

PLAN TO ATTEND MICROSTRATEGY WORLD 2011

MICROSTRATEGY WORLD 2011 is fast approaching. Make plans today to attend MicroStrategy's biggest event of the year, featuring the latest in mobile and business intelligence.

PROGRAM HIGHLIGHTS

EXPERIENCE THE MOBILE BI REVOLUTION

MicroStrategy Mobile easily extends your BI applications to mobile devices. See demos and learn how mobile BI is revolutionizing the way companies work.

VISIONARY KEYNOTES

Each conference day begins with an insightful keynote address from a BI industry expert. See demos of MicroStrategy's latest technology and hear customer success strategies.

100+ TECHNICAL TRACKS

Sessions cover the hottest topics in BI, including Mobile BI, Pervasive BI, Dashboard applications with amazing visualizations, Advanced and Predictive Analytics, In-memory BI for stunning performance, and Self-service BI.

NETWORKING OPPORTUNITIES

Expand your professional circle with plenty of opportunities to network with your peers.

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.

DASHBOARD SHOWCASE

Dashboards add business value and display actionable information in a compelling way. Some of the best customer dashboards will be featured.

TECHNOLOGY FUTURES PRESENTATION

Preview upcoming technology releases for 2011 and beyond, and learn about MicroStrategy's research and development initiatives.

FABULOUS ACCOMMODATIONS

Once again, the Wynn Las Vegas serves as headquarters for MicroStrategy World. This luxury hotel and destination casino resort offer unrivaled levels of service and amenities.

EXPERIENCE MICROSTRATEGY MOBILE



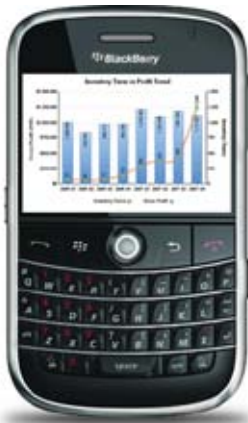
iPad

Your information travels at the speed of business. iPad users can now easily access MicroStrategy-based reports, business charts, and information dashboards where and when they need them.



iPhone

MicroStrategy's breakthrough App Platform dramatically reduces the time to develop and deploy new iPhone Apps. No programming is required. Just point and click to create and distribute powerful mobile apps.



BlackBerry

View MicroStrategy reports, graphs, and dashboards anywhere – online or offline. Mobile workers can run reports and dashboards directly from their BlackBerry smartphones to make informed business decisions.



Dynamic Dashboards (for mobile devices)

MicroStrategy's Dynamic Dashboards improve the way you see and run your business. Visually compelling, data-rich, dashboards deliver actionable insights. Take your dashboards with you on your smartphone or iPad for untethered information access.

AGENDA AT-A-GLANCE

MONDAY, JANUARY 24	WEDNESDAY, JANUARY 26
8:00am – 8:30pm Conference Registration and Information	8:00am – 7:15pm Conference Registration and Information
1:00pm – 5:00pm MicroStrategy Mid-Market Reseller Training	8:00am – 9:00am Continental Breakfast
1:00pm – 6:00pm MicroStrategy Certifications	9:00am – 11:00am General Session
1:00pm – 10:00pm MicroStrategy OEM Partner Briefing	11:00am – 2:15pm Exhibit Hall Open
6:30pm – 8:30pm Welcome Reception – Exhibit Hall Open	11:15am – 12:15pm Session 5, Tracks 1–12
	12:15pm – 2:15pm Lunch / Exhibit Hall Open
	2:15pm – 3:15pm Session 6, Tracks 1–12
	3:30pm – 4:30pm Session 7, Tracks 1–12
	4:45pm – 5:45pm Session 8, Tracks 1–12
	5:45pm – 7:00pm Regional Networking Receptions
TUESDAY, JANUARY 25	THURSDAY, JANUARY 27
8:00am – 7:15pm Conference Registration and Information	8:30am – 4:30pm Conference Registration and Information
8:00am – 9:00am Continental Breakfast	8:30am – 9:30am Continental Breakfast
9:00am – 11:00am General Session	9:00am – 12:00pm Introduction to MicroStrategy Mobile Course
11:00am – 2:15pm Exhibit Hall Open	9:30am – 10:30am Session 9, Tracks 1–10
11:15am – 12:15pm Session 1, Tracks 1–12	10:45am – 11:45am Session 10, Tracks 1–10
12:15pm – 2:15pm Lunch / Exhibit Hall Open	11:45am – 1:30pm Lunch
2:15pm – 3:15pm Session 2, Tracks 1–12	1:30pm – 4:30pm Technology Futures Presentation <i>(NDA Required)</i>
3:30pm – 4:30pm Session 3, Tracks 1–12	
4:45pm – 5:45pm Session 4, Tracks 1–12	
5:45pm – 7:00pm Industry Solution Forums	
9:00pm – 1:00am Conference Party	

BUSINESS AND TECHNOLOGY TRACKS



Track 1: Reporting, Analysis, and Monitoring

In these introductory sessions, business people and BI managers will learn how to use MicroStrategy 9 to report, analyze, and monitor business performance. Learn how MicroStrategy has significantly improved the overall BI experience with Web, dashboard applications, Office, e-mail, SAP BW, data mining/predictive analysis, and portals. Also, learn why MicroStrategy has the lowest total cost of ownership in BI and why organizations move their BI applications to MicroStrategy.

Sessions

1: MicroStrategy 9 BI for SAP BW, Microsoft Analysis Services, Oracle Essbase, and IBM Cognos TM1

See how MicroStrategy can analyze data from SAP BW, Microsoft Analysis Services, Oracle Essbase, and IBM Cognos TM1. MicroStrategy reuses the business dimensions and data from each of these BI sources to rapidly and efficiently create reports and dashboards. Also, see how MicroStrategy can join data from these multidimensional data sources to relational data sources for increased business performance insight.

2: Advanced Analytics – Keys to Targeting Improved Performance

Business intelligence has always been about turning data into

useful information. But these days, it's not enough to rely solely on historical reporting and traditional metrics. In order to remain competitive, organizations are turning to sophisticated techniques such as data mining and predictive analysis that take the same data to new levels and deliver key insights. More than one-shot calculations, advanced analytics are workflows that require skill, creativity, and a special attitude to succeed. Learn how top companies use advanced analytics and how MicroStrategy can help you hit the target.

3: Why Organizations Upgrade from BusinessObjects to MicroStrategy

Many organizations upgrade from BusinessObjects to MicroStrategy for improved data visualizations, analysis, and interactivity that is faster and easier to use. From an administrative perspective, IT professionals have a more powerful technology that simplifies their work and costs much less to operate. Come and see how easy it is to upgrade from BusinessObjects to MicroStrategy and learn about our customers' experiences.

4: Integrating MicroStrategy with Enterprise Portals

Portals have become a primary channel to deploy enterprise-wide applications of any type. MicroStrategy includes out-of-the-box portal integration to deploy BI applications for IBM Websphere, Oracle WebLogic, SAP Portals, Microsoft SharePoint, and open source portals such as Liferay and

DotNetNuke. Additionally, MicroStrategy provides a Portal Integration Kit to easily and quickly deploy MicroStrategy BI content through any portal such as WSRP, JSR168, or open source portals. Learn important portal development techniques, including portlet extensibility, customizability, portlet-to-portlet communication, URLs, and single sign-on (SSO).

5: Monitoring Business Performance with Alerts and Proactive Report Delivery to E-mail, Printers, and File Servers – MicroStrategy Distribution Services

MicroStrategy Distribution Services securely and efficiently distributes personalized reports and dashboards via e-mail, print, or file delivery. Learn how business users can subscribe to and create their own alert conditions that automatically trigger report and dashboard delivery.

6: Self-Service BI with MicroStrategy Web

MicroStrategy Web sets the standard for self-service BI with interactive data analysis and ease-of-use while delivering unparalleled power. Experience the usability, navigation, collaboration, design, and analytical capabilities all from one interface.

