive and statistical analyses.
- Alerts and proactive notification – information delivery to very large user populations based on schedules, business exceptions, or demand.

Maximizing success with HP and Intel support.

A primary enabler in bringing the MicroStrategy 8 platform to market on Itanium 2-based HP Integrity servers was the support provided by the HP Developer & Solution Partner Program (DSPP) and the Intel® Early Access Program. By

attending the HP and Intel Developer Workshop—an intensive three-day event hosted by HP and Intel—MicroStrategy engineers gained hands-on training and best practices to streamline development on the Itanium 2-based HP Integrity platform. These programs provided valuable access to hardware systems and software development tools that accelerated the porting process dramatically.

"The HP and Intel workshop helped us take greater advantage of the HP and Intel technologies," said Jeff Bedell, CTO at MicroStrategy. "We were able to determine what capabilities we could incorporate into our own products to help them perform better, to make development easier, and to make testing more comprehensive and faster."

In addition to the workshop, HP provided dedicated technical resources to assist with the port, as well as customized on-site training and webinars specifically designed to address MicroStrategy's unique requirements. "The insights and resources provided by HP were essential for getting MicroStrategy 8 to market on the Itanium 2-based platform," added Bedell. "The technical documentation was excellent, and we received very responsive, comprehensive answers to our questions. There's no question that this support was critical to our success."

About the HP Developer & Solution Partner Program (DSPP)

The HP DSPP is designed to help ISVs, developers, and system integrators create unique solutions across the broad spectrum of HP platforms and operating systems, matching high-quality services with the member's development cycle, marketing, and sales needs.

About the Intel® Early Access Program

The Intel Early Access Program provides access to next-generation software development platforms and software products to help developers design, develop, test, and optimize software, as well as world-class training and technical support to streamline development.

About MicroStrategy

MicroStrategy is the global leader in business intelligence (BI) technology. MicroStrategy provides integrated reporting, analysis, and monitoring software that helps leading organizations worldwide make better business decisions every day. Companies choose MicroStrategy for its advanced technical capabilities, sophisticated analytics, and superior data and user scalability.

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