



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

Increase Your Business Intelligence IQ

Register Today!

MicroStrategy
Best In Business Intelligence™

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: MONITORING BUSINESS PERFORMANCE WITH PROACTIVE REPORT DELIVERY AND ALERTS – MICROSTRATEGY NARROWCAST SERVER

Learn how MicroStrategy Narrowcast Server can greatly extend the reach and value of your enterprise reporting application. MicroStrategy Narrowcast Server securely and efficiently distributes personalized and formatted alerts and reports in HTML, Microsoft® Excel, or PDF, through your users' medium of choice: e-mail, networked printer, shared file server, or portal. End users or administrators can easily schedule report distributions.

3: 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.

4: POPULAR EXTENSIONS AND CUSTOMIZATIONS TO THE MICROSTRATEGY BI PLATFORM – MICROSTRATEGY SDK

MicroStrategy customers and partners have extended MicroStrategy BI functionality and integrated it with other IT systems. This session delivers a comprehensive look at a wide range of examples of customizations and extensions possible using the MicroStrategy SDK. Common examples include straight forward look-and-feel changes, advanced visualization, and incorporating write-back workflows.

5: 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.

6: BI SOLUTIONS FOR CUBE DATABASES – SAP® BI, MICROSOFT ANALYSIS SERVICES™, AND HYPERION® ESSBASE™

Learn how to build MicroStrategy business intelligence applications that use SAP BI, Microsoft Analysis Services, and Hyperion Essbase as data sources. See and experience how business users can use MicroStrategy's functionality for reporting and analysis against multidimensional data sources. Learn how users can join data from multiple data sources and create reports against these sources over the Web.

7: 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 use MicroStrategy analytics in your BI applications.

8: TAKING ADVANTAGE OF 64-BIT BUSINESS INTELLIGENCE

Discover the performance of 64-bit business intelligence. This session will answer all the important questions: What are the benefits? Where (on which hardware platform) is it supported? Why do I need it? When should I consider upgrading? How does it perform? Where can I find out more? In short, you will learn everything you need to determine whether MicroStrategy Universal Edition is for you.



TRACK 2: DASHBOARDING AND ADVANCED VISUALIZATIONS

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, banded enterprise reports, and composite real-time BI applications using MicroStrategy.

SESSIONS

1: STATE-OF-THE-ART DASHBOARDS FOR MANAGING AND MONITORING BUSINESS PERFORMANCE – MICROSTRATEGY REPORT SERVICES

As the business environment becomes more competitive, executives are looking to business dashboards to focus the company on key metrics and analyze performance against important business goals. This presentation demonstrates how significant new enhancements to MicroStrategy's dashboarding capabilities enable the creation of dashboards that are highly interactive, visually appealing, easy to use, and seamlessly integrated with all styles of business intelligence.

2: 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.

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: 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.

5: BUILDING COMPOSITE APPLICATIONS USING MICROSTRATEGY AND ADOBE® FLEX™ BUILDER™

Organizations often have a need to build applications spanning multiple organizational areas and departments. These applications typically integrate BI analysis and visualizations with operational components, such as order processing and real-time updates. With the popularity of Adobe Flex as well as portal technologies, customers are starting to build sophisticated composite applications that incorporate BI into their operational systems to add intelligence to the decision making process. In this session, you will learn how to create composite applications using the MicroStrategy Visualization SDK. You will also learn the different aspects of the features that typically go into a composite application.

6: BUILDING ADVANCED VISUALIZATIONS WITH THE MICROSTRATEGY SDK VISUALIZATION FRAMEWORK

Customers and partners are starting to build Rich Internet Applications, as well as extending MicroStrategy visualizations even further using Adobe Flash/Flex Builder technology. MicroStrategy Visualization SDK in its third version provides deep integration with Adobe Flex Builder to build any type of visualizations and Rich Internet Applications possible using Flash. This allows MicroStrategy, its customers, and its partners to create new visualizations, dashboards, and even entire applications with MicroStrategy and Flash technology. Come and see for yourself how the Integrated MicroStrategy Visualization Plug-in for Flex Builder works using out-of-the-box Flex controls. The interactive behavior of these controls and the ability to easily bind data to these controls allow developers to quickly and easily build these applications. You will see a custom visualization being built live and deployed across multiple projects in MicroStrategy Web.

7: TIPS AND TECHNIQUES FOR DESIGNING BEAUTIFUL DASHBOARDS

Want your dashboards to look more professional and appealing in addition to providing critical information? MicroStrategy provides report developers an interactive interface for designing all types and styles of dashboards with many formatting techniques. This session will demonstrate basic design concepts that should be considered when designing dashboards.

8: TIPS AND TECHNIQUES FOR OPTIMIZING DASHBOARD DEVELOPMENT

Optimal report design minimizes the number of dashboards needed to support user requirements. This session will focus on optimizing Report Services dashboard development to address this need. Learn how to follow efficient design processes that leverage reusable objects and formats, such as document templates, grid and graph styles, and default formatting properties. Learn how to avoid some common mistakes and use features which further streamline the report development process.



