**MicroStrategy Products**

**Rapidly Build Insightful Reporting, Analysis, and Monitoring Applications That Span All Business Intelligence Needs, From Individual Departments to the Entire Enterprise**

BI applications present clear challenges for IT:
- Building BI applications that address the full range of a company’s needs across all lines of business
- Serving a wide spectrum of functional and presentation requirements, including scorecards and dashboards, enterprise reporting, OLAP, predictive and advanced analysis, and alerting and proactive notifications using a single application framework
- Adapting quickly to the ever-changing requirements of the business, especially for departmental applications
- Maintaining a large number of applications, whether they serve 10 or 10,000 business users
- Consolidating departmental applications into a consistent enterprise BI architecture that delivers a single version of the truth and a low cost of ownership

MicroStrategy Architect and MicroStrategy Desktop are rapid BI application development tools that give IT the ability to successfully overcome these challenges. Together they provide a powerful, flexible, functional, and graphically-rich environment in which to create BI applications that meet the ever-changing demands of departments as well as the enterprise. Without coding, MicroStrategy Architect and MicroStrategy Desktop abstract the technical complexities of BI application modeling, analytical calculations, and report creation into business-oriented objects or building blocks. These objects are clearly named in business terms that everyone from the line manager to the CEO can recognize. They are centrally managed and stored in a single database called the “metadata” to ensure consistency for all the reporting, analysis, and monitoring needs of the enterprise or departments.

MicroStrategy Architect maps the physical structure of one or many data sources into a logical representation of an organization’s business model. Architect achieves this through an intuitive graphical user interface. The result is a set of reusable building blocks stored in the unified metadata that is ideal for quickly creating and managing BI applications for the department or enterprise.

MicroStrategy Desktop creates not only the many analytical components of BI applications, including metrics, key performance indicators, filters, prompts, and complex calculations, but also the final reports, graphs, and dashboards that present the data to business users in an easily understandable fashion. Everything is created as a set of reusable building blocks stored in the unified metadata so reports, analyses, and dashboards can be quickly created into BI applications to nimbly serve the needs of the business.

For the past decade, Business Intelligence (BI) has proven invaluable for targeting areas to increase revenue growth and cut costs through improved operational efficiencies. With such tangible business results, BI continues to expand rapidly and its value is undisputed.

Unfortunately, this rapid growth has led to uncoordinated, disparate, or specialty BI products that are expensive for IT to maintain. Meanwhile, the business demands nimble BI solutions, often at the departmental level. In order to maximize economic benefits and minimize the total cost of ownership (TCO), IT must standardize these multiple BI tools, starting with a cohesive and comprehensive development environment that is flexible enough to support departmental applications and robust enough to scale to the enterprise.
Ensure Faster Development Through the Broadest Range of Reusable Components

Ensure Long-term Maintainability and Consistency at the Lowest Cost and Effort

MicroStrategy has the broadest range of reusable objects, spanning the data abstraction layer all the way to report elements such as Prompts and Autostyles. This object reusability ensures that there is only one definition of any object in the metadata and that any object changes are automatically proliferated to all dependent objects.

Using a Unified Metadata, Develop Once and Deploy to Any BI Application Interface

A functionally-rich metadata forms the core of the MicroStrategy platform, providing a fully integrated BI architecture to meet the most stringent requirements of BI deployments. The metadata is the central repository where all the objects used by the BI applications are stored. This metadata is used by all MicroStrategy products. MicroStrategy Architect can be used to develop the schema layer of this metadata through simple drag-and-drop and right-click options. MicroStrategy Desktop enables business users to easily build the reporting and analysis object layers on top of this schema layer.