7: MicroStrategy Office for Microsoft® Excel, PowerPoint, Word, and SharePoint

Would you like to “have it all” without leaving your favorite Microsoft Office application? Now every Microsoft Office user can run, edit, format, and even create any MicroStrategy report or dashboard directly from within Microsoft Excel, PowerPoint, and Word. Microsoft files become live repositories of the corporate data you need, continually and securely linked back to the MicroStrategy Business Intelligence platform. See how easy it is – with one click – to refresh data across all reports and dashboards from the simple MicroStrategy Office toolbar via your favorite Microsoft application. A variety of usage scenarios will be reviewed and demonstrated, including a review of new features for Office in MicroStrategy 9, customizing presentations, and performing offline analysis.

8: MicroStrategy Offers the Lowest Total Cost of Ownership in Business Intelligence

Learn how to increase your organization’s return on investments with the lowest total cost of ownership (TCO) for your BI applications. Identify the cost components of TCO, learn the impact each component has over a five-year period, and discover the BI platform capabilities that can save your organization the most money. Benchmark your BI implementation’s efficiency against the operating results of other MicroStrategy customers.

9: Cloudera: Hadoop in the Enterprise

Apache Hadoop is an open source data management solution that is being used to address the massive volume, velocity and variety of data that enterprises are facing today. In this informative session, Mr. Awadallah will provide an overview of Hadoop, explore common Hadoop use cases, and discuss how it is has been integrated with traditional technologies currently used in the

modern data center. This session is a must for any organization that wants to understand this new technology and how it is being used to provide new insights for the business.

10: Create Powerful Analytics Such as Consolidations and Custom Groups over the Web – MicroStrategy OLAP Services

Everyone who uses reports and dashboards wants to be able to add their own analysis quickly and intuitively. With MicroStrategy OLAP Services Derived Elements, you can spontaneously combine elements of a business attribute to create analytical groups such as filters, lists, and consolidation calculations, to identify important business characteristics not considered by the original report designer. Join us to see how to create, save, and share these great new analytical objects, along with View Filters and Derived Metrics.



Track 2: Mobile Intelligence

In these sessions, business people and developers will learn how to use MicroStrategy Mobile to create, consume, maintain, and customize BI apps for iPhone, iPad, and BlackBerry.

Sessions

1: Mobile Intelligence on the iPhone – Feature Overview

The Apple iPhone has ushered in a new era of mobile computing and has fundamentally changed how information is used and consumed. See how MicroStrategy Mobile runs as a native iPhone app to bring Mobile Intelligence to every business person who needs anytime, anywhere information. In this session you will learn about the features and functionality available in MicroStrategy Mobile for the iPhone.

2: Designing Mobile Intelligence Apps for the iPhone – Designing Apps

Mobile computing is poised to revolutionize the way organizations deliver, consume, and act on information. The convergence of information and analytics with mobile technology is empowering more and more business people to make hands-on, immediate, and better decisions. Attend this new session where you will learn how MicroStrategy allows you to easily build and maintain iPhone applications with no programming required. Learn how to re-use your key reports and documents as mobile intelligence applications, while leveraging the enterprise-caliber features of the MicroStrategy platform. Come and learn more advanced techniques for creating iPhone apps for your business.

3: Mobile Intelligence on the iPad – Feature Overview

The Apple iPad has introduced a new era of mobile tablet computing and has radically changed how information is used and consumed. See how MicroStrategy Mobile runs as a native iPad app to bring Mobile Intelligence to every business person who needs anytime, anywhere information. In this session you will learn about the features and functionality available in MicroStrategy Mobile for the iPad.

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6: Incorporating Maps, GPS, and Mashups into Mobile Applications

Geographic information provides essential business context for understanding data. MicroStrategy Mobile includes Geographic Information System (GIS) that allows customers to display maps on the iPhone and iPad, interact with the map data, and even create map mashup applications. The GIS can also use GPS inputs to answer geographic prompts automatically to deliver a location specific mobile experience. See and learn how to display maps on the iPhone and iPad, use the GPS location data as input, and use mashups to enhance mobile applications.

7: Deployment and Security for BI Apps on the iPad and iPhone

Delivering business intelligence to mobile devices raises the issue of how to securely deploy mobile BI apps on a large scale. To complicate matters, the people using the app may be external to your organization. Understand and learn the options available to deploy an iPhone or iPad application to people inside and outside of your organization. Security concerns and methods to mitigate the various risks will be discussed.

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and analytics with mobile technology is empowering more and more business people to make hands-on, immediate, and better decisions. Attend this new session where you will learn how MicroStrategy allows you to easily build and maintain iPad applications with no programming required. Learn how to re-use your key reports and documents as mobile intelligence applications, while leveraging the enterprise-caliber features of the MicroStrategy platform. Come and learn more advanced techniques for creating iPad apps for your business.

9: Business Intelligence for the Mobile Workforce – MicroStrategy Mobile BlackBerry

See how MicroStrategy Mobile delivers critical BI information directly to BlackBerry smartphones. MicroStrategy Mobile is a fully interactive interface, including page-by, sorting, resizing, column locking, offline analysis, saving, subscription management, event-triggered data updates, and much more. Now, executives and mobile workers will always have access to critical information whenever and wherever they need it.

10: Mobile Intelligence: Let's Get It Started

Mobile business intelligence promises the ability to make fact-based decisions on the go. But many organizations – facing limited people resources, complex infrastructures, and a myriad of business goals – find that the hardest part is deciding what to tackle first. Join us for tips on how to kick off a mobile BI project, based on best practices gleaned from our experience with many successful projects.



Track 3: Dashboards, Enterprise Reports, and Advanced Visualizations

Dashboard designers and report developers learn how to create Pixel Perfect™ dashboards and enterprise reports with MicroStrategy. Through demonstrations and examples, attendees will learn best practices for how to efficiently design and build dynamic dashboards, enterprise reports, and visualizations.

Sessions

1: Building Interactive Dashboards

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

2: Analyzing Data with Advanced Visualizations: Part 1

MicroStrategy delivers over 20 advanced visualizations that help enhance data comprehension and discovery. See how to use these advanced visualization widgets in scorecards and dashboards with MicroStrategy Report Services, even for offline analysis. Learn how to configure and interact with the Interactive Bubble, Heat Map, Fish Eye, Gauge, Cylinder, Thermometer, Stacked Area, Time Series Slider, and Multimedia Player widgets.

3: Analyzing Data with Advanced Visualizations: Part 2

MicroStrategy delivers over 20 advanced visualizations that help enhance data comprehension and discovery. See how to use these advanced visualization widgets in scorecards and dashboards with MicroStrategy Report Services, even for offline analysis. Learn how to configure and interact with the MicroChart, Bubble Grid, Graph Matrix, Waterfall, Data Cloud, Weighted List Viewer, RSS Reader, Funnel, and Data Selection widgets.

4: Developing Dashboards Using Portable Documents

MicroStrategy's latest software release includes the ability to quickly and easily port existing documents located in one project to another, for the purpose of reusing your favorite dashboards. With Portable Documents, the document structure, layout, and underlying data structures all move; the only step left for you is to map the new datasets to the existing document and then you are finished. Come learn how to replicate your successful dashboard designs across all of your projects with Portable Documents.

5: Building Interactive Enterprise Reports – MicroStrategy Report Services: Part 1

Learn best practices and advanced techniques for designing highly formatted enterprise reports that may be hundreds of pages long. This session will also cover end user interactivity and what-you-see-is-what-you-get (WYSIWYG) formatting. See how to create operational workflows with document drilling, learn how to embed dynamic images into reports, and enhance collaboration with notes and comments.

