The New Face of Data Discovery and Visualizations in MicroStrategy 10
MicroStrategy 10 Beta Members

- ESPN
- HCA (Hospital Corporation of America)
- match.com
- Carrefour
- Michelin
- eBay
- PayPal
- overstock.com
- CENTENE Corporation
- Filiadata (Informationssysteme für den Handel GmbH)
- APOLLO
- AutoTrader.com
- Loblaws
- Apple
- move.com
- DFW
- Bank of America
- Polo Ralph Lauren
- PIMCO
- Netflix
- Adobe
- Coca-Cola
- Bayer
- AMGEN
- METRO GROUP
- Conway Freight
- MicroStrategy
For the first time ever, MicroStrategy 10 offers an analytics platform that combines a delightful, easy, empowering user experience together with enterprise-grade performance, management, and security capabilities.
Tight Integration of Self-Service Analytics and Production BI

MicroStrategy 10 supports decentralized departmental needs by combining business agility and IT governance in one platform.
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Move Seamlessly between Styles

Ease of Use
Visual Data Discovery

Enterprise
Dashboards & BI

In-Memory
High Performance

Big Data
Scalability

Administrations &
Security

Business Friendly

IT Friendly

Only MicroStrategy Delivers to both Business and IT Users

Only MicroStrategy Supports True Bimodal BI

MicroStrategy Desktop - Caters to decentralized business teams - flexibility to quickly work with new data
MicroStrategy Analytics Platform - Caters to IT teams by offering Data Governance and administration capability
MicroStrategy 10 | Pricing and Packaging

Desktop
$600 named user

Web
$600 named user
$300K CPU core

Mobile
$600 named user
$300K CPU core

Architect
$5,000 named user

Server
includes In-Memory Partitioning (aka PRIME) and Operation Manager

$1,200 named user | $600K

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MicroStrategy Desktop
**New Product

MicroStrategy PRIME
**included as part of maintenance for MicroStrategy Server

MicroStrategy Operations Manager
**included as part of maintenance for MicroStrategy Server
Integrated Family of Analytics Products

MicroStrategy Analytics platform

MicroStrategy Enterprise

MicroStrategy Desktop

- Desktop Connects to Server for Governed Data Discovery
- Common Visualization Engines for Standardization throughout the organization
- Easy Promotion to Enterprise
Brand New MicroStrategy Desktop

Fast, easy yet powerful data discovery for business users

Now on Mac & PC
New HTML5 interface
Included Drivers
Connects to every data source
Data Blending
Data Preparation & Enrichment
Connects to server
Governed Data Discovery
Powerful Advanced Analytics & R
Downloads and Installs in Minutes
New Improved Data Discovery that is Easy to Use and Stunning to View

Self-service analytics for effortless visual data discovery and data exploration

- Stunning Visualizations
- Advanced formatting & customization
- Governed Data Discovery
- Convert to production dashboards
- Improved filter selectors
- Trend, forecasting & reference lines
- Enhanced ESRI maps & geo-coding
- Extended D3 visualization
- Access to Modeled data
Tell Better Stories with New Dashboards Controls

List of U.S. states and territories by population
From Wikipedia, the free encyclopedia

This is a list of U.S. states by population (with inhabited non-state jurisdictions included for comparison) as of April 1, 2010, the date of the 2010 United States Census. The nine most populous U.S. states contain slightly more than half of the total population.

Top U.S. states by population are:
- California
- Texas
- Florida
- New York
- Pennsylvania
- Ohio
- Georgia
- North Carolina
- Illinois

Regions of the United States

- Midwest
- Northeast
- South
- West

Population by Division:
- East North Central
- West North Central
- Middle Atlantic
- East South Central
- West South Central
- Mountain
- Pacific

Total Population: 318,128,830

Population Ranking:
- Alabama: 23
- Alaska: 47
- Arizona: 15
- Arkansas: 32
- California: 1
- Colorado: 22
- Connecticut: 29

Filter controls
HTML containers
Text fields with dynamic content and hyperlinks
Filter controls
Precise Formatting to Fine Tune Dashboards

Powerful graph properties for maximum control and flexibility.

Dashboard-level keeps fonts and colors consistent.
Amazing User Experience

Comprehensive, information-based applications with revamped user experience

Brand New HTML5 Interface

100% customized look and feel

Comprehensive data

Easy to use

Consistent User Experience

Online or via email

Multimedia

Transaction-enabled
No Data Left Behind with More Data Sources

Easy access to your entire big data ecosystem as it were a single database

- Brand new data sources
- More native connectors
- Connect live or in-memory
- Import data from OLAP sources
- Connect to other BI applications
- Custom databases
- Clipboard & webpage scraping
- Inbuilt public datasets
- Incremental refresh
- No coding or scripting

Bring All Relevant Data to Decision Makers
## No Data Left Behind with More Data Sources

Easy access to your entire big data ecosystem as it were a single database

### MapReduce & NoSQL
- cloudera
- MongoDB
- Apache Hadoop

### Relational Databases
- Teradata
- Oracle
- IBM DB2
- MySQL

### Multi-Dimensional & Other BI Tools
- SAP Business Objects
- Hyperion
- Oracle Business Intelligence
- Cognos
- TM1

### Cloud Applications
- Salesforce
- Google Analytics
- Eloqua

### Departmental Data
- CSV
- JSON
- XML

### Social Media
- Facebook
- Twitter
- Instagram
- LinkedIn

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**Platforms**

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*Bring All Relevant Data to Decision Makers*
Powerful Data Preparation for More Accurate Analysis

Empowering data analysts to deliver deeper insights with intuitive and integrated data wrangling capabilities

- **Streamlined Workflows**
  to parse and prepare data

- **Hundreds of Inbuilt Functions**
  to profile and clean data

- **Multi-Table In-Memory Support**
  from different sources

- **Automatically parse and prepare**
  data with every refresh

- **Create Custom Groups**
  On the fly and without coding

New Integrated Data Preparation Capability

- Local / URL Files
- Hadoop
- Salesforce
- Twitter/Facebook
Data Integration in the Hands of Every User

Access and combine data from multiple sources “on-the-fly” to drive more productivity

Source 1: Native HDFS
Source 2: SaaS Data
Source 3: Other BI Tools
Source 4: Public Data
Rapidly analyze big data sources up to 50x faster than via ODBC

Native HDFS queries directly against Hadoop

Other analytics solutions…

• No ODBC overhead
• No Mapping to Hive
• Massively parallel data load
• Faster responses
Advanced Analytics that is Powerful and Easy to Use

Flexible & Agile to produce predictive analytics to outperform competitors

- Predictions: What can be forecasted?
- Optimization: What do we want to happen?
- Projections: What is likely to happen based on past history?
- Relationship Analysis: What factors influence activity or behavior?
- Benchmarking: How are we doing versus comparables?
- Trend Analysis: What direction are we headed in?
- Data Summarization: What is happening in the aggregate?

- More powerful derived attributes & metrics
- Business user friendly metric access
- One click trend and reference lines
- Extended library of advanced functions
- Easy shortcut metrics
- Custom groups on the fly
- Updated R integration pack
- New calculations & metrics
- Dynamic dimensionality & calculations
Short Product Demonstration