Seamlessly Consolidate Departmental Islands of BI into a Cohesive Enterprise BI Environment

MicroStrategy’s unified metadata structure enables organizations to merge schema, analysis objects, report objects, and administration objects from a departmental metadata into an enterprise metadata. From a single interface, users can connect to different applications in different metadatas and consolidate departmental applications into a single enterprise metadata. Consolidating such disparate applications within an enterprise environment helps ensure a single version of the truth across the organization, while delivering a lower cost of ownership.
Incorporate Insight from Heterogeneous Data Sources

Access All Data Across the Enterprise

The MicroStrategy architecture can access all data in the enterprise, from terabyte-sized data warehouses to cube databases to flat files and even from operational databases that support ERP, CRM, or Web applications. MicroStrategy uses different sophisticated engines within its Relational OLAP (ROLAP) architecture to accomplish this heterogeneous data source access:

- The Dynamic SQL Engine generates optimized SQL for interactively accessing data warehouses
- The Dynamic MDX Engine generates optimized Multi-dimensional Expressions (MDX) for interactively accessing cube databases from SAP, Microsoft Analysis Services, and Hyperion Essbase
- The Freeform SQL Engine provides direct access to operational databases, text files, and spreadsheets via a graphical Query Builder or through freehand SQL

Model Multiple Databases as a Single Database

The MicroStrategy architecture can access data from different relational data sources, including data marts, operational data sources, and enterprise data warehouses. MicroStrategy Architect can model multiple sources as if they were a single data source, storing all this information in MicroStrategy’s unified metadata. As a result, IT can combine information from different sources into a single report or dashboard and present it to business users with ease. This process is completely transparent to the business users who consume the report or dashboard without any knowledge of where the data resides. This allows organizations to quickly set up separate departmental and enterprise applications without needing to immediately consolidate data within a single enterprise warehouse.
Build Any Type of BI Application – From Department to Enterprise...

**MicroStrategy Architect**

MicroStrategy Architect is a rapid BI development tool that maps the physical structure from one or many data sources to a logical, object-oriented model of the business. MicroStrategy Architect provides an intuitive graphical interface and wizards to define business rules for easily creating and maintaining business intelligence applications within a unified BI environment.

BI Architects use MicroStrategy Architect to:

- Map the physical database schema into a logical business model with easy-to-use wizards and editors
- Model the application using business requirements and terminology
- Visually add and remove tables to and from the application
- Build complex hierarchies that reflect the relationships between business entities using one-to-one, one-to-many, and many-to-many relationships.

The business rules and schema abstraction defined using MicroStrategy Architect are stored in the central metadata repository, allowing MicroStrategy BI products to reuse the definitions and build upon them.

### Map Data Sources to Qualitative and Quantitative Business Terms

MicroStrategy Architect reads from the catalog of tables available from different data sources and imports the definitions of these data source structures as Logical Tables. BI architects have a real-time view of the warehouse catalog, allowing them to update table structures and profile sample data while they build the project model. Physical database tables are extracted as Logical Tables into the MicroStrategy metadata.

BI architects use Logical Tables to define schema objects such as Facts, Attributes, Hierarchies, and Transformations. This abstraction of the physical database tables is a representation of your organization’s business as MicroStrategy objects in the metadata. BI architects simply incorporate changes to the underlying physical data models without affecting higher levels of abstraction. This schema abstraction insulates the BI application users from ongoing database modifications.

**Attributes** represent qualitative information such as Store (shown below), Item, or Month. Attributes provide context and define the aggregation level of calculations on a report.

**Facts** are quantitative information displayed on a report. They are sourced from one or more fields in a database table. For example, the above report displays Units Sold defined as SUM(QTY_SOLD), where QTY_SOLD is a Fact.
Represent the Business Model for Focused Data Exploration and Investigative Analysis

BI architects model the relationships between attributes collectively as Hierarchies. The System Dimension is defined by MicroStrategy Architect when attributes are created and their relationships to other attributes are specified. These relationships, captured in the System Dimension, are used to generate SQL when users run reports. Additionally, BI architects can design customized User Hierarchies, based on the System Dimension. User Hierarchies are particularly useful as they allow business users to drill or browse through data in a sequence that best matches their business needs.

MicroStrategy Architect’s Intuitive, Graphical Interface:

- Abstracts physical schema into common business terms as a set of Attributes and Facts such as Month, Region, Revenue, and Unit Sales
- Builds applications that span multiple data sources without needing to move data into a central warehouse
- Defines Attributes and Facts spread across multiple tables and across multiple data sources
- Automatically identifies and creates Facts and Attributes using heuristic parameters in conjunction with column names from tables
- Uses expressions to calculate fields that do not exist in the database
- Specifies rules to allocate portions of Fact information to levels at which data is not available
- Uses analytic functions that allow MicroStrategy to perform complex calculations that the underlying database does not support

These capabilities give BI architects the flexibility to build any type of application, from a small departmental application to a complex enterprise-wide application, all from a single interface.