6: Building Interactive Enterprise Reports – MicroStrategy Report Services: Part 2

This second part of enterprise report creation will focus on best practices and advanced techniques for designing large enterprise reports with particular consideration for printing and exporting. Common challenges for printed enterprise reports include advanced pagination control; proper section grouping, including a table of contents, .pdf navigation and bookmarking; and layout consideration for export to Excel. The session will also cover new MicroStrategy Report Services capabilities, such as multi-tabbed report books, horizontally repeating data sections, one-click conversion of grid or graph reports to documents, thresholds, and exporting multi-tabbed documents to .pdf and Excel.

7: Designing Visually Appealing Dashboards

Create professional-looking dashboards without a graphical designer using MicroStrategy Report Services. Learn how to design workflows that simplify interactivity and increase user adoption. Learn best practices for using color schemes, layouts, and backgrounds that make dashboards appealing and impactful.

8: Developing High Performance Dashboards

This session will explain dashboard design best practices to achieve the highest performance possible. 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 is essential for every enterprise report and dashboard developer!

9: Incorporate GIS into Web Applications and Dashboards

Are you looking to integrate GIS maps into reports and dashboards? Come and learn various solutions for integrating GIS maps in MicroStrategy dashboards. With MicroStrategy 9.0.2, MicroStrategy introduced GIS connector framework for integrating GIS maps within the MicroStrategy platform. This framework incorporates various geospatial concepts and paradigms within the platform. Come and see a preview of the MicroStrategy GIS connector for ESRI.

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MicroStrategy's latest software release includes the ability to quickly and easily port existing documents located in one project to another, for the purpose of reusing your favorite dashboards. With Portable Documents, the document structure, layout, and underlying data structures all move; the only item left for you to do is to map the new datasets to the existing document and you are finished. Come and learn how to replicate your successful dashboard designs across all your projects with Portable Documents.



Track 4: High Performance BI

BI administrators and developers will learn practical tips and techniques to enhance the performance of MicroStrategy BI applications. This track will provide key information on areas such as how to improve performance with in-memory technology, caching strategies, optimal configuration settings, aggregation techniques, hardware considerations for optimal performance, and best practices for performance and stress testing.

Sessions

1: Employing In-Memory for High Performance BI

MicroStrategy OLAP Services delivers significantly enhanced analysis and performance with its updated in-memory BI capabilities. Don't miss this session where you will learn to use in-memory BI as an accelerator that can deliver over 275,000 reports per hour while averaging speeds of less than 2 seconds per report.

2: Optimizing Query Efficiency for High Performance BI

High performance BI starts with optimizing the SQL query to retrieve results as quickly as possible from the database. Learn how to generate the most efficient SQL query using report design techniques, very large database or VLDB properties and optimizations, and database performance enhancers to achieve high performance BI.

3: Enterprise Manager Part 1: How to Monitor Your Applications and Usage

MicroStrategy Enterprise Manager analyzes your MicroStrategy Intelligence Server and project usage statistics using a MicroStrategy BI project. MicroStrategy Enterprise Manager includes new usage statistics, new reports, and new dashboards that provide enhanced operational detail. Learn how to use MicroStrategy Enterprise Manager to identify tuning opportunities and remove unused reports.

4: Turning Performance Complaints into Success Stories: Lessons Learned from Investigations with Customers

Learn about key optimization and troubleshooting techniques developed from our experience investigating performance issues with customers. We will highlight lessons learned from performance investigations conducted at Starbucks, Lowe's, eBay, Société Générale, Facebook, Citibank, Deutsche Bank, and other customer examples. This session will cover the process we follow to define the problem, how we select possible troubleshooting techniques, how we collect and analyze data, and the metrics used to measure the extent of the resulting performance gains.

5: Implementing Caching Strategies for High Performance BI

Caching reports and dashboards is the fastest way to accelerate BI performance, often achieving 1 second response time. Unfortunately, limited time and computing resources constrain the ability to cache every report combination. Learn how to implement effective caching strategies that achieve high performance BI accounting for the realities of limited resources.

6: Monitor, Assess, and Support Your BI Environment with MicroStrategy Health Center

MicroStrategy Health Center is a new tool that monitors the successful configuration and operation of all the components in a MicroStrategy environment. Health Center allows administrators and technical support to quickly identify and solve problems in the MicroStrategy ecosystem. Health Center greatly reduces the time and resources required to maintain healthy MicroStrategy environments. Learn how Health Center can alert you proactively about problems in your MicroStrategy system and how it automatically collects valuable diagnostic information and system configuration details across the entire MicroStrategy environment.

7: Tuning the MicroStrategy Environment for High Performance BI

A scalable BI architecture must ensure excellent query performance even as more users, more functionality, and more data are added to the system. Understand and learn how to tune the MicroStrategy BI platform to manage and efficiently use server resources such as memory, processors, and disk storage to deliver large scale, high performance BI.

8: Enterprise Manager Part 2: Advanced Techniques for Managing System Statistics

Learn how to maintain an efficient Enterprise Manager environment, one that stores the right amount of information and reports quickly on the stored information. See what statistics should be collected and why, and how to effectively control how much of the information to retain in order to manage the size of the Enterprise Manager Warehouse for speedy reporting.

9: Performance Benchmarking: MicroStrategy's Performance Testing Methodology

MicroStrategy has built a multi-million dollar state-of-the-art research laboratory equipped with the latest database hardware, software, and performance testing tools. Learn how the high performance lab is used to conduct performance benchmarks, simulating real-world scenarios against multi-terabyte databases to explore system limitations, identify bottlenecks, and answer many interesting questions. This session will cover test design, methodology, monitoring techniques, and benchmark results that you can use in your own environments.

10: What's Working in Performance Optimization

The biggest issue with BI performance optimization is that it tends to focus on a single problem. To make a difference, improvement efforts must start with a holistic assessment of current performance so all improvement opportunities can be identified and prioritized. Gain insights on ways to develop recommendations as we step through the phases of a typical performance analysis effort.

Track 5: Advanced Analytics and Data Access

Advanced and predictive analytics help organizations use historical data to discover patterns and trends to make decisions. In this track, learn how to create and use advanced and predictive metrics in MicroStrategy 9. Learn the latest way to import your personal data into MicroStrategy so you can create reports and dashboards quickly. Also, see how to access data from SAP BW, Microsoft Analysis Services, Oracle Essbase, IBM Cognos TM1, and Web services.

Sessions

1: Data Import: Analyzing Personal Data from Excel and Databases

Business people often have personal data in Excel spreadsheets or personal databases they would like to analyze with MicroStrategy. The challenge is getting the data into the MicroStrategy system since all data is tightly controlled with IT governance policies. New in MicroStrategy 9.0.2, Data Import allows business people to create reports and dashboards from their own data while removing the dependence on IT for BI development, architecting, and maintenance tasks. See how data can be imported from personal data sources such as Excel, Text, CSV files, enterprise data warehouses to quickly create reports and dashboards.

2: Developing MicroStrategy Applications on Microsoft Analysis Services, Oracle Essbase, and IBM Cognos TM1

MicroStrategy supports data access to Microsoft Analysis Services, Oracle Essbase, and IBM Cognos TM1 using XML for Analysis and MultiDimensional or MDX queries. Discover the ins and outs of cube imports, report development, document development, subscription, and more. Learn tips and tricks to make sure that you can take advantage of cube data residing in applications and departments, bringing it together with your data warehouse and other cube and database sources. Learn how objects and constructs in these XMLA sources are mapped to and used as objects in MicroStrategy.

3: Market Basket Analysis 2.0

For decades, Market Basket Analysis has been used by retailers to understand buying patterns, improve sales strategies, and deliver targeted recommendations. MicroStrategy customers for years have been analyzing transactional data in this way. With the MicroStrategy 9 release, a new approach to Market Basket Analysis has emerged that captures the most important relationships hidden in the data and makes it easy to use those associations in applications and recommendation engines. Learn how MicroStrategy's Association Rules models take Market Basket Analysis to a new level.

