



MICROSTRATEGY BUSINESS INTELLIGENCE HEALTHCHECK

ALIGNING VISION AND EXECUTION

Over the last 15 years, the MicroStrategy Services organization has worked on thousands of customer business intelligence (BI) applications in dozens of industries. While each customer deployment has unique characteristics, a distinguishing feature of successful BI projects is the customer’s ability to align high-value BI strategy with a robust implementation approach. To this end, MicroStrategy has developed the Healthcheck program to ensure that customers receive the benefit of MicroStrategy’s experience and expertise to validate their business intelligence vision and ensure their organizations are prepared to fulfill this vision. The Healthcheck program is composed of six diagnostic reviews – Business Diagnostic, Product Utilization Diagnostic, Organizational Skill Diagnostic, Methodology & Process Diagnostic, User Satisfaction Diagnostic, and a BI Application Diagnostic. The individual diagnostics consist of a series of informational interviews with project sponsors, development team members and end users and may be supplemented by a review of project documentation and deliverables. The MicroStrategy Services team uses this information to prepare the Healthcheck report assessing the likelihood of success of your initiatives and recommendations to help you maximize the return on your business intelligence investment.

MicroStrategy has incorporated the Healthcheck program as an enhancement to our technical support offerings. Active support customers are eligible to receive a Healthcheck from a member of their MicroStrategy Professional Services team. The Healthcheck program complements a group of professional services offerings including Perennial Education Pass (PEP), Technical Advisory Services (TAS) and Premium Support that provide opportunities for customers to achieve the maximum success and highest return on investment using the MicroStrategy Business Intelligence (BI) Platform.



The Healthcheck program is a six-step diagnostic process that aligns business goals, IT resources and user expectations to improve customer success.

THE MICROSTRATEGY HEALTHCHECK PROCESS – SIX DIAGNOSTIC REVIEWS

1. Business Diagnostic

The Business Diagnostic is the first review conducted as part of the Healthcheck program and requires participation from executive sponsors and BI project managers. The Business Diagnostic examines existing reporting and analysis needs and business-related BI goals for the next 12-18 months. We review your planned BI initiatives and benchmark them against applications that similar organizations are building today using MicroStrategy technology. The information gathered during this diagnostic provides the context for all remaining Healthcheck diagnostics.

2. Product Utilization Diagnostic

The Product Utilization Diagnostic provides an objective evaluation of the goals discussed in the Business Diagnostic. Specifically, this diagnostic will provide answers to the following questions:

Status	Trend	Product	Licensed	Used	Available
●	▲	Intelligence Server	1500	1165	335
●	—	Intelligence Server - Cluster Option	0	0	0
●	▲	OLAP Services	200	165	35
●	▲	Report Services	200	200	0
●	▼	Narrowcast Server	75	50	25
●	▲	Desktop Analyst	25	20	5
●	—	Desktop Architect	5	3	2
●	—	Administrator	5	2	3
■	▲	Office	40	50	(10)
●	▲	Web Reporter	150	99	51
●	▲	Web Analyst	800	576	224

- What are current BI usage trends and rates of adoption?
- Is the right software available to support planned BI initiatives?
- What is the available capacity? Does a methodology exist to anticipate future needs and plan accordingly?
- What is the utilization of best practice Development, Test, Production, and Failover environments?

Information gathered during the Product Utilization Diagnostic will be used by MicroStrategy to provide recommendations for implementing processes to measure usage trends, assess adoption rates, and proactively plan for capacity upgrades. We will review the suitability of current software to meet identified business needs. This review will improve the ability to plan and budget for future hardware and software purchases and avoid potential capacity shortages that could result in unanticipated capital requirements.

Training Courses	Project Role	Report Developer	Project Designer	Administrator	Interface Designer	Business Analyst
SQL Essentials		✓	✓			✓
Web Essentials		✓				
Reporting Essentials		✓	✓	✓	✓	✓
Desktop: Advanced Reporting		✓				✓
Engine Essentials		✓				
Engine Tuning & VLDB Properties		✓				
Report Developer Exam		✓				
Architect: Project Design			✓			
Project Designer Exam			✓			
Advanced Data Warehousing			✓			
Intelligence Server Administration				✓		
Narrowcasting Essentials				✓		
Platform Administrator Exam				✓		
I-Server Tuning & Adv. Admin				✓		
Advanced Narrowcasting				✓		
Administrator				✓		
XML Fundamentals					✓	

3. Organizational Skill Diagnostic

Proper staffing and training are critical to successfully deliver any business intelligence initiative. During the Organizational Skill Diagnostic, MicroStrategy reviews the planned staffing model for your business intelligence initiatives. We then provide staffing recommendations based on the best practices identified from working with and supporting customers from over two thousand of the world’s leading organizations. The MicroStrategy Services professionals conduct technical skill assessments and produce customized training plans for each member of the BI development and administration team.