MicroStrategy Architect includes graphical table and schema viewers. The visual map displayed in these viewers allows developers to quickly identify and create relationships between data elements. Additionally, business users can graphically visualize the business model.
Access Corporate Data Easily Through Flexible Schema Support

Support Any Data Schema
MicroStrategy supports a wide range of physical data schemas, ensuring that reporting applications easily integrate with an organization’s existing data sources. MicroStrategy supports common database schemas such as star and snowflake, including those with sparse aggregate tables, partitioned tables, and split fact tables. It can also accommodate direct access to operational data stores (ODS) and multi-dimensional data.

Leverage Your Existing Data Warehouse Investment
MicroStrategy Architect overcomes some of the common challenges often encountered while developing BI applications, such as the following:

- Leverage heterogeneous mapping to eliminate the inconsistent naming of database fields that represent the same entity
- Model entities stored across multiple database fields and tables
- Present data at any aggregate level desired by business users

Comprehensive Support for Time-Series Analysis
With MicroStrategy, discovering and analyzing time-based trends in the data is just a few clicks away. Transformations encapsulate business rules that allow comparison of results across different time periods. For example, they can be used to compare sales this year to last year, 3 weeks ago, or month-to-date. Transformations provide an easy mechanism to display changing data without the need to alter anything in the database or redefine the report. MicroStrategy Architect allows developers to define transformation rules, not only through tables in the databases, but also as rules stored in the metadata, thereby reducing the burden on the databases and ETL administrators.

DISPLAY MULTIPLE TEXTUAL OR NON-TEXTUAL DESCRIPTIONS USING ATTRIBUTE FORMS

Display multiple descriptors or forms of any attribute on a report, even though the underlying data comes from many columns of a database.

Increase visual appeal of reports by defining attribute forms that use dynamic images or URLs.
Build Complex Business Models without Increasing System Maintenance

Use Logical Tables to Address Complex Business Analysis

MicroStrategy Architect can replicate physical database table views within the MicroStrategy metadata by constructing Logical Tables using appropriate SQL statements. This greatly reduces the dependence of BI architects on their database administrators. BI architects can quickly implement database-specific business requirements into MicroStrategy. Logical Tables provide BI architects with the flexibility to create an exact view of data by defining joins and filtering criteria on the underlying physical tables. Once a Logical Table is created in the schema abstraction layer of the metadata, it is treated like any other physical database table. BI architects can map Attributes and Facts on these tables and define relationships between Attributes on these tables just as they would on any schema objects that have been mapped on any other table in the physical schema. Logical Tables provide numerous data modeling options, such as defining fields based on columns from multiple tables, overcoming double-counting issues when joining single-table dimensions with aggregate tables, outer joins between Lookup Tables, and slowly changing dimensions.

Define Multiple Attributes from the Same Database Field Using Attribute Roles

BI applications often need to define multiple Attributes that use the same database table and column. For example, an airline may have a single lookup table that lists all the airport locations served by the airline. However, in an attempt to report on timeliness or traffic volumes between airports, the reports need to display airports by the flight origination and destination. MicroStrategy Architect allows the BI architect to define multiple Attributes based on the same Lookup Table without resorting to database views that may add to the database administration and maintenance burden.

In this example, the business requirement is to monitor the time taken to deliver an order (Cycle Time). The database stores the Order Date and Ship Date in two distinct fact tables (ORDER_DETAILS and SHIPPING_DETAILS). A BI architect can create a Logical Table that defines a field CYCLETIME as the difference between those two dates. This field is used to define the Cycle Time attribute. When Cycle Time is used in a report, the Logical Table is referenced by MicroStrategy Intelligence Server as a common table expression or a derived table.
MicroStrategy Desktop™

MicroStrategy Desktop is a powerful development interface that includes integrated monitoring, reporting, analysis, and decision support workflow. MicroStrategy Desktop provides the means to easily access and share critical information from a variety of corporate data sources in order to cut costs and improve business process efficiencies.