4: Developing MicroStrategy Applications on SAP BW

MicroStrategy offers improved multidimensional (MDX) capabilities to connect and execute reports accessing data stored in SAP BW. MicroStrategy can leverage objects and data stored in SAP BW to create reports that generate and pass dynamic MDX queries to the cubes. See how to integrate data sets from both SAP BW and your data warehouse to give users a consolidated view of different aspects of the business.

5: Data Mining, Part 1: Forecasting at 1,000 Models per Hour

One of MicroStrategy's best kept secrets is its ability to create sophisticated data mining models. But anyone who can create a metric using MicroStrategy can also create predictive metrics without any additional tools or licenses. Learn the basics about creating predictive metrics using MicroStrategy, including how to create and apply forecasting models and techniques that allow you to build more than one at once.

6: Data Mining, Part 2: Classifying and Clustering

Beyond forecasting, MicroStrategy can also create data mining models that can be used for customer segmentation, campaign management, and attrition. Learn how easy it is to use these sophisticated techniques to better understand your customers and make better business decisions.

7: Consuming Web Services and XML Sources: XQuery Basics

MicroStrategy 9.0.2 can consume data available in Web

Services and other XML sources with its new freeform XQuery capabilities. Learn the basics of constructing XQuery statements to make calls to Web Services to retrieve data from these realtime data sources. Learn how MicroStrategy's XQuery capabilities can leverage enterprise transactional systems to build integrated business applications.

8: Getting Started with Advanced Analytics

More organizations are enhancing their business intelligence assets by integrating data mining models and predictive analytics. Empower your business with this proven approach to deploying advanced analytics solutions based on the latest trends and best practices.

9: Leveraging Cloud-based Data: Real-time Reporting Using XQuery

MicroStrategy's new XQuery capabilities open up a new world of data sources that can be brought into the MicroStrategy platform. Learn how to leverage the flexibility and power of XQuery to consume real-time information from cloud-based sources like Salesforce.com and Amazon EC2, application systems like SAP R/3 and Oracle E-business, and even social networks like Facebook and Twitter.

10: Accessing Heterogeneous Data Sources Using the MicroStrategy Multisource Option

Come and see the MicroStrategy 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" feature to combine multidimensional data with relational data. Also, learn how to combine multiple sources of data using MicroStrategy Architect in a single project.



Track 6: Customizing the User Experience

Organizations often need to extend or modify out-of-the-box MicroStrategy functionality to meet the requirements of their business 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, customize mobile BI applications, and extend the out-of-the-box MicroStrategy BI functionality.

Sessions

1: Popular Extensions and Customizations to the MicroStrategy BI Platform

MicroStrategy customers and partners have extended MicroStrategy BI functionality and integrated it with other IT systems. This session delivers a comprehensive look at the wide range of examples of customizations and extensions possible using the MicroStrategy SDK. Common examples include straight

forward look and feel changes, advanced visualizations, mashups, composite applications, and incorporating write-back workflows.

2: Building Advanced Visualizations with the MicroStrategy Visualization SDK

The MicroStrategy Visualization SDK provides a deep integration with Adobe Flash Builder to build any type of Flash-based visualizations and/or Rich Internet Applications (RIA). Learn how the MicroStrategy Visualization Plug-in for Flash Builder allows developers to quickly and easily build visualizations that employ interactive Adobe Flash Builder controls. Witness the building and deploying of a custom visualization across multiple projects in MicroStrategy Web.

3: MicroStrategy Mobile SDK: Developing Custom Mobile Solutions

Organizations are moving quickly to develop mobile applications that include analytical content from MicroStrategy. These mobile applications will often include specific business workflows, navigation requirements, and even custom application branding. What is the best way to develop these applications? Build it from scratch? Integrate MicroStrategy analytics into a new mobile application? Or, develop the mobile application entirely on MicroStrategy? MicroStrategy Mobile SDK is the answer. Come and learn how you can easily use MicroStrategy Mobile SDK to customize, integrate, and build sophisticated iPhone and iPad applications by leveraging MicroStrategy mobile controls, data services, URL API, and platform security. Also, learn how to deploy your applications to the Apple Store.

4: Managing Customizations and Upgrades using the MicroStrategy 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 makes it easy to create customizations by providing intuitive dialogs to customize the pages, wizards, templates, and auto registration of various XML files. The new plug-in creates modular customization packages that can easily be deployed, updated, unapplied, and migrated to future versions. See how to create these modular customizations from one MicroStrategy Web deployment and then move and apply it to other MicroStrategy Web deployments.

5: Developing Transactional Mobile Solutions

As mobile applications get wider acceptance, customers are moving towards building transactional applications that incorporate sophisticated business workflows, write-back, and transactional capabilities in their solutions. Many of these solutions have a clean blend of BI, workflow, write-back, and action-oriented paradigms. Come and see examples of such applications and learn how to build such applications with the MicroStrategy Mobile platform.

6: Incorporating Write-back Capabilities Directly From Your BI Applications

Writing back user inputs, such as comments and data modifications to databases, files, Web services, or even blogs, provides a powerful means to collaborate, communicate, and conduct scenario planning. Learn how to enable write-back from your reports, dashboards, portal, or composite applications. See exciting write-back demonstrations involving updated data values, forecast metrics, and free-form comments using a variety of visual paradigms.

7: Advanced Mobile SDK: Lifecycle of the Mobile Development

MicroStrategy Mobile SDK allows customers to rebrand the out-of-the-box application, integrate MicroStrategy into third party applications and also build sophisticated workflow applications. Learn how to use MicroStrategy libraries and controls within XCode and build sophisticated applications with it. You will see a technical demonstration of the entire life cycle of what it takes to build a custom application from importing the libraries, writing code, compiling, debugging, and finally deploying the application to a device.

8: Using the MicroStrategy Web URL API for Customized Report Execution and Integration

Learn how to use MicroStrategy's highly popular API to construct URL calls and pass parameters through the URL itself. See how to execute a report or a document, automatically answer prompts by passing prompt answers, retrieve data in a custom XML format, and access other MicroStrategy Web pages such as History List and folder pages. Additionally, see how to use the URL API to plug MicroStrategy Web content into an external Web site, portal, or third-party application. Learn about the new feature to pass parameters to hide various sections in a page.

9: Is Customization Worth It?

Many BI projects have user requirements that require software modification. Whether any modification is worth doing, both upfront and over the long term, depends on a number of business factors. Discover sophisticated ways to single out high value changes in terms of usefulness, practicality, expense, and alignment with business goals.

10: Creating Flash Mashups Using the MicroStrategy SDK Visualization Framework

Mashups are applications that bring a rich blend of BI with other workflows to give a unique perspective about the content for the end user. These mashups can inject sophisticated BI into maps, store layouts, stadium seating arrangements, network density maps, or any other graphical representation. See mashup examples such as retail store, casino, and map mashups. Learn how to use our new mashup control to feed your data and incorporate sophisticated visual analytics into your location. Witness exciting examples of mashups and learn how to create them from scratch.



Track 7: Advanced BI Application Development, Deployment, and Administration

Application developers will learn sophisticated strategies and techniques for developing, deploying, and maintaining BI applications. Learn how to manage application upgrades, automate administrative tasks, architect projects, and deploy applications in the cloud, in SaaS, and in many languages.

Sessions

1: Ensuring Data and Report Integrity in your BI Environment – MicroStrategy Integrity Manager

MicroStrategy Integrity Manager automates data and report testing between a target and controlled BI environment and displays any discrepancies between them. Typical events that introduce intended and unintended changes into a BI environment include ETL changes, data loads, software upgrades, or application updates. MicroStrategy Integrity Manager automatically compares data output, SQL, graph output, Excel output, PDF output, and performance execution statistics. This session highlights the range of uses for Integrity Manager, its features and prompt resolution strategies, and explores how MicroStrategy Integrity Manager identifies and displays potential errors.

