



## Build Your BI Expertise at the MicroStrategy Business Intelligence Symposium

### See the Latest Advances in Business Intelligence

The MicroStrategy Business Intelligence Symposium is the ideal venue to hear valuable technical insights and the latest BI strategies. The rich educational sessions and networking opportunities will provide practical ideas to help you enhance your BI initiatives and optimize BI performance.

At the BI Symposium, you will see first-hand:

- Technology advances in the MicroStrategy platform, including MicroStrategy 9™, which supports the full range of BI applications from a single, integrated platform
- Best practices in design and deployment of enterprise BI solutions
- Real-world customer case studies of successful BI applications
- Product demonstrations from MicroStrategy technology experts

### Get the Most from Your BI Investment

The MicroStrategy Symposium provides techniques and success strategies that can be immediately implemented to help you get the most from your BI investment. Experienced professionals will share fresh new ideas and lessons learned to fine-tune BI performance.

- Industry-leading companies will share how BI has delivered significant business benefits, including increased revenues, improved efficiencies, reduced costs, and enhanced business performance
- MicroStrategy product experts will demonstrate advanced reporting and application development techniques to maximize the business impact of BI

#### AGENDA AT A GLANCE

09:00 – 17:00	Conference Registration & Information
09:00 – 09:45	Welcome Coffee
09:45 – 11:00	General Session
11:15 – 12:15	Session 1, Tracks 1 – 4
12:30 – 13:30	Session 2, Tracks 1 – 4
13:30 – 14:45	Lunch and Exhibits Open
14:45 – 15:45	Session 3, Tracks 1 – 4
16:00 – 17:00	Session 4, Tracks 1 – 4

Increase Your Business Intelligence IQ

# Register Today!

## TRACK 1: DASHBOARDS, REPORTS, AND ANALYSIS

In these sessions, business users, BI project managers, and developers will learn how to use MicroStrategy 9 to build dynamic dashboards and reports to analyze and monitor their business performance. See how MicroStrategy 9's self-service capabilities and enhanced usability have significantly improved the overall BI experience. Learn how to interact with and create Pixel Perfect™ enterprise reports, dashboards, personalized alerts that drive report deliveries, grid and graph reports, filters, thresholds, prompts, and derived elements with MicroStrategy 9.

### SESSIONS

#### 1: DISCOVER THE NEW MICROSTRATEGY WEB USER EXPERIENCE

Experience the new MicroStrategy Web user interface that sets the standard for interactive data analysis, self-service, and ease-of-use. Learn all about the improved usability, navigation, collaboration, and analytical capabilities and discover how to build Prompts, Filters, Thresholds, and rich Graphs.

#### 2: QUICKLY AND EFFECTIVELY BUILDING DASHBOARDS – MICROSTRATEGY REPORT SERVICES

Learn how easy it is to build effective and appealing dashboards that employ the latest data visualization techniques. This session will demonstrate the latest MicroStrategy 9 advances for dashboard creation, including preformatted, reusable, and portable dashboard templates; smart design assistants; inherited and linked formatting to underlying reports; and a dashboard layout structure.

#### 3: MONITORING BUSINESS PERFORMANCE WITH ALERTS AND PROACTIVE REPORT DELIVERY TO E-MAIL, PRINTERS, FILE SERVERS – MICROSTRATEGY DISTRIBUTION SERVICES

New in MicroStrategy 9, MicroStrategy Distribution Services securely and efficiently distributes personalized reports and dashboards via e-mail, print, or file delivery. See how this new product empowers end users and administrators to subscribe themselves and others to receive reports and dashboards. Learn about MicroStrategy Distribution Services' multi-platform support, load balancing capabilities, configuration management, and comprehensive monitoring capabilities.

#### 4: BUILDING INTERACTIVE ENTERPRISE REPORTS – MICROSTRATEGY REPORT SERVICES

Learn how to create highly formatted enterprise reports and statements that may be hundreds of pages long. This session will demonstrate the latest MicroStrategy 9 advances for enterprise report creation, including Pixel Perfect™ what-you-see-is-what-you-get (WYSIWYG) design and formatting; user interactivity, including drilling and workflows; pagination control, section grouping, horizontally repeating sections, PDF navigation, and bookmarks; and inserting a table of contents and watermarks. Also new, MicroStrategy 9 multi-layout enterprise reports allow many developers to work on a single enterprise report for faster, distributed development.

