MicroStrategy was founded in 1989 and has grown to become the leading independent public business intelligence software vendor (NASDAQ: MSTR). With direct operations in 42 cities in 23 countries around the world and over 3,000 employees, MicroStrategy is a leading global provider of enterprise software platforms for business intelligence (BI), mobile intelligence, and network applications. With over 25% of our workforce and nearly $100M annually dedicated to R&D, we have over 80 patents issued. MicroStrategy is proud to serve millions of business users at nearly 4,000 companies across 20 industries around the world.
LEADING COMPANIES IN ALL INDUSTRIES USE MicroStrategy
For Their Most Demanding Business Applications

- Retail: 8 of Top 10
- Financial Services: 12 of Top 15
- Communications & Media: 10 of Top 10
- Pharmaceuticals: 9 of Top 10
- Manufacturing: 8 of Top 10
- Consumer Packaged Goods: 6 of Top 10
- Government: Federal, State, Local
UNPRECEDEDENT
TECHNOLOGY TRENDS

Reshaping Companies, Industries, and Economies

Four disruptive technology forces, or “mega-trends,” are changing the way people behave:

- The explosion of Big Data
- The Mobile Wave
- The migration of information to the Cloud
- The emergence of Application Networks

The winners of tomorrow will be the companies that take action today to start harnessing these forces to create meaningful competitive advantage. The companies that do not embrace these trends will shrink or cease to remain relevant in the new economy.

**MicroStrategy’s technology innovation helps our customers leverage these forces to build and improve their businesses.**

OUR PRODUCTS

**BUSINESS ANALYTICS**
Leverage Big Data Analytics For Strategic Advantage... Or Your Competitors Will!

**MOBILE INTELLIGENCE**
Essential Mobile Business Apps that Deliver Workflows, Transactions, Multimedia, and Business Analytics.

**MICROSTRATEGY CLOUD**
Deploy Business Analytics Faster, Scale Bigger, Spend Less.

**EXPRESS**
Empower Every Employee To Impact the Bottom Line With Agile Business Analytics.

**ALERT**
Mobile Commerce Platform for Retailers.

**WISDOM**
The World’s Most Extensive Market Intelligence Network.

**USHER**
Eliminate Fraud, Protect Your Assets, and Secure Your Borders with Mobile Identity Solutions.
TRANSFORMING BUSINESS DATA INTO INSIGHT AND ACTION

EASY TO USE | HIGH PERFORMANCE | COST EFFECTIVE

BUSINESS ANALYTICS

INFORMATION AT YOUR FINGERTIPS

Self-service data visualization and sharing for business users.

SYSTEM OF RECORD BUSINESS INTELLIGENCE

THE HEARTBEAT OF YOUR ENTERPRISE

Governed, centrally-administered data and analytics for mission critical management and operations.

BIG DATA ANALYTICS

THE KEY TO UNLOCKING YOUR BIG DATA ASSETS

Industry-leading, large scale analytical application, built and optimized for the biggest Big Data solutions.

MICROSTRATEGY 9.3: THE BEST BI SOFTWARE PLATFORM YET

This MicroStrategy release includes important enhancements in a number of areas, providing business people the ability to:

• Build your own dashboards in minutes without help from IT
• Explore data visually to discover business insights
• Analyze big data stored in Hadoop for new business insights
• Improve decision-making with advanced and predictive analytics
• Manage the BI ecosystem with minimal administrative effort
MOBILE BUSINESS APPS BUILT AND DEPLOYED VIA THE MICROSTRATEGY MOBILE APP PLATFORM

The MicroStrategy Mobile App Platform enables organizations to build a wide variety of essential mobile apps that deliver workflows, transactions, mobile operations systems access, multimedia, and business intelligence in compelling, custom native apps.

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<th>MICROSTRATEGY MOBILE APP PLATFORM</th>
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Native Apps – provide users with the best experience.
Compelling Workflows – gracefully present any process in the iPod touch®, iPhone®, iPad mini®, and iPad®.
Contextual Apps – absorb contextual inputs like location (GPS), barcode (camera), device orientation (rotation), and user (personalization) to drive the app experience.
Highly Secure Apps – protect your data with a combination of sophisticated security capabilities – both as the data travels to and from the device and as it’s stored on the device.