2: Rapid Project Creation with MicroStrategy Architect and Object Manager

MicroStrategy Architect's graphical interface auto-recognizes business attributes, relationships, and metrics to make application creation much quicker. Also, 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. Come and see why MicroStrategy projects are now 10x faster to architect!

3: Automating Administration to Manage BI Environments – MicroStrategy Command Manager

MicroStrategy Command Manager uses prebuilt text commands to develop scripts that can be used to automate administration of your BI environment. Command Manager provides more than 250 commands in 45 BI application management and multiple interfaces to develop and execute scripts. Command Manager Scripts, which can be encrypted, can be easily and securely integrated with other processes and systems to effectively manage the BI environment. Administrators can also combine Java programming with commands to develop Command Manager procedures, which include programming logic as well as business logic to solve a wide range of administrative requirements. Learn how to develop your own Command Manager procedures and understand common administrative scenarios to save valuable time and effort.

4: Change Management for Effective BI Deployment – MicroStrategy Object Manager

Learn how MicroStrategy Object Manager can be used to effectively manage the BI application lifecycle – specifically developing, testing, and deploying BI metadata objects. Explore the new functionality, such as Update Packages, that can bundle object definition changes into stand-alone files for easy migration. Learn how to capture the complete user profile, including security roles and security filters in a user profile update package. New in MicroStrategy 9, see how to migrate objects between unrelated projects. Learn how to automate the creation of update packages to help streamline deployments.

5: Internationalization – Delivering a Single MicroStrategy Application in Multiple Languages

With Internationalization, your organization can deliver a single application in multiple languages. Learn processes and features required to design and maintain an internationalized project. Also, understand how to design, configure, architect, and administer the database and metadata structures necessary to deploy an application in multiple languages.

6: Creating Portal Dashboards Using MicroStrategy Portlets

Customers are building sophisticated portal dashboards that inject critical MicroStrategy BI information into their everyday decisions. Learn how to use the OOB MicroStrategy Portlets to incorporate MicroStrategy BI information into those portal-specific dashboards. Learn various design techniques to design interactive workflows both within and across portlets. This is a must-see session for anyone wanting to design the most efficient portal-specific dashboards for their enterprise.

7: BI in the Cloud

Need to understand how MicroStrategy works in the cloud – both private and public? This session will describe the technical, economic, administrative, and performance implications of running MicroStrategy software in both private clouds and public cloud services.

8: Supporting Software as a Service (SaaS) Architecture

MicroStrategy's architecture supports the most demanding requirements of SaaS BI initiatives such as distributing vital data across all levels of SaaS client organizations securely and efficiently, and providing a single version of the truth about each client's business. Learn how features like metadata, data Internationalization, and Update Packages can be used to provide Software as a Service. This session will also cover the best practices to follow while setting up a SaaS architecture using MicroStrategy.

9: Data Import: Analyzing Personal Data from Excel and Databases

Business people often have personal data in Excel spreadsheets or

personal databases they would like to analyze with MicroStrategy. The challenge is getting the data into the MicroStrategy system since all data is tightly controlled with IT governance policies. New in MicroStrategy 9.0.2, Data Import allows business people to create reports and dashboards from their own data while removing the dependence on IT for BI development, Architect, and maintenance tasks. See how data can be imported from personal data sources such as Excel, Text, CSV files, and enterprise data warehouses to quickly create reports and dashboards.

10: Integrating MicroStrategy with your Enterprise Security Infrastructure

Customers are deploying sophisticated applications within their organizations to large user populations and are looking for a streamlined strategy to manage their users with authentication, SSO, and authorization across the enterprise. Some use LDAP as a mechanism to authentication and authorization. Others use identity management providers like Tivoli / SiteMinder. Come and learn how MicroStrategy fits within your company's infrastructure, and witness a demonstration of several cool new features added to work natively with LDAP and identity management systems across various platforms and devices.



Track 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.

Sessions

1: LinkedIn: Large-Scale BI and Analytics

Are you interested in new uses of data within your organization to create new products and services? Wondering what insights you could obtain from the data about your customers and their extended network? Learn how LinkedIn connects the world's professionals to make them more productive and successful by providing faster access to insights and resources they can trust. Hear a discussion about LinkedIn's current BI and analytics framework and methodology, as well as its best practices from developing and deploying MicroStrategy. Learn how LinkedIn explores data to derive new data-driven applications like the wildly successful "People You May Know" application and more.

2: Starbucks: Using MicroStrategy 9 Concurrency Gains to Provide Real-Time Reporting to Retail Stores

What were some of the practical performance and concurrency gains that Starbucks achieved by upgrading to MicroStrategy 9? Learn about the issues Starbucks considered in designing a balanced Web/Application layer architecture to deliver real-time MicroStrategy reporting dashboards to a performance-sensitive retail end user environment. Hear about Starbucks 10 to 1

concurrent dashboard gains by upgrading its installation base to MicroStrategy 9.

3: CVS Caremark: Reaching Nirvana with Our Migration to Teradata and MicroStrategy 9

Customer demands for analytical reporting, dashboards, and scorecards continues to drive the need for larger volumes of data to be consolidated and accessible in shorter periods of time. CVS Caremark continues to increase the MicroStrategy offerings in its RxNavigator customer-facing deployment to help improve patient outcomes, reduce gaps in drug utilization, and provide more cost effective coverage plans. Hear how CVS Caremark migrated a large-scale Oracle data warehouse to a Teradata warehouse, while providing complete transparency to its external customers. Learn how CVS Caremark upgraded to MicroStrategy version 9.0.1 HF2 and completed the entire Teradata/MicroStrategy migration in eight months. CVS Caremark will share its BI strategy, migration processes and best practices, and architecture used in conjunction with Object Manager to migrate to Teradata and discuss its new performance with MicroStrategy 9.0.1.

4: Cabela's: Challenges and Successes in Changing Corporate Culture with BI

By using specific MicroStrategy reporting examples and experiences, hear how the Cabela's BI team took steps to elicit cultural change within the company. Learn how Cabela's moved existing reporting from Hyperion to MicroStrategy, and how they are utilizing dashboards and exception-based reporting to reduce time to market and time taken to make business decisions. Cabela's will discuss how it worked with the business side and its approach to user adoption, and how the reach of its reporting moved beyond sales and inventory into customer analysis, exception-based reporting, and planning.

5: eBay: Community Analytics – Extending MicroStrategy Platform Functionality with Custom Widgets

Hear how eBay is architecting, developing, and deploying a reusable Adobe Flex-based Commentary widget for seamless integration into MicroStrategy dashboards. Learn how this functionality allows business users to share their insights and enables accurate interpretation of business and systematic events. In this presentation, eBay will share their experience leveraging MicroStrategy Flex APIs, write-back functionality, and security infrastructure.

6: Intel: Integrating Multiple Complex Reporting Solutions Using MicroStrategy

The Intel Inside Program implemented multiple applications to deliver reporting to end customers. The complexity of the solutions led to slow time to market, data inconsistency, training issues, and high maintenance overhead. This presentation will discuss how Intel delivered an integrated internal and external BI solution to resolve these issues by taking advantage of the capabilities that the MicroStrategy platform offers. This session will also outline

the architecture and technical designs used to implement both the internal and external BI solution.

7: Marriott International: Philosophy, Culture, Analytics, and Loyalty

Analytics cannot be conducted from a vacuum. This session will discuss how a loyalty strategy based on timeless principles can be quantitatively proven to provide superior results. Marriott will demonstrate how common analytical techniques can obscure the truth, leading to poor decisions.