Define Report Layout with Reusable Templates

Templates specify the layout and formatting of data on a report. A wide variety of report building blocks, including Attributes and Metrics, can be placed in rows or columns on the template grid, or in pages to break reports into manageable slices. Report developers can specify data presentation characteristics such as font, color, alignment, number formats, and additional report characteristics such as subtotals and metric thresholds, that should be associated with reusable templates.

Retrieve Relevant Subsets of Data with Filters

Filters specify the conditions that the data must meet to be included in a report or in a Metric. Filters use logical expressions that are a combination of mathematical and comparison operators and any objects – namely Attributes and Metrics – and values. Multiple expressions can be nested together to deliver sophisticated analysis. For instance, a business user can evaluate the profitability of all electronic products sold in regions that generate less than $5,000 in revenue each week.

Developers can create reusable Templates to define the format of a Report, and use one or more Filters to specify the slice of the data displayed.
Define Any Complex Calculation Required for Analysis with Metrics

Metrics are the business calculations presented to users on reports, documents, and dashboards. Metrics can be basic, such as the sum total of profit, or more complex to address more challenging business questions. Report developers build Metrics using a vast analytic function library that consists of a wide range of calculations:

- Aggregation
- Financial
- OLAP
- Mathematical
- Statistical
- Ranking
- Logical Operator

Solicit User Input to Personalize Report Layout and User Workflow

Prompts incorporate user input selections to define the final outcome of a report. Prompted reports can tailor the workflow followed by users to glean insight from data. In addition, users can store their personalized answers for a Prompt and reuse them wherever the Prompt is present, saving time and effort. From a design perspective, Prompts allow developers to consolidate multiple reports into just a few reports. This reduces the report maintenance burden for developers since there are fewer reports to maintain.

Define Virtual Groupings of Related Data Without Intervention by the BI Architect

Custom Groups dynamically generate groups of data based on filter conditions, prompts, or metric bands. For example, a single report can display products on sale for a given week, as well as display the sales contribution of the top product groups, or the bottom deciles.

Consolidations combine data elements using arithmetic operators to create pre-defined groups of information that do not exist in the database.
**Design Intuitive Reports...**

Reports and documents present decision makers with information gleaned from the detailed data available in an organization’s data stores. They allow report developers to assemble all the analysis objects necessary to bring to life the insight that would be otherwise difficult to comprehend. This is achieved using a variety of presentation formats, including classical cross-tabulated grids, graphs, highly visual dashboards, and scorecards.

A. Browse or search for objects to add to the report through the Object Browser

B. Drag-and-drop Attributes, Hierarchies, Metrics, Prompts, Filters, Custom Groups, and Consolidations to define the report layout (Template) and the subset of data retrieved (Filter)

C. Give users the flexibility to select the parameters of the report definition using prompts

D. Apply predefined formats using Autostyles

E. Customize numeric formats, font styles, and colors of grid elements using the formatting toolbar

F. Define thresholds to highlight information based on complex criteria and discover anomalies

G. Define totals and subtotals and customize headers

Interactively build graph reports using an intuitive graph design tool that makes it easy for designers to visualize the final output of their graphs. Users can drag-and-drop elements into metric, category, and series drop zones; use right-click options to quickly format graph elements; and quickly apply a variety of colors and styles to graphs.

With MicroStrategy Desktop’s powerful graphing capabilities, users can quickly design graphs using an intuitive interface. They can also select from over 100 graph types and styles, from simple bar or line graphs to more complex radar graphs.
MicroStrategy Report Services™ raises the bar for enterprise reporting by combining the best of OLAP and predictive analysis with Pixel Perfect enterprise reports, scorecards, and dashboards. MicroStrategy Desktop gives report developers additional design capabilities, beyond standard grid and graph report design, to create all forms of enterprise reports: Scorecards and Dashboards, Hierarchical Reports, Classic Business Reports, Managed Metrics Reports, and Statements and Invoices.