Systems Apps – transact with any operational system allowing you to build compelling iOS Apps for any new or existing business processes.
Integrated Native Mapping – plots geo-locational data directly onto integrated native maps.
Fast Apps – handle the most complex questions and transactions from thousands of users concurrently.
Offline, Online Capabilities – optimize the user experience for the varying levels of connectivity (strong 802.11 a/b/g/n Wi-Fi, LTE, intermittent 3g, or offline).

There is an opportunity to take what’s unique and compelling about Mobile Apps – embedded with Workflows, Multimedia, Transactions, and Intelligence – and bring it to life in an easy, fast, and flexible platform. We have a unique set of software tools that realizes this solution on behalf of our customers.

This opportunity lives at the unique intersection between great user experience and great development infrastructure – as brought to life in our App Platform.
REVOLUTIONIZING HOW BUSINESS INTELLIGENCE IS DELIVERED

Over 1,000 organizations from the Fortune 50 to SMBs
24,000 users from over 100 countries
More than 5,000 business problems solved
Over 200 Terabytes of capacity available globally

BUSINESS INTELLIGENCE AS A SERVICE: A COMPLETE OFFERING

DATA SOURCES
- On-Premise ERP
- On-Premise Databases
- Cloud Databases
- 3rd Party Content
- Flat Files

MicroStrategy Cloud
- BI Experts
- Managed 24x7
- Data Hosting
- Business Analytics

ACTIONABLE INSIGHTS
- MOBILE BI AND APPS
- ENTERPRISE BI
- DEPARTMENTAL ANALYTICS
- EXTERNAL PORTALS

YOUR BUSINESS. MORE AGILE.

1. DEFINE BUSINESS REQUIREMENTS
2. SIGN CLOUD AGREEMENT
3. BUILD, TEST, AND DEPLOY APPLICATION
4. FINISH

REDUCE RISK. GAIN OPPORTUNITY.

SPEND LESS. GET MORE.

WHY CHOOSE MICROSTRATEGY CLOUD FOR YOUR BUSINESS

- HIGH-PERFORMANCE: Technology | Partners | People
- TURNKEY AND FLEXIBLE: Customizable | Industry-Leading BI
- RELIABLE AND SECURE: Systems | Architecture | Operations
**ANALYTICS TO THE MASSES:** AUTOMATED DELIVERIES, PERSONALIZED EXPERIENCE, SOCIALIZE YOUR DATA

Express dramatically simplifies and accelerates the way organizations consume business analytics, allowing companies to deliver value to their customers 20 times faster and more cost effectively.

**Access** on-premises and cloud-based data instantly and securely. Explore it using powerful and intuitive data visualizations.

**Design** mobile intelligence apps without writing a line of code. Combine dashboards, documents, and multimedia content.

**Build** boardroom-quality dashboards using pixel-perfect formatting. Automatically deliver personalized data to thousands.

**FAST AND EFFORTLESS ➤**

Traditional BI implementations require weeks or months of painstaking work by trained architects who model the data that end users will access. Express automates this process and enables untrained users to access data instantly.

**ACCESS MULTIPLE DATA SOURCES | CONNECT WITH A CLICK**

**INTUITIVE VISUAL EXPLORATION ➤**

Data visualizations help people find meaning in otherwise raw, hard-to-understand data. Express helps users quickly discover insights from their data using compelling visualizations. Express enables self-service dashboard creation for business users who need information quickly without expert assistance.

**DOZENS OF VISUALIZATIONS | POWERFUL AND USER FRIENDLY**

**SPEED-OF-THOUGHT ANALYSIS**

**INSIGHTS ANYTIME, ANYWHERE ➤**

Mobile intelligence apps have the power to help keep traditional brick and mortar establishments relevant and successful in the new mobile-focused business landscape.

**MOBILE APPS IN DAYS | DASHBOARDS TO GO | COLLABORATIVE EXPERIENCE**

**PIXEL-PERFECT ENTERPRISE REPORTS ➤**

Individuals at all organizational levels and job functions, as well as supply chain partners and customers, rely on detailed enterprise reports that present targeted data in the most consumable format for day-to-day operations.