8: The Sports Authority: Delivering a High Performance Self-Service BI Environment – A Roadmap to Winning the Race

Achieving enterprise BI success is not a sprint, but a true endurance race with only the start and end points defined and no map (or GPS)! While simply making right choices cannot ensure that you'll cross the finish line, making the wrong decisions can guarantee failure, even before the race has started. Hear the hard lessons The Sports Authority learned and the fortunate decisions made that helped it adapt to major technical and business changes, many of which were unexpected. The Sports Authority will explain how it achieved the ultimate grand prize: user acceptance from the most demanding executive sponsors and the delivery of "BI at the Speed of Thought" to all users throughout the company.

9: eBay: Integrating MicroStrategy with Adobe Flex to Deliver Functionally Rich Applications

Hear how eBay is making use of MicroStrategy caching, webservices, and task-proc services to deliver functionally rich, easily navigable, and informative dashboards. Learn how eBay overcame several challenges to build dashboards using MicroStrategy integration with Adobe Flex technologies that improved their efficiency gains in metric driven decision making.

10: NASA Jet Propulsion Laboratory: Using MicroStrategy to Communicate with a Global Satellite System

Managed by NASA's Jet Propulsion Laboratory (JPL), the Deep Space Network is an international network of antennas that monitors interplanetary spacecraft missions and reports on all out-of-orbit spacecraft, as well as radio and radar observations. NASA JPL relies on MicroStrategy to monitor the performance statistics related to the overall operation of this global satellite network. Hear how MicroStrategy dashboards enable the mission staff and HQ management to gauge the performance of the network's communications, including command and communication delivery, as well as factors such as weather conditions. Learn how this insight enables NASA JPL to set the appropriate service and performance levels for spacecraft for each mission.



Track 9: Customer Best Practices in Mobile BI

Hear case studies from MicroStrategy customers who are deploying mobile BI apps. The speakers will share lessons learned and success strategies. Learn how leading companies

plan to use mobile devices to provide access to business information 24/7 for enhanced decision making and improved productivity.

Sessions

1: The Coca-Cola Company: Wal-Mart's Global Usage of Mobile and Demand Driven Customer Analytics

Hear from Anthony van der Hoek, Director of Strategy and Business Solutions at Coca-Cola Company, and learn how he drives the development of the global management routines, business planning, and customer solutions for their Wal-Mart Global Account Team, which encompasses 16 countries and accounts for more than \$4 billion of worldwide retail beverage sales. Hear a discussion about the global applications and usage of Coca-Cola's MicroStrategy Mobile applications. In addition, learn how Coca-Cola Company is leveraging retailers' POS data to build customer analytical solutions, including BlackBerry and iPad reporting, and enable the CPFR (Collaborative Planning, Forecasting, and Replenishment) process of the Supply Chain.

2: Edmunds.com: OEM Market Intelligence Deployed on the iPad

Edmunds.com, the premier online resource for automotive information, has deployed market intelligence to OEM leaders on the iPad with the help of MicroStrategy Professional Services. Hear how Edmunds.com relies on BI to maximize ROI on paid marketing campaigns that directly affects net income, and learn how they are providing self-service operational and analytic data.

3: VHA: PricelYNX Mobile Application for the iPad and iPhone

Hear how the most powerful price benchmarking application in healthcare today was brought to the mobile platform for both the iPhone and iPad in record time. Learn VHA's best practices in BI adoption and mobile app development, and how you can replicate their successful mobile app experience for your business and industry.

4: Disney Online: Using MicroStrategy Mobile for Product Analysis

Disney Online will demonstrate how it uses a Mobile app to support the Marketing and Product teams and understand product performance for various Disney Online products. Learn how Disney Online developed MicroStrategy iPhone and iPad apps for reporting, and how the MicroStrategy platform is being used to push more reporting capabilities out to a broader audience. Hear about its BI strategy, and how it enables efficiency gains in reporting, enables metrics-driven decision making, and provides improved insights into Disney online products.

5: Lowe's Companies: MicroStrategy Mobile for the iPad

Hear a discussion about the history of mobile reporting at Lowe's, starting with legacy reporting, e-mail delivery, moving to

laptop delivery, PDF readers and dashboarding, and currently with MicroStrategy's iPad framework and the future. Learn how Lowe's uses MicroStrategy Mobile to provide a rich reporting experience for traveling executives. Learn how Lowe's plans to use MicroStrategy Mobile along with other MicroStrategy tools to enable this platform for future reporting.

6: GUESS?, Inc.: The GUESS iPad App – The Making of the Next Generation BI Application

See how GUESS is leveraging the iPad to create a BI application that transforms how corporate and field users consume data and make informed decisions. Learn best practices on how to push the limits of MicroStrategy's Mobile BI platform to make an application that is functional, easy-to-use, aesthetically pleasing, and also data-driven. View a demonstration of the application that embodies GUESS' next generation strategy and vision for the future of BI.

7: Abril Group: Leveraging BI and MicroStrategy Mobile Across a Leading Communications Organization

After a rigorous analysis of the primary BI platforms available in the market, Abril Group selected MicroStrategy in 2008 to develop SIG Application, an executive management information system that provides all of the business units – Digital Media, TV, Education, eCommerce, Events, Printing, and Distribution – with key economic and financial metrics as well as key operational indicators.

Hear how Abril Group has been successfully deploying new BI applications since then, including one to support key procurement decisions for contracts that exceed millions of dollars, and another to support strategic and tactical decisions in the Customer Service Unit, which addresses the needs of 27 million readers of more than 370 magazine titles and brand extensions. See a demonstration of Abril Group's dashboard apps and learn how they are adding a mobile component to the SIG application by developing an app for the iPhone and iPad that will take full advantage of the BI capabilities offered by MicroStrategy Mobile.

8: Farmer Brothers: Self-Service BI and Mobile Plans for a Salesforce

Hear how Farmer Brothers established BI Self-Service capabilities for sales, operations and finance to empower business users with access to the data required to make real-time business decisions. Learn how Farmer Brothers enhanced and consolidated its reporting from their ERP System (JD Edwards) and other point solutions (Oracle Hyperion Essbase) to MicroStrategy. This session will discuss their sales reporting environment and how utilizing OLAP Services has been a significant time saver for IT while providing a better business view of sales information to sales users for ad hoc reporting. Learn about future plans Farmer Brothers will undertake, including financial dashboards and rolling out MicroStrategy Mobile to the field.

9: eHarmony: Relaunching a BI Environment, with a Look at MicroStrategy Mobile

eHarmony is a market leader in long-term relationship and

matchmaking with more than 30 million registered users. To meet expanding reporting requirements due to growth and to support quick and intelligent decision making, eHarmony deployed MicroStrategy to provide consistent and accurate reporting for all the business units, such as Finance, Accounting, Marketing, Product and Customer Care. Hear their project mistakes with user adoption, lessons learned, and how they rebuilt their project and relaunched their BI environment to incorporate agile methodology, a phased rollout, a prototype-based approach, and a scalable architecture. Learn about eHarmony's success creating a world-class BI environment that incorporates modeling an active data warehouse, and how all the business departments, access MicroStrategy dashboards to monitor business health. eHarmony will provide a glimpse into how they plan to introduce mobile dashboards providing BI on-the-go to their user community.

10: SDI: Dashboard and Mobile App Expansion and Standardization

SDI has over 35 production MicroStrategy projects that provide reporting and analytics on SDI data assets to over 50 clients in the healthcare industry. SDI will discuss how MicroStrategy 9 combined with an internal dashboard design and development strategy enabled the company to expand its dashboard offerings to most clients and product offerings. Learn about SDI's best practices in BI, including how SDI has made great use of in-memory BI to improve user response time and developed map-oriented applications for its clients. SDI will also discuss how their dashboard strategy has been extended to MicroStrategy Mobile for the iPhone and iPad.



Track 10: 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.

Sessions

1: Cancer Care Ontario: A Successful BI Adoption Strategy with a Look at MicroStrategy Mobile

Hear how 100 independent healthcare organizations affiliated with Cancer Care Ontario adopted MicroStrategy, eliminating static Excel-based reporting. The session will outline Cancer Care Ontario's BI strategy and how its use of MicroStrategy has evolved to include MicroStrategy Mobile. Cancer Care Ontario will showcase its successful BI adoption strategy that enlisted all hospitals in the province to use MicroStrategy to analyze emergency and surgical patient wait time.

