



GAIN MAXIMUM VALUE IN A CONVERSION TO MICROSTRATEGY

THE RECENT ACQUISITIONS OF FORMERLY INDEPENDENT BI TOOLS HAVE LEFT MANY CUSTOMERS WARY OF PROMISES OF ENTERPRISE INTEGRATION OF THEIR BI TOOL INTO CORPORATE PRODUCT SUITES. MICROSTRATEGY, AS THE LEADING INDEPENDENT BI SOFTWARE PROVIDER, IS COMMITTED TO INTEGRATION INTO ANY ENVIRONMENT. MICROSTRATEGY OFFERS BEST-IN-CLASS BI SOFTWARE, END USER TRAINING, AND DECADES OF CUMULATIVE CONSULTING EXPERIENCE, BACKED BY A PROVEN DELIVERY MODEL AND PROPRIETARY METHODOLOGY TO ENSURE THE SUCCESS OF YOUR CONVERSION TO MICROSTRATEGY.

CONVERSION TO MICROSTRATEGY

MicroStrategy is Your Trusted Partner from the Start

MicroStrategy is a reliable and accountable software and services partner, providing unparalleled product knowledge, advisory and technical consulting expertise, customized end user training, and an understanding of what it takes to fulfill a customer's long-term vision for business intelligence. We have established a highly-evolved set of best practices and proven methodologies to ensure a smooth transition from your current platform to MicroStrategy.

Build Value from Day One

Build more value into your new system with a plan that incorporates best practices into the design.

- Drastically increase end user adoption rates and drive business value
- Reduce costs in hardware, staffing, and training to support your solution
- Match your BI strategy to MicroStrategy's robust feature set
- Build an operational model based on years of experience across thousands of customers

A Blended Team for Development Puts the Power of MicroStrategy Behind You

MicroStrategy Professional Services will manage your conversion to the MicroStrategy platform to successful application deployment – on time and on budget. Our blended delivery model taps a global team of experts. On-site consultants will advise on best practices, coordinate with your staff, and guide the implementation, while working with the Conversion Team in our off-site Global Delivery Centers. This integrated model allows for a highly-efficient approach to leverage the right resources and the right expertise balanced for the right value.

All MicroStrategy consultants are MicroStrategy Certified Engineers and receive continuing education on the latest MicroStrategy platform capabilities, as well as training on other major BI platforms. With direct contact with product development personnel, our consultants have access to cutting-edge product insights well before the general marketplace.

Maximize Your Conversion with Proprietary Tools and Methodology

The conversion is guided by our well-documented delivery approach and founded on knowledge gained from thousands of prior engagements. Because we view the conversion process as not simply a system replacement but a system improvement, our Engagement Team will conduct extensive design review sessions with your end users to identify how data drives the business.

Our training methodology is an integral component of our approach, with the goal of timely skills transfer and risk mitigation. We incorporate training for both development and end user communities into one comprehensive plan.

The design of the new system is tailored to align those needs with best practices, resulting in greater business value and better end user adoption. Once a deployment plan is established, the team will follow our unique MicroStrategy Methods approach to develop and deploy your new solution, ensuring that your conversion project is completed to specification.

MicroStrategy has developed a number of tools that assist with the conversion process. These include estimation tools to provide reasonable guidelines on the duration of your conversion and extraction tools that allow us to spend more time focusing on improving your BI deployment and less time unraveling your old system.

MicroStrategy Professional Services Conversion Capabilities Include:

Plan

- Prepare the organization for change
- Strategy workshop to define vision, mission statements, perspectives, and objectives
- Functional workshops to identify measures, strategy maps, and reports
- Balanced scorecard framework fit and gap analysis against the organizational needs

Implement

- Implement the balanced scorecard framework
- Procure required data to support the balanced scorecard
- Tailor the implemented balanced scorecard
- Support and execute the organizational change management plan

Optimize

- Deploy the balanced scorecard and system monitoring
- Validate the balanced scorecard approach and measures by users through the organization
- Plan for long-term ownership and governance

MicroStrategy Professional Services is your complete BI solution provider. We seek to maintain a strategic ongoing partnership with our customers to ensure operational excellence and innovative BI solutions. Our engagement model of cutting-edge expertise delivered by a blended worldwide team of certified BI consultants and educators operating according to a proven methodology ensures that the exceptional experience delivered to our customers is unparalleled.

To learn more about Conversion to MicroStrategy, contact MicroStrategy at 1.888.537.8135 or your account team today.