

**MICROSTRATEGY**  
 **BUSINESS INTELLIGENCE  
SYMPOSIUM**

## 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 Dynamic Enterprise Dashboards™, MicroStrategy Mobile™, and MicroStrategy Integrity Manager™
- 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 consultants and product managers will demonstrate advanced reporting and application development techniques to maximize the business impact of BI

#### AGENDA AT A GLANCE

8:00am – 5:30pm	Conference Registration
8:00am – 9:00am	Continental Breakfast
9:00am – 10:15am	General Session
10:30am – 11:30am	Session 1, Tracks 1 – 3
11:45am – 12:45pm	Session 2, Tracks 1 – 3
12:45pm – 2:15pm	Lunch and Exhibits Open
2:15pm – 3:15pm	Session 3, Tracks 1 – 3
3:30pm – 4:30pm	Session 4, Tracks 1 – 3
4:30pm – 5:30pm	Conference Reception

**Increase Your Business Intelligence IQ**

**Register Today!**

## TRACK 1: REPORTING, ANALYSIS, AND MONITORING

In these introductory sessions, end users and BI project managers will learn how to leverage MicroStrategy to satisfy the unique requirements of different end user communities and business intelligence applications. Through business-focused case studies, attendees will learn how to use MicroStrategy to report, analyze, and monitor their data.

### SESSIONS

#### 1: BUSINESS INTELLIGENCE FOR THE MOBILE WORKFORCE – MICROSTRATEGY MOBILE

Do your executives and mobile workers demand immediate access to and interaction with relevant, timely, personalized, and secure business intelligence information on their BlackBerry® devices? Do they need disconnected access to their data? Is your IT organization struggling to reformat reports from your enterprise BI systems, especially for the small form factors presented by mobile devices? In this session, learn how MicroStrategy's latest product offering, MicroStrategy Mobile, delivers critical BI information from your enterprise BI applications directly to mobile devices, reusing existing MicroStrategy reports.

#### 2: EASY INTELLIGENCE FOR EVERY EXCEL®, POWERPOINT®, AND WORD® USER – MICROSTRATEGY OFFICE

Would you like to “have it all” without leaving your favorite Microsoft® Office application? Now every Microsoft Office user can run, edit, and format any MicroStrategy report directly from within Microsoft Excel, PowerPoint, and Word. Microsoft files can become live repositories of corporate data, continually linked back to the MicroStrategy Business Intelligence Platform. See how easy it is – with one click – to refresh data across all reports from the simple MicroStrategy Office toolbar via your favorite Microsoft application. We will review and demonstrate a variety of usage scenarios, including customizing presentations and performing offline analysis with MicroStrategy Office.

#### 3: ENSURING DATA AND REPORT INTEGRITY IN YOUR BI ENVIRONMENT – MICROSTRATEGY INTEGRITY MANAGER

Verify data and report integrity after making changes that impact your data warehouse and BI environment. Automated report integrity checking provides confirmation that warehouse data integrity is not breached by ETL or functions run against warehouse tables. In addition, automated comparison of report data, SQL, and graphs allows administrators to efficiently verify object migration and software upgrade success, further verifying data and report integrity after any change to the environment.

## 4: DATA MINING AND ADVANCED ANALYSIS FOR YOUR BI APPLICATIONS

As more organizations leverage their enterprise data to optimize decision making, the ability to use advanced analytics has become a requirement in order to remain competitive. MicroStrategy includes a rich set of out-of-the-box analytical capabilities that companies use to improve business performance. Everyone from “analytical amateurs” to “rocket scientists” can take advantage of techniques that turn sophisticated analysis into competitive advantage. Come and learn more about how you can use MicroStrategy analytics in your BI applications.

## TRACK 2: DASHBOARDS, VISUALIZATIONS, AND INFORMATION DELIVERY

Power users and report developers learn tips and techniques in this track for creating Pixel Perfect™ enterprise reports, dashboards, and scorecards with MicroStrategy. Through demonstrations and examples, attendees will learn how to build dynamic dashboards and banded enterprise reports using MicroStrategy. In addition, attendees will learn how to create proactive information deliveries that distribute personalized business information to users via e-mail, printers, and file servers.

### SESSIONS

#### 1: BUILDING INTERACTIVE SCORECARDS AND DASHBOARDS – MICROSTRATEGY REPORT SERVICES

MicroStrategy provides business users a highly intuitive interface for creating all types of scorecards and dashboards. See how easy it is to build effective and visually appealing dashboards through a Web browser interface, while advanced dashboard developers will learn best practices for building dashboards and dashboard templates for deployment across the enterprise. This session will demonstrate scorecard and dashboard creation, focusing on MicroStrategy Report Services' dynamic HTML capabilities.

#### 2: ADVANCED VISUALIZATIONS FOR DYNAMIC ENTERPRISE DASHBOARDS

One of the major innovations that bring MicroStrategy's Dynamic Enterprise Dashboards to life is the use of Adobe® Flash® for quick interactivity and advanced visualizations. This session focuses on MicroStrategy Report Services' new Flash controls for building scorecards and dashboards. You will learn how the use of Flash allows intuitive interactions and advanced visualizations in dynamic dashboards, for online or offline analysis. You will learn how to use advanced visualizations installed with MicroStrategy 8 Release 11 (v8.1.1) such as Interactive Stacked Area Charts, Bubble Chart, and Heatmaps to visualize data in ways beyond the standard grids and graphs.

### **3: BUILDING INTERACTIVE ENTERPRISE REPORTS – MICROSTRATEGY REPORT SERVICES**

Learn best practices and advanced techniques for designing highly formatted enterprise reports that may span hundreds of printed pages. This session will devote time to both the end user and the report developer roles, and will include demonstrations of operational workflows via document drilling, dynamic images, and advanced usage of multiple data sets.

### **4: CREATING ADVANCED INFORMATION DELIVERY APPLICATIONS USING MICROSTRATEGY NARROWCAST SERVER**

MicroStrategy Narrowcast Server offers customers a robust architecture to build applications that proactively send information to end users via e-mail, printers, and file servers. In this session, you will learn techniques for building sophisticated applications, including dynamic recipient personalization, automatic slicing of data based on user profiles, and output device configuration.

### **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.

## **SESSIONS**

Track 3 sessions are being confirmed. For the most up-to-date agenda, go to [www.microstrategy.com/WashingtonDCSymposium2008](http://www.microstrategy.com/WashingtonDCSymposium2008)

### **SYMPOSIUM PRICING (per person):**

Early Bird (until October 26): \$99  
List Price (after October 26): \$199

### **HOTEL INFORMATION:**

Grand Hyatt Washington  
1000 H Street NW  
Washington, DC 20001  
Tel: (202) 582-1234

### **TO REGISTER:**

Register online at  
[www.microstrategy.com/WashingtonDCSymposium2008](http://www.microstrategy.com/WashingtonDCSymposium2008)  
For questions, please contact customer service  
at (703) 848-8787 or  
via e-mail at [symposium@microstrategy.com](mailto:symposium@microstrategy.com)

### **FOR MORE INFORMATION:**

[www.microstrategy.com/WashingtonDCSymposium2008](http://www.microstrategy.com/WashingtonDCSymposium2008)

## **Register Today!**

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