- Select objects from multiple datasets (grid and/or graph reports) for layout on document canvas
- Drag-and-drop objects on to familiar sections of a page layout
- Group data with automatic subtotaling at appropriate levels
- Place user-defined text and data-driven fields at precise locations using free-form layout
- Use the ruler and other navigation aids for precise placement
- Create new calculations by combining data elements from different data sources
- Embed highly formatted graphs to improve data visualization
- Insert grids for cross-tabular display with the full range of OLAP manipulations, such as sort, add totals, and new calculations
- Insert dynamic text fields such as date, time, filter criteria, and document name
- Define conditional formatting of fields, sections, and other display properties based upon data-driven criteria
- Quickly access a wide variety of options using an intuitive, highly-accessible menu, which provides access to datasets, the Property List, and notes
- Regulate the display of all objects in the document using the Properties List
- Set page-break settings for Pixel Perfect printing
- Collaborate with other users by adding and modifying notes within the document

Create any form of enterprise report imaginable by incorporating dashboard elements, such as images, gauges, and trend symbols to display key performance indicators. Organize data into a hierarchy of increasingly finer levels of detail with repeating sections that span tens or hundreds of pages of tabular data.
Incorporate Sophisticated Analytical and Predictive Information in Reports and Dashboards

MicroStrategy Desktop is the only product in the market that allows users to create advanced analyses, such as set and segmentation analyses, in a fully integrated, object-oriented environment. To this end, MicroStrategy provides over 270 mathematical, statistical, financial, data mining, predictive, and analytical functions that may be incorporated into any metric or key performance indicator (KPI).

In addition, companies can leverage their investments in third-party data mining products by importing predictive models from data mining tools into MicroStrategy. The predictive metrics are immediately available for alert notifications, operational reports, dashboards, and ad hoc queries.

Gain Insight At-a-Glance with a Comprehensive Library of Advanced Data Visualizations

MicroStrategy Desktop enables business users to build rich Dynamic Enterprise Dashboards that contain highly-interactive advanced visualizations. These visualizations allow users to gain considerable insight into their data at-a-glance, and also provide an interactive way to explore and give context to that data. MicroStrategy’s ever-growing library of data visualizations ensures that business users always have innovative and engaging ways to analyze data.

1. Fisheye Selector – provides a “lens effect,” enabling users to easily view and select from long lists of items
2. Media Widget – incorporates video, music, and images to augment data understanding or provide instruction on how to use the dashboard
3. Microcharts – condenses a tremendous amount of data into a small space to maximize data comprehension

Report developers can define sophisticated business logic for customer segmentation. For example, in order to identify customers who have a high propensity to purchase new televisions, a marketing analyst can identify a set of (1) customers who have purchased the TVs. Using MicroStrategy, they identify (2) products most often purchased by customers who buy the TVs. One can then identify (3) customers who have purchased the related products but not the TVs and use them in the marketing campaign. All this is achieved through a unified metadata and common interface.

Using MicroStrategy Desktop, report developers create multi-variant linear regression, and train the regression model based upon live data to forecasts future events.

The above example shows the forecast based upon seasonal variation in online sales (dashed line), which provides a more realistic prediction as compared with the straight-line linear regression option (green line).

Include a wide variety of intuitive data visualizations into your Dynamic Enterprise Dashboards to improve data comprehension.
Create Ad Hoc Reports Through Flexible Options

Define Ad Hoc Reports Through Direct Access to Operational Data Stores

Users familiar with the source database tables and columns can use Query Builder to define ad hoc queries. Query Builder generates SQL to access data directly from any operational system. Additionally, organizations with legacy applications can re-use their time-tested, custom-defined SQL statements and stored procedures to define ad hoc reports using the Freeform SQL Editor.

A. Access any data source
B. Select tables and define joins
C. Specify the WHERE and HAVING Clauses
D. Use SQL or stored procedures to retrieve report data, with the ability to reuse prompts
E. Map expressions in the SELECT list to Attributes/Metrics

Define Ad Hoc Reports Using Reusable Attributes and Metrics

With MicroStrategy, users can build ad hoc reports by simply choosing the data elements to display and filtering criteria to ensure that only specific subsets of data are returned. The Report Builder wizard offers a guided approach to creating ad hoc reports by prompting users to select previously modeled business Attributes and Metrics that they want to use in their reports. This option is ideal for users who need to create their own reports, but do not necessarily need to be familiar with data warehousing.