2: McCain Foods: Using MicroStrategy to Improve Operational Efficiencies Across Global Manufacturing Plants

McCain will demonstrate how it uses MicroStrategy to improve

operational efficiencies in manufacturing plants and sales operations. This session will outline McCain's development of a global BI strategy, its data consolidation, business processes, infrastructure, and standardization across the globe to turn its data into "actionable" information. Using MicroStrategy dashboards and analytical reports, McCain will discuss how it turned its data into major cost saving opportunities for the business.

3: Rogers Communications: Leveraging MicroStrategy BI to Support Better Customer Service

As the telecommunications industry rapidly evolves, Rogers Communications continues to find innovative ways to maintain its industry leadership. Rogers Communications has chosen MicroStrategy to assist in the development of its next generation business intelligence solution providing a better view into the needs of its customers. This presentation will discuss changes to the industry and Rogers's decision to leverage MicroStrategy.

4: Reitmans (Canada) Ltd: Implementing MicroStrategy for Store Operations

Reitmans (Canada) Ltd. will review the approach and strategy used to implement MicroStrategy for the Store Operations teams. Hear how Reitmans (Canada) Ltd. prioritized the data requirements, developed the dashboard and report requirements, and scheduled the pilot and rollout to the district managers across the country.

5: Novation: Achieve Success with Agile Business Intelligence Projects

Delivering the business BI reports that support the overall company strategy requires fulfilling business demands quickly and meeting the end product on target. For any project with complex reports and dashboards, the initial concept from original vision to final reality can differ quite dramatically. Hear how the Novation team developed an agile, iterative approach to projects that adapt to business user thinking, while providing the development team with the right information at the right time to deliver real business value consistently.

6: Transportation Security Administration: Leveraging MicroStrategy to Manage an Airport Information Management (AIM) System

Leveraging MicroStrategy, TSA has built a new application (i.e., AIM) comprised of 30 discrete customized modules that are fully integrated with field operational processes to support daily operations. The system, which was built to replace dozens of ad hoc local applications, has a unique architecture that allows real time availability of entered data by integrating the data collection modules directly with MicroStrategy BI. This system also features automatic email alerts, pre-fill standard forms, and a national standard system that can be tailored to meet unique local needs. Hear how local site administrators determine how the modules are used and have the ability to create and distribute national reports.

7: Medical University of South Carolina: The Role BI Can Play with Achieving "Meaningful Use" in Healthcare

The healthcare industry is all a buzz over "meaningful use" as defined by the Office of the National Coordinator for Healthcare IT. Hear how the Medical University of SC (MUSC) is using BI to achieve meaningful use in healthcare, as well as leveraging BI to impact internal efficiencies and improve patient outcomes. Learn their best practices in BI and achievements, and how MicroStrategy dashboards are being used to graphically display patient mortality by service, identify patients who are not on recommended medications, reveal trends in lab results used to identify potential cause for changes in practice, and manage non-compliance with hospital, industry, or regulatory best practices.

8: Intel Corporation: Zero Downtime Upgrade Methodology

Hear how Intel implemented their MicroStrategy 8.1.2 to 9.0.1 upgrade utilizing redundant servers to keep the 24x7 users running with almost zero downtime. The redundant servers are used for clustering during periods of high demand and can also be used to greatly reduce downtime during upgrades or other maintenance procedures. Users had very few restrictions placed on their workflow during the total duration of the upgrade. The importance of regression testing using Integrity Manager will also be covered and how the team resolved various upgrade issues before they became problems.

9: Republic National Distributing Company: Upgrade to 64-Bit

Learn about the "natural" evolution of a highly successful MicroStrategy implementation from a clustered 32-bit Windows to a 64-Bit LINUX environment. Hear how RNDC's mission-critical BI environment warranted the upgrade to keep pace with the growing business and end user demands which outgrew the Windows capabilities. More than 3,000 internal and external MicroStrategy users are executing on average of 170,000+ sales and operational reports per month against an Oracle-based data warehouse. RNDC will share how the company utilizes the MicroStrategy product suite, including Report Services and Narrowcast Server, as well as Integrity, Enterprise, Command, and Object Manager.

10: Freddie Mac: Implementing MicroStrategy 9 at Freddie Mac

Freddie Mac wanted a single source of truth with its large financial data warehouse and needed a BI tool that would provide its Credit Group users with the ability to respond quickly and make decisions easily about credit issues. This session will highlight use cases and the rating matrix of all the BI vendors that Freddie Mac considered, and how their selection of MicroStrategy has given its users flexibility and speed with reporting. Hear a discussion about the project, overall project statistics, lessons learned, analytics, and see a demonstration of their BI reports and dashboards.



Track 11: Customer Best Practice Deployments with Enterprise Partners

MicroStrategy partners will feature customer case studies for maximizing performance and ROI that directly impacts the bottom line.

Sessions

1: Hewlett Packard: Delivering Top Line Revenue Growth with Connected Intelligence

In this very challenging, post-recession economy, a number of businesses are succeeding in gaining market share and growing revenue. Why and how have some businesses been capable of success in these tough times? Join Michael Gorsage, Vice President of Americas Sales and Delivery, HP Business Intelligence Solutions, as he reviews case studies where HP has helped clients save \$70 million in annual expenses and achieve 332% ROI by delivering new products and services more efficiently. HP Business Solutions help businesses make the right decisions and take the right actions at the right time by connecting intelligence scattered across enterprise ecosystems, reconciling data silos, and utilizing the knowledge gained for competitive advantage and top line revenue growth.

2: Southport Services Group: Are Your BI Solutions Secure?

Malicious code and other cyber attacks are increasing and threatening the security of BI solutions within enterprises and government agencies. With little time to react, these organizations must become more proactive in securing their BI solutions and other infrastructure. Reactive security will no longer work. Therefore, organizations need to better understand what the future trends, risks, and threats are so that they can secure their organizations BI investments. Dr. Cole's in-depth, cross-industry experience allows him to give relevant examples in every instance.

3: Netezza: Mobilizing Big Math on Big Data with Netezza and MicroStrategy

MACH, a leading telecommunications clearing house headquartered in Europe, will provide an insight into their extranet BI platform, which hosts analytics for more than 500 telecommunication operators world wide, including 7,500 users. Learn how MACH handled a 10x increase in volume, now providing transaction level details transparently for their business users, by using MicroStrategy with a Netezza data warehouse. This case study of meeting dramatic growth successfully will be jointly presented by MACH and Netezza.

4: iOLAP and AT&T: Call Center Performance Management – Relentless Innovation

Expanding boundaries, remaining curious, exploring, trying, and doing. These core principles represent the AT&T brand and

were definitely at play in the recent delivery of MyMetrics to the Consumer call centers at AT&T. Join us as we discuss how the "MyMetrics" MicroStrategy implementation delivers unified reporting to 2,000 active users and 20,000 report consumers. We will review previous solutions, why MicroStrategy has been successful, and the key learning's from our implementation.

5: Teradata: Go Mobile and Transform Your Value Chain

Innovators today are leveraging their enterprise data warehouse investments to stretch the boundaries of business intelligence throughout their extended value chains. With MicroStrategy Mobile, affordable solutions can now be deployed rapidly to improve quality outcomes in Healthcare, guest satisfaction in Hospitality, operational efficiency in Food Service, and mobile commerce in Retail. We'll explore these and other "big data" trends in this presentation.

