

UPGRADE TO BETTER BUSINESS INTELLIGENCE



MAKE THE MOVE TO MICROSTRATEGY

TRANSITION TO MICROSTRATEGY AND ENJOY THE BENEFITS

CHALLENGES FOR USERS

Are you experiencing any of the following issues with your business intelligence (BI) implementation?

1. **Slow Performance** – Do users wait a long time for data and documents to refresh?
2. **Missing Product Features** – Does the functionality provided by your software fulfill your current and future BI needs?
3. **Difficult Migrations** – Have you experienced difficult migrations from version to version, or from one product to another?
4. **Declining Support** – Are you satisfied with the quality of support you are receiving?
5. **Uncertainty about Product Roadmap** – Do you believe your current supplier's product roadmap will keep up with your rapidly evolving requirements?
6. **Difficult to Operate** – Do you find your IT staff spending too much time maintaining the system and not enough time adding value by developing new BI applications?

WHY ORGANIZATIONS UPGRADE TO MICROSTRATEGY

Business people make better decisions, faster

MicroStrategy provides high performance at any scale, ensuring fast time to value and enabling timely decision-making. Business users can answer the toughest business questions by leveraging MicroStrategy's excellent analytics and robust reporting capabilities. In addition, MicroStrategy provides a high level of end user self-service which enables business users to easily create their own reports and dashboards without dependence on IT.

IT professionals spend far less time maintaining applications

Because of MicroStrategy's unified architecture and ease-of-use, IT professionals can efficiently administer applications and develop reports. MicroStrategy's integrated platform also ensures that upgrading to newer versions of MicroStrategy is virtually seamless. In addition, MicroStrategy provides outstanding customer and technical support, increasing ROI and reducing risk and uncertainty for organizations.

“ MICROSTRATEGY SOFTWARE BREAKS 100,000
USER BARRIER WITH ONLY 32 CPU CORES. ”

– MICROSTRATEGY PRESS RELEASE,
JANUARY 12, 2011

Organizations get more BI with less money

Because MicroStrategy makes administration easy and efficient, relatively fewer IT personnel are required than would otherwise be needed for comparable sized BI implementations. The reduced spending on IT resources translates to a low total cost of ownership. With comparatively fewer hardware, software, and IT personnel requirements, organizations can focus their assets to ensure BI success.

ENJOY THE BENEFITS OF MICROSTRATEGY

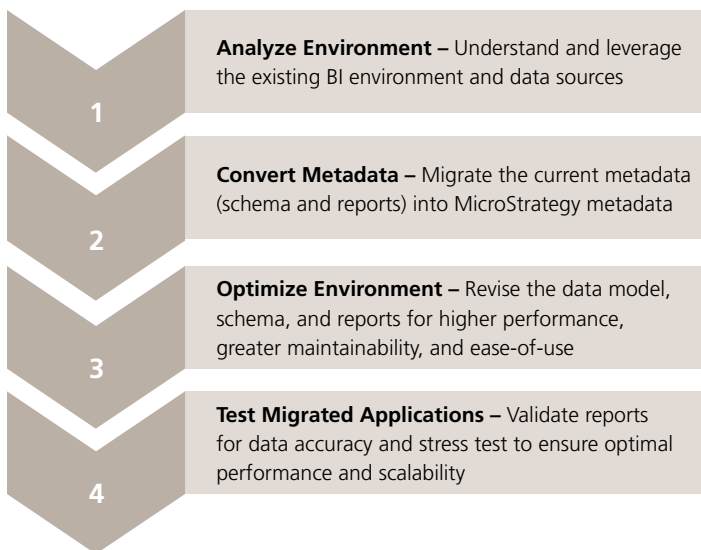
Once you start using MicroStrategy, you will quickly see many benefits, including:

- Dynamic dashboards for deeper business insights
- One interface for integrated reporting, dashboards, and analysis
- Fast performance for speed-of-thought analysis
- Rich analytics to answer the most challenging business questions
- End user self-service to minimize dependency on IT

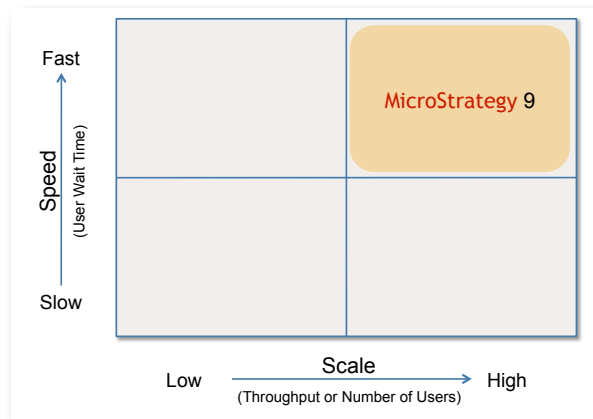
MAKE THE MOVE TO MICROSTRATEGY

MicroStrategy's conversion team has extensive experience working with a large variety of BI applications and has conducted many successful conversions. We offer specialized skills and tools to automate the conversion and testing process. Additionally, we have tools and techniques to estimate the time and complexity of your upgrade to MicroStrategy, to help convert other BI software to MicroStrategy projects, and to quickly construct dashboards and reports to maximize insight from your existing data. MicroStrategy's training programs also help users get more value from their BI system.

MIGRATION STEPS WITH MICROSTRATEGY



MicroStrategy Is Designed For High Speed and High Scale



TRY A FREE DEMONSTRATION

Let us demonstrate how we can upgrade your BI software to a MicroStrategy application. In most circumstances, we will:

- Create a MicroStrategy project from your current solution
- Create two new interactive MicroStrategy business dashboards

SIGN UP FOR A CONVERSION ASSESSMENT

Let us also review your current environment and provide a plan for converting your current application to MicroStrategy. The Conversion Assessment allows our experts to work with you to determine the best strategy for a successful migration to MicroStrategy.

Join the move to MicroStrategy and experience MicroStrategy's ease-of-use, high performance, and robust reporting capabilities.

For more information on migrating to MicroStrategy, call us at 1.888.537.8135 or visit www.microstrategy.com.