1. Select reusable business Attributes
2. Select reusable Metrics or key performance indicators
3. Define report criteria by qualifying on Attributes
4. Define report criteria by qualifying on Metrics

With the Report Builder wizard, users follow a guided approach to creating ad hoc reports by selecting and qualifying the Attributes and Metrics of interest.
Provide speed-of-thought OLAP analysis with seamless drill through to anywhere in the underlying data warehouse.

Users Slice-and-Dice a Subset of Data to View it from Many Different Perspectives Using Single-Click OLAP Manipulations...

... While Retaining the Flexibility for Freeform Analysis and More Extensive Investigation Against the Entire Data Warehouse.

MicroStrategy OLAP Services™ allow users to perform OLAP manipulations in memory through Intelligent Cubes™, without re-executing the query against the database, thus offering speed-of-thought performance. The Intelligent Cube retain the ability to drill through to the database for transaction-level data, if necessary. This allows report developers to cater to a large group of users with just a few reports.

The seamless integration of Intelligent Cubes with a unique relational OLAP architecture allows users to follow their data by ‘drilling anywhere’ in the relational database – from summaries to transactional-level detail, and across all dimensions and – irrespective of the starting point of an analysis, whether it be a scorecard, dashboard, OLAP report, or a detailed operational report.

BRING ANALYSIS TO LIFE THROUGH INTUITIVE REPORT MANIPULATIONS

A. Sort data
B. Export report results to a wide variety of formats such as Microsoft Excel, Word, Access, HTML, PDF, or Text
C. Drag-and-drop components to/from the grid or the report
D. Page-by-business Attributes and/or Metrics to slice data
E. Create custom drill maps for train-of-thought analysis and powerful workflows
F. Insert new calculations on-the-fly using arithmetic operations and analytic functions to calculate moving averages, variance, and percent-to-totals
G. Add subtotals, choosing from a variety of functions, such as Total, Average, Maximum, Minimum, Standard Deviation, or other custom functions
H. Drill anywhere in the entire database – across all dimensions and from summary to transaction-level detail
I. Combine the elements of an Attribute, such as Region, on-the-fly to create and save reusable filters, groups, lists, and calculations

MicroStrategy Desktop provides a full range of data manipulation options that allow users to change the presentation style and perspective of the report to follow their chain of thought, making a seamless transition from a high level report to the underlying transaction details.
Build Fully Documented BI Applications

Complete Documentation of Entire BI Applications
Most successful BI applications adapt to changing business requirements and grow in sophistication and scope as businesses derive more value and user adoption increases. One of the key requirements for successful adoption and growth is careful documentation of the complete application – from business rules to user profiles. MicroStrategy Desktop provides extensive documentation of every aspect of the BI application.

MicroStrategy Desktop is a Comprehensive Development and Reporting Interface
MicroStrategy Desktop runs on the Windows operating system, and is available in two editions:

MicroStrategy Desktop Analyst – This edition is used by business users to:
• Perform sophisticated investigative analysis
• Change report presentation format and export data to other applications
• Perform OLAP manipulations such as drill, pivot, sort, and filter, or add new calculations

MicroStrategy Desktop Designer – This edition is used by report developers to:
• Build analysis objects such as business metrics, filters, prompts, custom groups, and consolidations
• Develop report objects that provide insightful and highly effective scorecards, dashboards, and business reports
• Execute reports and documents and manipulate the results

MicroStrategy Desktop provides comprehensive, richly formatted and interactive documentation of entire BI applications.
## MicroStrategy Architect and Desktop – Build Sophisticated BI Applications