6: InfoCepts: A Process-Oriented Approach for Designing, Developing, and Deploying MicroStrategy Mobile iPad Applications

MicroStrategy's new mobile capabilities for the iPhone and iPad introduce an exciting new set of capabilities that will make mobile BI more pervasive. However, developing MicroStrategy Mobile applications will also present developers with a new set of project-oriented challenges:

- How do I gather requirements for iPad/iPhone applications to ensure my mobile app optimizes iPad/iPhone functionality?
- What Apple-specific design processes should I apply to ensure that my iPad applications are both visually stimulating and useful?
- What repeatable process can I put in place to ensure consistency and maintainability of my mobile apps?

We have developed an iPad/iPhone development methodology that encapsulates visual design and Apple human interface best practices. This session will feature our methodology and provide examples of actual customer implementations on the iPad platform. Each attendee will receive a free set of templates and best practices guides for MicroStrategy Mobile development.

7: Aster Data: BI and Data Warehousing for a High Performance, Big Data Future

Digital data in the enterprise grew 62% last year with the addition of new sources of both relational and non-relational data such as web logs, click stream, sensor data, blogs, and binary data formats. Leading organizations across verticals are using new analytic data management platforms that provide real-time, sophisticated analysis, are available to more simultaneous users, and deliver larger, diverse sets of data for analysis. Join us to hear how MySpace, an Aster Data customer, has delivered the future of big data today, leveraging a combination of the Aster Data nCluster and MicroStrategy technologies.

8: Longview: How to Leverage your MicroStrategy Investment in Support of Finance Requirements to Conduct Budgeting, Planning, Forecasting, Consolidation, and Financial Reporting

In this session, you will learn how MicroStrategy customers are integrating Longview's CPM platform into their BI environment to support the office of the CFO with Corporate Performance Management (CPM). Learn about customer case studies and see a demonstration of the integration between Longview and MicroStrategy for CPM. See how Longview's seamless integration with MicroStrategy provides a unified CPM and BI solution to provide one version of financial truth. Using real-world case studies the presenter will provide attendees with best practices and benefits of integrating the finance function with your BI platform.

Track 12: Customer Best Practice Deployments with Enterprise Partners

MicroStrategy partners will feature customer case studies for maximizing performance and ROI that directly impacts the bottom line.

Sessions

1: Visual Crossing: Add Map Capabilities to Your MicroStrategy Project

Learn how Visual Crossing Map Services enables your users to gain greater insight into your MicroStrategy data by utilizing geographical maps and other visualizations. It will cover demonstrations of customer segmentation, competitor analysis, time-based animations for tracking trends, and map-enabled Dynamic Dashboards. From geocoding to formatting maps, we will cover the steps necessary for deploying maps on your MicroStrategy projects.

2: Kognitio: TRA – How Deep-Dive Analytics on Big Data Helped a Media Monitoring and Market Research Agency to Create New Revenue Streams in Just Weeks

Media monitoring and marketing research company, TRA, offers on-demand and predefined research and ROI analyses of TV advertising spend and reach by performing deep-dive analytics on over 50TB of integrated high-quality data. The insights and intelligence that is derived from the data and analyses is used by network channels and advertisers in a wide range of industries to determine how best to manage their advertising spending. The presentation will discuss how TRA has harnessed the power of next-generation data warehousing and analytical platforms, such as Kognitio's WX2, to build its own product called Media TRAnalytics, and how this has helped it to slash internal costs, accelerate the creation of new revenue streams, and allow its customers to get more actionable information on TV viewing habits and consumer spending behavior much more quickly.

3: Deloitte Consulting LLP: Harnessing the Opportunities in Volatility

Three powerful trends are driving the adoption of business analytics:

- An unforgiving demand for consistent performance
- Dual wake-up calls around the need to proactively manage risk in an increasingly more stringent regulatory environment
- Increasing amounts of data to process, comprehend, and react to growing at an exponential rate Business analytics help organizations drive strategy and performance. With analytic capabilities in place, organizations can expect to gain deeper, more accurate business insights to inform decision making. In this session, we will explore case studies of how advanced analytics techniques are being applied to effectively address pressing industry challenges. Hear about companies better anticipating and responding to significant business challenges as they emerge, and reducing costs through more accurate, data-driven decision making.

4: ParAccel: Determine the Right Analytic Database for You: A Survey of Big Data Technologies and a Case Study in Fraud Prevention

There has been an explosion in database technology designed to handle big data and deep analytics from both established vendors and startups. This session will provide a quick tour of the technology and systems powering the analytic database landscape – from data warehousing appliances and columnar databases to massively parallel processing and in-memory technology. The goal is to help you understand the strengths and limitations of these alternatives and how they are evolving so you can select technology that is best suited to your organization. In addition, ParAccel and their partner MI-9 will discuss how they accelerate retail business insight and bring "Big Data" analytics to retail for product affinity and market basket analysis.

5: Invexer: Improving the User Experience through Advanced Customizations, In-memory BI, and the Custom Visualization Framework

Do your business users say, "I don't like to use our BI tool because it's slow!" Or "I just don't get it!" For better or worse, Microsoft Office, Google, Travelocity, iTunes, and SharePoint shape our business users' expectations. Accordingly, this presentation will explore common BI problems associated with usability/performance and provide a variety of possible solutions for almost any budget.

6: Lancet: Man vs. Dashboard

Man vs. Dashboard brings grizzled dashboard designer Mike "Badger" Erickson face to face with the grueling task of making mundane dashboards sizzle, sharing invaluable survival strategies along the way. This live demo features before and after examples of real MicroStrategy dashboards, as well as best practices to help you avoid common mistakes and create dashboards that will be

highly utilized and sought after. Mike's recent webinar "Extreme Makeover: Dashboard Edition" attracted over 75 registrants.

7: Lunexa and Talend: Web Analytics Integration in the Enterprise

Web analytics applications offer a treasure trove of information for marketers about website visitors and their online behavior. Many companies are working on integrating web analytics with their enterprise data warehouse, CRM, and other sources of customer data to enable an even more holistic view of their customer and overall business operations. Attend this presentation and learn about turnkey approaches to integrating online analytics data with enterprise systems. Learn how to complete integration projects in less time using open source data integration tools. This presentation will offer case studies and lessons learned based on Lunexa's and Talend's experiences integrating web analytics for our clients.

8: Informatica: How Companies Are Making BI More Agile, Trusted, and Governed

Today, it takes IT months to deliver new data for reports that the business needs in days. When the data is finally available, the business doesn't trust it. Short cuts – one-off extracts, data marts and custom reports only increase complexity, cost and risk. Come learn and see a demo on how MicroStrategy customers can deliver data up-to five times faster and at a third of the cost, with improved data quality and better data governance.

REGISTER NOW!

MicroStrategy World is the ideal venue to increase your knowledge of BI best practices and learn from MicroStrategy experts.

TO REGISTER:

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CONFERENCE PRICING (PER PERSON):

List Price: \$1,795

Top 10 Reasons to Attend

1. Mobile Intelligence Revolution

Demos, training, and keynotes to witness first-hand the power of MicroStrategy Mobile

2. 100+ Technical Tracks

Covering some of the hottest topics in BI, including Mobile Intelligence, Pervasive BI, Dashboard applications with amazing visualizations, Advanced and Predictive Analytics, In-memory BI for stunning performance, and Self-service BI

3. 25 Best Practice Sessions

Industry-leading companies share their BI strategies

4. Dashboard Showcase

Highlighting the most innovative dashboards created by MicroStrategy customers

5. Visionary Keynotes

Featuring MicroStrategy CEO Michael J. Saylor, with other speakers to be announced soon!

6. Technology Previews

Future technology previews and demos for insights into what's to come

7. Knowledge Series

Comprehensive learning in seven key curricula areas, including Mobile, Dashboards, and Performance, culminating in a Knowledge Series certificate

8. Technology Exchanges

Career-enhancing technology exchanges with experts to answer your most challenging BI questions

9. Partner Exhibits

Featuring the latest technologies to peruse and discover

10. Amazing Networking

Peer networking events and receptions to expand your professional circle and advance your career

