MicroStrategy Solutions for Operations Analysis

Customers across all industries use business intelligence software to perform in-depth analysis on operational performance, service quality, and project management targeted at improving the efficiency of internal business processes.

Leading companies rely on the MicroStrategy BI platform to conduct thorough operations analysis, especially in the following industries:

Financial Services and Banking

- Assess the probability of operational losses by analyzing staffing levels, transaction volumes, complaint levels, refunds, and error corrections
- Increase capital base and transparency by analyzing existing physical and real estate assets to identify those that are suitable for sale or lease-back

Food and Beverage

- Reduce operational costs and ensure high-quality customer service by evaluating staffing levels and costs during different day-parts to uncover inefficiencies and service issues
- Optimize daily operations and performance by monitoring hourly sales, peak times, labor, speed of service, and refunds

Healthcare

- Improve operations and cost efficiencies through identification of unusual costs, selection of best practices of the most profitable business units, and implementation of improved utilization patterns
- Enhance patient care and conserve resources by monitoring clinical activity volumes, patient census information, and protocol activity

Manufacturing and CPG

- Better plan for the headcount requirements of new contracts and service level agreements through analysis of past service contracts and resolution issues
- Identify areas to improve operational efficiencies by tracking raw material procurement, manufacturing, production, and distribution costs at the most detailed level

Travel

- Streamline transportation operations by tracking up-to-the-minute passenger behavior, safety, and customer service data, and analyzing travel times to spot abnormalities and slow-downs
- Gain insight into fuel costs incurred by scheduling delays by monitoring late departures, arrivals, and cancellations

MicroStrategy®

Customer Successes

GT Nexus

- GT Nexus selected MicroStrategy to power the customer-facing analytics and reporting capabilities on its Global Trade and Logistics portal.
- With MicroStrategy data, GT Nexus customers can make analytically-based decisions that can reduce costs, improve operational efficiencies, and enhance business performance.

Lexmark

- Lexmark International, Inc. is identifying sales opportunities, cutting operating costs, improving its supply chain management, and increasing profitability with the MicroStrategy platform.
- Lexmark's top executives are using executive and management-based reporting to easily understand business trends and make strategic decisions about the company.

The MicroStrategy platform supports the technical needs of customers who are focused on operations analysis:

- Customers performing operations analysis often work with large amounts of data from many different database systems. MicroStrategy integrates seamlessly with any database, can handle any amount of data, and provides for one, centralized, metadata to ensure uniformity in the distribution of reliable data.
- Zero-footprint Web access allows operations users across all departments and geographic locations to have access to their personalized data and perform any analysis they require without any intrusive software.
- MicroStrategy dashboards and scorecards provide executives and managers with a method for reporting and analyzing performance indicators from various aspects of the company or project to determine if operational activities are aligned with overall strategy and vision.

"With MicroStrategy, we will have a true enterprise view across our value chain, providing management with greater operational insights and actionable data to help us more effectively navigate through our dynamic industry. We have been highly productive using MicroStrategy for several years and found MicroStrategy's single metadata and object reuse has reduced our administrative costs. MicroStrategy is a natural fit for our analytic reporting environment at the enterprise level."

— Thomas H. Murphy, Senior Vice President and Chief Information Officer, AmerisourceBergen

Learn more online

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The BI Survey. For the complete results:

http://www.microstrategy.com/BISurvey

MicroStrategy®

 Copyright ©2008. All rights reserved.