

MICROSTRATEGY
BUSINESS INTELLIGENCE
SYMPOSIUM

Build Your BI Expertise at the MicroStrategy Business Intelligence Symposium

See the Latest Advances in Business Intelligence

Don't miss this exciting opportunity to enhance your business intelligence proficiency, share ideas, and hear what successful companies have learned from their BI deployments. At the Symposium, you will see first-hand the compelling new capabilities of MicroStrategy Mobile for the iPhone and iPad. See demonstrations and learn how MicroStrategy Mobile leverages the native features of the iPhone and iPad to provide mobile workers with easy access to business data anytime, anywhere.

Symposium attendees will also take home valuable insights and best practices for improving BI implementations. Topics covered will include:

- Designing mobile apps for the iPhone and iPad
- Real-world customer case studies of successful BI applications
- Building effective, interactive dashboards
- Achieving the highest performance in your BI environment
- Improving business decisions with advanced analytics

Increase Your Business Intelligence IQ
Register Today!

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

8:00am – 5:00pm	Conference Registration & Information
8:00am – 9:00am	Continental Breakfast & Exhibits Open
9:00am – 10:30am	General Session
10:40am – 11:30am	Session 1, Tracks 1 – 4
11:40am – 12:30pm	Session 2, Tracks 1 – 4
12:30pm – 2:00pm	Lunch and Exhibits Open
2:00pm – 2:50pm	Session 3, Tracks 1 – 4
3:00pm – 3:50pm	Session 4, Tracks 1 – 4
4:00pm – 5:00pm	Conference Reception & Exhibits Open

TRACK 1: MOBILE APPS, DASHBOARDS, AND ANALYSIS

In these sessions, business users and developers will learn how to use the MicroStrategy Mobile App Platform to easily create, consume, and maintain visually engaging applications for the iPhone and the iPad, while leveraging the enterprise-caliber features of the MicroStrategy platform. Participants will also learn how to design and interact with MicroStrategy dashboards and reports to analyze and monitor business performance.

SESSIONS

1: DESIGNING MOBILE APPS FOR THE IPHONE

Mobile computing is poised to revolutionize the way organizations deliver, consume, and act on information. The coverage of business information and analytics with mobile technology is empowering more and more members of organizations to make hands-on, immediate decisions. Empower your organization to make faster decisions and attend this new session where you will learn how to rapidly develop mobile applications from scratch and with no required programming on the iPhone. Also, learn how to re-use your key reports and documents as mobile intelligence applications.

2: DESIGNING INTERACTIVE DASHBOARDS

Designing effective and visually-appealing dashboards is easy. Learn best practices for initial dashboard design. This session will demonstrate the latest advances for dashboard creation. Experience how to create dashboards from a what-you-see-is-what-you-get (WYSIWYG) interface.

3: MOBILE INTELLIGENCE ON THE IPAD

The Apple iPad is a disruptive technology at the forefront of the shift toward mobile computing. Learn how this revolutionary new computing device is changing how information is consumed, and see how the MicroStrategy Platform is built to fully take advantage of this new technology.

4: ADVANCED ANALYTICS – USING DATA MINING AND PREDICTIVE ANALYTICS TO IMPROVE BUSINESS DECISIONS

For years, the builders of sophisticated analytics have been separate and distinct from the BI user community, mostly due to the unique requirements of statisticians and their specialized tools. Unfortunately, the value of that advanced analysis was isolated from the rest of the BI infrastructure. Today there's no reason for this separation. Instead, leading organizations are taking advantage of advances in technology that bridge the statistical community into the enterprise BI environment. And just as important, these advances allow non-statisticians to include and perform sophisticated analysis with their BI. Learn how MicroStrategy helps bridge the gap – no PhD required!

TRACK 2: ADVANCED DEVELOPMENT

Application developers will learn how to rapidly build high performance BI applications and dashboards. Learn about the new MicroStrategy 9 capabilities including graphical project creation, In-memory ROLAP, heterogeneous data access using MultiSource, update packages for change management, and best practices to develop faster Dashboards and Enterprise Reports.

SESSIONS

1: RAPID PROJECT CREATION WITH MICROSTRATEGY ARCHITECT AND OBJECT MANAGER

MicroStrategy OLAP Services delivers significantly enhanced analysis and performance with its new and updated in-memory BI capabilities. Learn how to design Intelligent 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 quickly. Learn how to achieve your optimization goals and what data to keep in-memory.

2: ACCESSING HETEROGENEOUS DATA SOURCES USING THE MICROSTRATEGY MULTISOURCE OPTION

New in MicroStrategy 9, MicroStrategy Architect's graphical interface auto-recognizes business attributes, relationships, and metrics to make application creation much quicker. Also new in MicroStrategy 9, MicroStrategy Object Manager allows metadata object migration between unrelated projects to reuse existing models that can speed project development. To keep this rapid development coordinated, Change Journaling helps architects, administrators, and developers collaborate for efficient application development.

3: OPTIMIZING IN-MEMORY BI FOR STUNNING PERFORMANCE – MICROSTRATEGY OLAP SERVICES

Come and see the MicroStrategy 9 Multisource heterogeneous data joining capability. Data from relational, operational, and even flat-file sources can be combined into a classic MicroStrategy grid report that can be used for a graph, enterprise report, or dashboard. Learn how to join data using "report as filter" to combine multidimensional data with relational data. Also, learn how to combine multiple sources of data using MicroStrategy Architect in a single project.

4: BEST PRACTICES FOR DEVELOPING HIGH PERFORMANCE DASHBOARDS

Understand how data sets, panels, selectors, grouping, text boxes, shapes, grids, and graphs impact the performance and size of Report Services documents, including dashboards and enterprise reports. This session will explain document design best practices. This session is essential for every enterprise report and dashboard developer!

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.

SESSIONS

Track 3 sessions are being confirmed. For the most up-to-date agenda, go to www.microstrategy.com/SanFranciscoSymposium2010.

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

System integrators, customers, and technology partners provide real-world case studies, discuss their specific methodology, and showcase their best practices for implementing MicroStrategy BI.

SESSIONS

Track 4 sessions are being confirmed. For the most up-to-date agenda, go to www.microstrategy.com/SanFranciscoSymposium2010.

SYMPOSIUM PRICING (per person):

Early Bird (until July 18): \$99

List Price (after July 19): \$199

HOTEL INFORMATION:

Grand Hyatt San Francisco
345 Stockton St
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TO REGISTER:

Register online at
www.microstrategy.com/SanFranciscoSymposium2010
For questions, please contact customer service
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via e-mail at symposium@microstrategy.com

FOR MORE INFORMATION:

www.microstrategy.com/SanFranciscoSymposium2010

Register Today!

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