## TRACK 2: ADVANCED DEVELOPMENT

Application developers will learn how to rapidly design high performance BI applications. Learn about the new MicroStrategy 9 capabilities including graphical project creation, In-memory ROLAP, heterogeneous data access using MultiSource, update packages for change management, change journaling for distributed application development, and a new Eclipse plug-in that simplifies user interface customizations.

### SESSIONS

#### 1: ACCESSING HETEROGENEOUS DATA SOURCES USING THE MICROSTRATEGY MULTISOURCE

Using the new MicroStrategy MultiSource, data from relational sources such as data warehouses, operational systems, and even flat-files can be combined into a MicroStrategy report that can be used for a graph, enterprise report, or dashboard. MicroStrategy MultiSource uses a unique push-down technology to optimize data joining performance.

#### 2: RAPIDLY BUILDING AND EFFICIENTLY MAINTAINING YOUR BI APPLICATIONS – MICROSTRATEGY ARCHITECT AND OBJECT MANAGER

Effective BI report development, continual refinement, and ongoing maintenance require efficient communication between users, developers, architects, and administrators. New in MicroStrategy 9, MicroStrategy Architect's graphical interface and auto-recognition of business attributes and facts makes project creation much quicker. Also new in MicroStrategy 9, MicroStrategy Object Manager's new Update Packages facilitates distributed development through wholly contained object migration files. Lastly, MicroStrategy 9's new Change Journaling tracks any changes to any metadata object and allows developers to collaborate for efficient application development.

#### 3: DEVELOPING HIGH-PERFORMANCE IN-MEMORY BI APPLICATIONS – MICROSTRATEGY OLAP SERVICES

New in MicroStrategy 9, MicroStrategy OLAP Services delivers significantly enhanced analysis and performance with its new in-memory BI capabilities. Learn how to design In-memory ROLAP Cubes that work with security filters and prompts to return reports lightning fast. Understand how Dynamic Sourcing automatically chooses the best cubes to fulfill report requests as quickly as possible. See how OLAP Services enhances analysis through drilling, derived metrics, filtering, derived elements, and report linking.

#### 4: MANAGING CUSTOMIZATIONS AND UPGRADES THROUGH MICROSTRATEGY'S WEB CUSTOMIZATION EDITOR FOR ECLIPSE

New in MicroStrategy 9 is an Eclipse plug-in to create and upgrade customizations to MicroStrategy Web. This new plug-in understands and interprets the MicroStrategy Web architecture so you can create many customizations that do not require software coding. The new plug-in creates modular customization packages that can easily be deployed, updated, unapplied, and migrated to future versions. Learn and see how to create these modular customizations with the new MicroStrategy Web Customization Editor for Eclipse.

#### TRACK 3: INDUSTRY BEST PRACTICES: DEPLOYMENT STRATEGIES AND SOLUTIONS

Successful companies in every industry are improving their business operations with better business decisions when they use MicroStrategy for reporting, analysis, and business monitoring solutions. Learn how leading companies developed their BI strategies, successfully deployed multiple projects across their enterprises, and achieved return on their BI investment.

#### TRACK 4: PARTNER SOLUTIONS: IDEAS TO ENHANCE YOUR MICROSTRATEGY PLATFORM

MicroStrategy Technology and Solution Partners offer reasonable enhancements to complete your business intelligence application. In this track, four of our partners present their integrations and innovations.

#### SYMPOSIUM PRICING (per person):

Early Bird (until August 23): € 99 +VAT

List Price (after August 23): € 199 +VAT

#### HOTEL INFORMATION:

Mövenpick Hotel Amsterdam City Centre

Piet Heinkade 11

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[www.moevenpick-amsterdam.com](http://www.moevenpick-amsterdam.com)

#### TO REGISTER:

Register online at

[www.microstrategy.com/AmsterdamSymposium2009](http://www.microstrategy.com/AmsterdamSymposium2009)

For questions, please contact the local office

at +31 30 2408 111 or

via e-mail at [info-bnlx@microstrategy.com](mailto:info-bnlx@microstrategy.com)

#### FOR MORE INFORMATION:

[www.microstrategy.com/AmsterdamSymposium2009](http://www.microstrategy.com/AmsterdamSymposium2009)

## Register Today!

This event is the ideal venue to increase your knowledge of business intelligence best practices and learn from MicroStrategy experts.