<table>
<thead>
<tr>
<th>Business Need</th>
<th>Report Type</th>
<th>Usage Within Enterprise-Class Analytical Applications</th>
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<tbody>
<tr>
<td>Reporting</td>
<td>Enterprise Documents</td>
<td>Used extensively in all types of analytical applications, from production and operational reports, which detail data in</td>
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<td>hierarchical categories or bands and can span across hundreds of printed pages, to classic business reports, invoices</td>
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<td></td>
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<td>and statements, which utilize transaction and sub-transaction level data necessary for billing, collection, and customer</td>
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<td>service.</td>
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<td>Parameter-driven Reports</td>
<td>Designed to accept user input at runtime to customize a report. MicroStrategy provides extensive support for parameter-driven reports that allow end users not only to select elements such as the period of analysis or geography, but also to qualify on metrics such as top 10% by revenue.</td>
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<tr>
<td>Ad Hoc Reports</td>
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<td>Allow end users to quickly put together reports or drill to details not covered in the original set of reports.</td>
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<td></td>
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<td>Deficiency in ad hoc reporting capabilities has the potential of increasing administrative costs and decreasing end user functionality, leaving users to wait for reports to be built and deployed by an administrator. MicroStrategy users are able to build reports, modify reports, save reports, and dynamically change the Attributes on a report using the Query Builder, Report Builder wizard, and drill anywhere capability.</td>
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<tr>
<td>Analysis</td>
<td>OLAP Analysis</td>
<td>Allows users to slice-and-dice and flip through a series of report views using simple mouse-clicks. MicroStrategy's Intelligent Cube technology lets users perform OLAP analysis and report manipulations on a multi-dimensional cache of data rather than a limited, proprietary cube database. These caches are instantly populated by the simple action of running a report and remain in shared cache for as long as the data is valid.</td>
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<td>MicroStrategy provides powerful and fully integrated analytic capabilities.</td>
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<td>Set Analysis Reports</td>
<td>Allow users to create sets and groups of Attributes for analysis. Set analysis reports allow users to define complex</td>
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<td>criteria for finely segmenting customers by merging sets with each other using standard set operators and a drag-and-drop</td>
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<td>interface. MicroStrategy provides powerful and fully integrated analytic capabilities.</td>
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<tr>
<td>What-if Analysis Reports</td>
<td>Allow analysts to identify outcomes based on different scenarios. MicroStrategy supports what-if analysis on reports through the use of numeric prompts. For instance, users can identify profitability based on various revenue and cost calculations.</td>
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<tr>
<td>Predictive Analysis Reports</td>
<td>Show complex calculations, such as determining the correlation in which different products are purchased together or</td>
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<td>identifying the likelihood that a customer will defect within a certain period of time. MicroStrategy allows users to perform these types of analyses through a wide range of statistical, predictive, and analytical functions, or through imported data mining models that may be easily incorporated into metrics and reports without any additional programming.</td>
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<tr>
<td>Monitoring</td>
<td>Scorecards</td>
<td>Designed to help enterprises improve performance, scorecards provide a comprehensive, at-a-glance snapshot of key financial</td>
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<td>and operational data. Enterprises look to scorecards as a means of linking departmental and individual goals to strategic</td>
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<td>objectives. Tied to corporate strategy, the KPI's selected for scorecards are often personalized for different functions,</td>
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<td>roles, and levels within the organization.</td>
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<td>Dashboards</td>
<td>Deliver mission-critical enterprise information in an easy-to-understand and highly visual electronic format, thereby</td>
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<td>allowing executives and users at all levels of the organization to spotlight areas of concern for immediate action and</td>
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<td>to highlight areas of success for internal benchmarking.</td>
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<td>Alert Reports</td>
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<td>Identify when key performance indicators fall outside a desired range for a given combination of Attribute and Metric</td>
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<td>values. Business managers receive this information based on subscriptions, schedules, or events that trigger the immediate execution and delivery of alerts to large user populations. MicroStrategy allows users to define complex rules against granular data, rather than summary information, for exception-based reporting.</td>
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</table>

MicroStrategy 9 is breakthrough technology that supports the full range of business intelligence applications from a single, integrated platform. MicroStrategy 9 extends the performance, scalability, and efficiency of enterprise BI; enables the rapid deployment of departmental BI applications; and provides a seamless consolidation path from departmental BI to enterprise BI.

**TRY MICROSTRATEGY ARCHITECT AND MICROSTRATEGY DESKTOP**

Try the best business intelligence software for yourself. Call 1.888.537.8135 or visit us at www.microstrategy.com.