**PRECISION DESIGN | FREE-FORM LAYOUT**
With the Alert Mobile Commerce Platform, a retailer can bring a branded, state-of-the-art mobile commerce app to market in a matter of weeks. Sell more products, provide better service, and acquire more customers by providing the social-local-mobile customer conveniences that Amazon cannot.

**SELL MORE PRODUCTS ➤**

**MOBILE STOREFRONT**

**TARGETED PROMOTIONS**

**DELIVER GREAT SERVICE ➤**

**A VIRTUAL CLOSET OF RECEIPTS**

**SHOPPING CONVENIENCES**

**CAPTURE MORE CUSTOMERS ➤**

**PEER-TO-PEER GIFTING**

**LOYALTY REWARDS**

**SELF-SERVICE ARCHITECTURE ➤**

**EASILY MANAGE YOUR ENTIRE MOBILE PRESENCE**

**MONITOR ALL COMMERCIAL AND CUSTOMER ACTIVITY**
MICROSTRATEGY WISDOM IS THE WORLD’S MOST EXTENSIVE MARKET INTELLIGENCE NETWORK

For the first time in history, enough data exists in social networks such as Facebook and Twitter, in reference networks like Wikipedia, in product networks like Amazon and Apple, in mapping networks such as Google, and in government networks like the census, to assemble the most extensive network of people and their connections to every product, place, celebrity, interest, and activity in the world. Wisdom is that market intelligence network.

Just as Google Maps revolutionized the way people navigate the physical world, Wisdom is revolutionizing the way organizations navigate consumer landscapes, political landscapes, and social landscapes. Every business leader, politician, and investor operating without this map of the human landscape will be operating blind. Every organization using the Wisdom network will have a panoramic view of what people like, want, and do.

WHY IS WISDOM UNIQUE?

- Insights derived from big data cloud networks
- Constantly evolving network
- Fastest time to insight
- Powerful segmentation at your fingertips
- Complex technology made powerfully simple

WHAT ARE SOME OF THE USES OF WISDOM?

- Consumer promotions
- Media buying
- Brand management
- Location planning
- Business development
- Social media marketing

WHAT IS INCLUDED IN WISDOM?

- Extensive demographics
- Popular page interests
- Places visited
- Psychographic groups
- Social ratings
- Powerful segmentation
- Affinity of interests
- Segment comparisons
- Corporate snapshots
- Advanced visualizations

WHO SHOULD USE WISDOM?

Whether you work in marketing, research, government, or product development and use analytics on behavior and preferences of people, Wisdom can provide you with valuable and compelling insights for day-to-day decision making.

- CONSUMER RESEARCHERS
- POLITICAL CAMPAIGNS
- MARKETING DEPARTMENTS
- GOVERNMENTS
- ADVERTISING AGENCIES
- CELEBRITIES AND PUBLIC FIGURES
SAFE AND SECURE MOBILE IDENTITY NETWORK

Usher™ is the world’s first mobile identity network and is the foundation for an extraordinary array of identity-based services including ID cards, badges, credentials, door keys, passwords, and signatures.

MOBILE IDENTITY CARDS
In 2011, fraud cost US businesses the equivalent of 5% of their revenues and an additional $18B in personal losses.

MOBILE KEYS
One billion keys are lost every year, causing companies worldwide to spend over $18 each year in furnishing replacement access cards and office keys for their employees.

LOGIN FOR SYSTEMS
Cybercrime has a $110B global annual price tag and billions more are lost in the opportunity cost of fighting and fixing identity-related online fraud.

DIGITAL SIGNATURE
American businesses suffer from approximately $25B in fraud annually, much of which is attributable to falsified signatures on documents.

EMPLOYEE ANALYTICS
US employers pay over $1B per week in workers’ compensation. They lose even more due to inefficient management of unproductive employees.

Instant Id • Airtight Verification • Never Lost

Never Lost • Complete Control Unique Functionality

Secure Login • Eliminate Passwords Remove Risks

Legally Bind Documents • Ensure Compliance Sign Safely, Anywhere

Ensure Safety • Benchmark Productivity Keep Up With The Workforce
How can we help you leverage technology to build your business?

➤ CUTTING-EDGE BUSINESS ANALYTICS
➤ MARKET-LEADING MOBILE SOLUTIONS
➤ GAME-CHANGING CLOUD SERVICES

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