



## MICROSTRATEGY SOLUTIONS FOR SALES ANALYSIS

CUSTOMERS ACROSS ALL INDUSTRIES USE BUSINESS INTELLIGENCE SOFTWARE TO PERFORM IN-DEPTH SALES REVENUE, TERRITORY, SALES FORCE, AND SALES CHANNEL ANALYSIS, TARGETED AT INCREASING PROFITS AND BUILDING STRONG CUSTOMER RELATIONSHIPS.

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

### FOOD AND BEVERAGE

- Determine the necessity and location of new stores or restaurants by analyzing demand and sales levels in different regions and districts
- Increase the efficiency of non-standard restaurant operations, such as drive-through and gift cards, by analyzing their total sales revenue and overall ticket share

### MANUFACTURING AND CPG

- Optimize relationships with vendors by providing the sales force with instant access to real-time order fulfillment and contract information and new up-sell and cross-sell opportunities
- Speed the time to deliver quotes and orders by enforcing business rules and adding triggers to facilitate accuracy as well as to identify new opportunities

### MEDIA AND ENTERTAINMENT

- Secure revenue streams and ensure that supply meets demand by forecasting the market potential of new films, music, television programs, books, video games, and other media
- Meet advertising needs while avoiding unnecessary costs by predicting more accurately subscription orders and sales for books, newspapers, and magazines

### PHARMACEUTICALS

- Target physicians who have high prescription rates of a certain drug or treatment with new information on drugs that treat complementary symptoms or conditions
- Provide mobile analytics to a consistently disconnected sales force, allowing them to answer not only detailed drug information questions, but also historical and trending questions

### RETAIL

- Predict sales and necessary inventory in individual stores by examining data from customer loyalty programs
- Encourage healthy competition among store locations and districts and award the best performing stores after comparing sales revenues and customer data

### TRAVEL

- Improve sales performance and increase customer satisfaction by analyzing different sales channels and adjusting to new trends in customer buying habits through channels such as self-service ticket stations and ticketless travel

## CUSTOMER SUCCESSES

### ASTRAZENECA

- London-based AstraZeneca is using MicroStrategy to report on and analyze data in its sales prescriber data warehouse, producing 240,000 reports within 24 hours.
- MicroStrategy users can view critical pharmaceutical sales information in a matter of seconds and quickly make decisions that seek to optimize market share and explore cost and profit data.



### THE CONTAINER STORE

- The Container Store deployed the MicroStrategy Business Intelligence Platform to support its merchandising system and alert users to situations when they need to take action.
- MicroStrategy gives users an up-to-date picture of the business and enables them to better understand where, when, and what they sell, which has a positive impact on the bottom line.

The Container Store logo consists of the text "The Container Store" in white, set against a dark blue rounded rectangular background.

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

- Customers who perform sales analysis often handle private information from customers so the row-level security (what data you can see) and object-level security (what functions and calculations you have access to) that MicroStrategy offers is essential
- MicroStrategy can be accessed through the zero-footprint Web interface, making it easy for a travelling sales force to access or create reports from any location, eliminating the need to visit the office before any customer presentation
- Multiple customer bases and legacy transactional systems often lead to the generation of greatly dispersed data requiring analysis, and MicroStrategy can integrate seamlessly with any legacy data management system, regardless of size

*"With MicroStrategy, we gain critical insights into our business that help us to analyze sales trends, reduce losses through early fraud detection, and improve our vendor performance."*

— ROSANN EYDELER, SENIOR IT APPLICATION DEVELOPMENT MANAGER,  
CSK AUTO CORPORATION

#### LEARN MORE ONLINE

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

<http://www.microstrategy.com/BIsurvey>

The MicroStrategy logo features the word "MicroStrategy" in a bold, red, italicized sans-serif font, with a small red star above the letter 'i' in "Strategy".