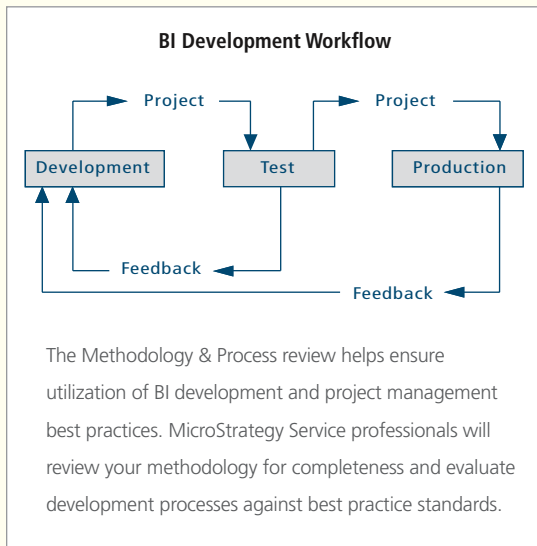
Issues addressed in this Diagnostic include:

- Are project teams appropriately staffed for requirements gathering, development, testing, and post-production support?
- Do the individuals in these roles have appropriate training and skills?
- Is each member of the development staff MicroStrategy certified? What additional certifications are needed?

4. Methodology & Process Diagnostic

Complementing the Organizational Skill Diagnostic, the Methodology & Process Diagnostic provides a more detailed examination of the existing BI development process. This diagnostic examines the activities typically performed by project and program management teams during the implementation of MicroStrategy-based business intelligence systems.

The Methodology and Process Diagnostic focuses on the use of repeatable processes for developing, testing, deploying, supporting and managing your MicroStrategy applications. In this diagnostic, MicroStrategy Services professionals assess the following core activities:



- Development – Evaluates the ability to collect user requirements, scope and phase applications, and develop the projects.
- Testing – Processes for application testing and management of the test environment are measured against MicroStrategy best practices.
- Deployment – Assesses the process of moving tested applications into a user-facing production environment. Factors such as task automation, system security, and interaction of functional teams are considered.
- Support and Management – Management of the application from inception to production is an overriding factor affecting all phases of development. Factors such as scope control, management reporting, and ongoing interaction with the user community are measured against best practice standards.

As an output of this diagnostic, customers receive a scorecard evaluating the strength and completeness of their methodology and specific recommendations to help improve their processes and align themselves with MicroStrategy best practices.

5. User Satisfaction Diagnostic

The User Satisfaction Diagnostic provides insight into various qualitative measures of business user satisfaction. This diagnostic qualitatively evaluates ease of use, speed of deployment, quality of support, and availability of training. Performance and usage information are then gathered from system monitoring tools to validate perceptions of the end users and measure the extent to which expectations have been properly set.

The satisfaction metrics are presented on a scorecard and quickly enable MicroStrategy and our customers to review common user satisfaction trouble spots. Common recommendations resulting from the User Satisfaction Diagnostic include modifications to interface and application design, recommendations to revisit application scope and release strategy, and processes to improve user expectation alignment and overall application performance.

Application Adoption Review			
Customer Loyalty			
Strategic Measure	Actual	Target	Trend
Ease of Use	75%	85%	▼
Access to Data	90%	90%	▶
Performance	75%	85%	▲
Data Consistency	100%	100%	▶
Data Timeliness	92%	95%	▶
Training	65%	90%	▶
Inventory Management			
Strategic Measure	Actual	Target	Trend
Ease of Use	88%	85%	▶
Access to Data	90%	90%	▲
Performance	80%	85%	▼
Data Consistency	90%	100%	▶
Data Timeliness	96%	95%	▼
Training	80%	90%	▼

6. BI Application Diagnostic

The BI Application Diagnostic provides a first-order examination of the architecture, design and performance of key MicroStrategy applications. MicroStrategy Services professionals meet with system architects, application designers and database administrators to diagnose barriers inhibiting the accurate, timely and consistent delivery of information to the end user community.

As a part of the investigative process, MicroStrategy examines a variety of utilization indicators provided by the Intelligence Server’s administrative and monitoring console. Examination of performance and utilization statistics, such as most and least frequently executed reports, most and least frequently used metrics, usage by user and group, report execution time, and data caching efficiency, provide insight into the effectiveness and efficiency of the existing application design. A review of server sizing, server configuration, physical data model design, and data model performance optimization strategies completes the diagnostic process.

Through the combined review of the application architecture, business usage, and performance statistics, MicroStrategy will make recommendations for tuning and optimization, enabling customers to maximize the performance and capabilities of their existing infrastructure.

BENEFITS OF THE MICROSTRATEGY BUSINESS INTELLIGENCE HEALTHCHECK

The Healthcheck program helps ensure BI projects have the necessary vision, resources, and processes to be successful. Through the program, experienced MicroStrategy Services professionals review BI application goals, BI application development methodology, and hardware and software infrastructure to deliver a plan for implementing best practices. The Healthcheck program, in conjunction with our technical advisory (TAS), education (PEP) and premium support services, helps customers receive the greatest value from their MicroStrategy investment.

For more information, please visit our website at <http://www.microstrategy.com/healthcheck>

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