TRACK 3: OPTIMIZATION AND ADMINISTRATION

BI applications are increasingly becoming mission-critical and require data integrity, high uptime, and fast response times. MicroStrategy administrators will learn how to integrate MicroStrategy into existing IT environments, optimize performance, and enable enterprise-scope administration.

SESSIONS

1: ADVANCED TECHNIQUES IN USING AGGREGATE TABLES

Aggregate tables are summary tables that store data at higher levels than it was stored when the data was initially captured and saved. An aggregate table provides quick access to frequently requested information, while retaining the traditional power of ROLAP to directly query the database to answer any questions. This presentation discusses the purpose of an aggregate table, how MicroStrategy Architect calculates logical table sizes, and how the MicroStrategy SQL Engine uses logical table size to select the optimal table for a query.

2: USING MICROSTRATEGY IN CORPORATE PORTALS

Enterprise Portals have become a key IT initiative for organizations to build and deploy critical BI information as well as for building composite portal applications. Learn how MicroStrategy BI Portlets work through corporate portals such as IBM WebSphere, Microsoft SharePoint, BEA WebLogic, or SAP Portal. See how all the MicroStrategy functionality seamlessly carries through and expresses itself in these widely adopted corporate portals.

3: CUSTOMER SEGMENTATION AND COHORT ANALYSIS USING DATA MARTS AND ADVANCED METRICS

Cohort analysis is an advanced analysis technique wherein a group of customers are evaluated over time. This style of analysis is commonly used in customer retention and promotion/response studies. Cohort analysis differs from normal trend analysis in that the same set of customers is represented across time periods. This presentation demonstrates how to use a combination of data marts and advanced metrics in MicroStrategy to achieve cohort analysis efficiently and effectively.

4: 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.

5: COMPREHENSIVE ADMINISTRATION FOR ENTERPRISE BI ENVIRONMENTS

MicroStrategy Administrator consists of three tools that help BI administrators optimize their environment. In this session, discover how MicroStrategy Enterprise Manager allows administrators to monitor their system and fully analyze statistics collected about objects, reports, and user sessions. Also in

this session, learn how to control and manage change between development, testing, and production environments using MicroStrategy Object Manager. In addition, find out how to perform bulk administration and automatic tuning using command lines and scripts with MicroStrategy Command Manager.

6: DESIGNING REPORTS AND QUERIES USING FREEFORM SQL AND A GRAPHICAL QUERY BUILDER

MicroStrategy Desktop includes two ad hoc query tools that allow users to report against data that does not exist in the data warehouse, data from non-optimized operational schema, or any other data source that has not necessarily been modeled through MicroStrategy Architect. This session will explore the capabilities of these two tools, Query Builder and Freeform SQL Editor, including joining, mapping of attributes and metrics, and other features.

7: CREATE AUTOMATED DATA INTEGRITY ALERTS USING MICROSTRATEGY INTEGRITY MANAGER AND MICROSTRATEGY NARROWCAST SERVER

Regular changes to the BI ecosystem can impact the business users' report data in deliberate and yet unforeseen ways. Integrity Manager automates the comparison of the latest report data versus comparative BI application data, providing users with assurance in the data's integrity. Learn how to design Integrity Manager tests to be run periodically (e.g., after WH changes such as WH Loads, ETL Scripts, Aggregation, Degradation, etc.) and discover how to incorporate MicroStrategy Narrowcast Server functionality to send the test results via e-mail, alerting the administrator only when errors or mismatched data are discovered.

8: TAMING COMPLEX DATA MODELING CHALLENGES USING LOGICAL VIEWS

As every BI developer knows, the database schema for BI applications is not always well-suited for every type of reporting. The "Logical Views" functionality in MicroStrategy 8 allows application architects to create any desired view using MicroStrategy, without DBA involvement. This allows developers to model attributes and facts whose expressions span multiple tables, flatten non-optimal ragged and recursive hierarchies, and solve other complex data modeling challenges.

TRACK 4: 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 4 sessions are being confirmed. For the most up-to-date agenda, go to www.microstrategy.com/NewYorkSymposium2008



SYMPOSIUM PRICING (per person):

Early Bird (until June 1): \$199

Special Rate (from June 2 until June 29): \$495

List Price (after June 29): \$695

TO REGISTER:

Register online at www.microstrategy.com/NewYorkSymposium2008_Registration

For questions, please contact customer service at

(703) 848-8787 or via e-mail at symposium@microstrategy.com

HOTEL ACCOMMODATIONS:

Reserve your room at the Marriott New York Marquis.

MicroStrategy's special room rate for a standard room, single/double occupancy, is \$299 per night (plus applicable state and local taxes).

Please contact the Marriott New York Marquis directly to make reservations by calling 1-800-843-4898 or (212) 398-1900.

To receive the special conference rate, please identify yourself as an attendee of the MicroStrategy Symposium.

The deadline for this special rate is June 26, so please make reservations early. Reservation requests received after the cut-off date will be accepted at the group rate based on availability.

FOR MORE INFORMATION:

www.microstrategy.com/NewYorkSymposium2008



Register Today!

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