

# MAKE PLANS NOW TO ATTEND MICROSTRATEGY WORLD 2010

**MICROSTRATEGY WORLD 2010** offers a content-rich agenda of business and technical sessions, customer real-world case studies, panel discussions, networking opportunities, and much more. MicroStrategy World is a “must attend” event for building and deploying successful business intelligence (BI) applications.

## PROGRAM HIGHLIGHTS

### VISIONARY KEYNOTES

Each conference day begins with an insightful keynote address from a BI industry expert.

### TECHNICAL SESSIONS

Choose from a wide range of technical sessions for all levels of BI expertise. You'll take home valuable techniques and best practices for improving your BI implementations.

### CUSTOMER BEST PRACTICES

Industry-leading companies share success strategies on how they use business intelligence to improve operational efficiencies, increase revenues, and enhance business performance.

### TECHNOLOGY FUTURES PRESENTATION\*

MicroStrategy Executive Vice President of Technology and Chief Technology Officer, Jeffrey Bedell, and other senior members of the MicroStrategy Technology Team will preview upcoming releases for 2010 and beyond, and discuss MicroStrategy's research and development initiatives.

\*Attendees are required to sign and execute a Mutual Non-Disclosure Agreement (NDA) to gain admittance to the MicroStrategy Technology Futures session.

### FABULOUS ACCOMMODATIONS

The Wynn Las Vegas will serve as the headquarters for MicroStrategy World 2010! Wynn Las Vegas, a luxury hotel and destination casino resort located on the Las Vegas Strip, offers unrivaled levels of service and amenities.

# BUSINESS AND TECHNOLOGY TRACKS

## 1: Reporting, Analysis, and Monitoring

BI project managers will learn how to use MicroStrategy 9 to report, analyze, and monitor their business performance. Come and learn how MicroStrategy 9 has significantly improved the overall BI experience through any user interface – Web, Office, Mobile, E-mail, SAP BI, and Analysis Services.

## 2: Dashboarding, Reporting, and Advanced Visualizations

Dashboard and report developers learn tips and techniques in this track for creating Pixel Perfect™ enterprise reports, dashboards, and scorecards with MicroStrategy 9. Through demonstrations and examples, attendees will learn how to build dynamic dashboards, banded enterprise reports, and best practices for efficient design. All sessions will include new MicroStrategy Report Services capabilities.

## 3: Advanced Development

Application developers will learn sophisticated strategies and advanced techniques for designing more advanced BI applications. Learn about the new MicroStrategy 9 project creation, heterogeneous data access, internationalization, analytical set math, high performance BI, report distribution and change management.

## 4: Customizing the User Experience

Customers often need to extend or modify out-of-the-box MicroStrategy functionality to meet the requirements of end users. Through business-focused case studies, developers and systems integrators will learn how to use the MicroStrategy Software Development Kit or SDK to customize the user experience, build advanced visualizations, and extend the out-of-the-box MicroStrategy BI functionality.

## 5: Integrating MicroStrategy with Enterprise Applications

Every organization has a number of mission-critical IT systems such as BI, Portals, ERP, and CRM that access operational, relational, and multi-dimensional data sources. Integrating BI with and into these other IT applications provides a comprehensive view into business performance. Learn how to integrate MicroStrategy 9 with other IT systems to ensure a seamless BI user experience.

## 6: Delivery, Administration, and Performance Tuning

BI applications are now becoming mission-critical and consequently require outstanding data integrity, high uptime, and fast response times. MicroStrategy administrators will learn how to integrate MicroStrategy 9 into existing IT environments, optimize performance, and automate administration.

## 7: Advanced and Predictive Analytics

Advanced and predictive analytics help organizations better understand their data to become more competitive. In this track, learn how to create and use advanced and predictive metrics in MicroStrategy 9. See how to tune and optimize SQL generation for faster performance through VLDB settings.

## 8: Customer Best Practices

This track will highlight case studies from successful MicroStrategy customers, sharing lessons learned in deploying business intelligence applications in their organizations. Learn how leading companies use MicroStrategy software to improve operations, reduce inefficiencies, and enhance business performance.

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## REGISTER TODAY!

MicroStrategy World is the single most important – and smartest – investment you can make in the coming year. This event is the ideal venue to increase your knowledge of BI best practices and learn from MicroStrategy experts.

### TO REGISTER:

Register online at [www.microstrategy.com/World2010Registration](http://www.microstrategy.com/World2010Registration)  
For questions, please contact customer service at (703) 848-8787  
or via e-mail at [MicroStrategyWorld@microstrategy.com](mailto:MicroStrategyWorld@microstrategy.com)

### CONFERENCE PRICING (PER PERSON):

Early Bird Summer Special (available until August 30): **\$1,295**  
Fall Special (from August 31 until December 31): **\$1,595**  
List Price (after December 31): **\$1,795**