Create great mobile apps in $1/10^{th}$ of the time and at a fraction of the cost
MicroStrategy Overview
Leader in Enterprise Software Platforms for 20+ Years

• Over 4,000 customers
• Direct operations in 42 cities in 23 countries
• Over 3,000 employees worldwide
• $100M dedicated annually to R&D
• Founded in 1989
Able to Execute on a Global Scale

Global network of in-house and partner consulting, plus in-house cloud operations

Worldwide Professional Services

- 1,000 MicroStrategy service professionals across globe
- 400 consultants in offshore facility in Poland
- End-to-end app lifecycle competency
- Broad partner ecosystem, from regional boutique independents to Big 5

Hosting Either ‘On Premises’ or in MicroStrategy Cloud

- On Premises
  - Licensed by Named User or CPU
- MicroStrategy Cloud Operations
  - Over 200 terabytes of database capacity, available globally
  - Leveraged by more than 1,000 organizations, ranging from the Fortune 50 to SMBs
Mobile apps are **15x faster** and **infinitely better** than web apps

Optimize and revolutionize your business with mobile apps

<table>
<thead>
<tr>
<th>PC Usage</th>
<th>Mobile Usage</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mapping</strong></td>
<td><strong>Point and click mouse controls</strong></td>
<td><strong>Gesture navigation</strong></td>
</tr>
<tr>
<td><strong>Data Capture (URL or SKU)</strong></td>
<td><strong>Keyboard data entry</strong></td>
<td><strong>QR Codes, NFC, barcode</strong></td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td><strong>Type in address, street, city, zip</strong></td>
<td><strong>GPS Lookup</strong></td>
</tr>
<tr>
<td><strong>Image Capture</strong></td>
<td><strong>Camera and wires and sync...</strong></td>
<td><strong>Built-in camera</strong></td>
</tr>
<tr>
<td><strong>Readability</strong></td>
<td><strong>Nobody reads novels on a PC</strong></td>
<td><strong>iBooks / Kindle / Nook</strong></td>
</tr>
<tr>
<td><strong>Accelerometer</strong></td>
<td><strong>Not available</strong></td>
<td><strong>Any movement as input</strong></td>
</tr>
<tr>
<td><strong>Availability</strong></td>
<td><strong>At a desk</strong></td>
<td><strong>Anytime, anyplace</strong></td>
</tr>
</tbody>
</table>

**Mapping**
- Point and click mouse controls
- Gesture navigation

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**Availability**
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**Impact**
- **30 Seconds** vs. **2 Seconds**
- **15 Seconds** vs. **1 Second**
- Infinitely Better
The fastest and most powerful way to create exceptional mobile business apps

Product Introduction Video
MicroStrategy Mobile is **Proven and Scalable**

Hundreds of Organizations in Production

Customer Showcase Video
Leader in Mobile Enterprise Software


Product Recognition
Analysts agree.

Gartner
MicroStrategy Mobile “Excellent”

Gartner
MicroStrategy Mobile #1

DAS Advisory Services
MicroStrategy Mobile #1

OVUM
MicroStrategy Mobile #1

Cindi Howson’s BIScorecard
MicroStrategy Mobile #1

BI Survey 12
MicroStrategy Mobile #1

iTunes Rewind 2011
Best iPhone Business Apps

Thought Leadership
“The Mobile Wave” by MicroStrategy CEO and Author, Michael J. Saylor

New York Times Best Seller
A True **Platform Approach** to Mobile Apps

Beautiful and durable mobile apps in one tenth of the time, at a fraction of the cost

**MICROSTRATEGY MOBILE APP PLATFORM**

The MicroStrategy Mobile App Platform enables organizations to build a wide variety of essential mobile apps for the enterprise. Apps that deliver transactions, multimedia, and business intelligence in compelling, custom native apps. Apps that support critical workflows. Apps that make your systems and data more accessible, more beautiful, more utilized ... more valuable.
A True **Platform Approach** to Mobile Apps

Beautiful and durable mobile apps in one tenth of time, at a fraction of the cost.

---

**Fast**

Mobile Dev Environment

- Click-to-Configure
- No Coding Required

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**Durable**

Mobile App Server

- Pre-built Infrastructure
  - Secure
  - Scalable
  - Performant

---

**Beautiful**

Mobile App

- Native Mobile App
  - iOS & Android
  - Phones & Tablets

---

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Click-to-Configure Development

No special skills needed. Exceptional results delivered.

Pre-built Widgets

- Analytics & Visualizations
  - Icon 1
  - Icon 2
  - Icon 3
  - Icon 4
  - Icon 5

- Transactions
  - Icon 6
  - Icon 7
  - Icon 8
  - Icon 9
  - Icon 10

- Multimedia
  - Icon 11
  - Icon 12
  - Icon 13
  - Icon 14
  - Icon 15

Drag-n-Drop Canvas

1. Insert a widget
2. Set location, size, color
3. Set properties
4. Save … Done

Beautiful Cross-platform Apps

The MicroStrategy Mobile App Platform contains an extensive library of mobile-optimized and touch-enabled widgets covering transactions, data visualizations, and other building blocks. Each widget would take 1,000+ hours to build in custom code; assembly in MicroStrategy takes less than 1 hour per widget.
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Pre-built Infrastructure

Your mobile apps instantly inherit a vast array of advanced technical functionality

MicroStrategy Mobile App Platform

VS.

Code Based Platforms & IDEs

Screen Layout
Multimedia
Navigation
Transactions
Notifications
Airplay
Offline Operation
Encryption Security
Network Bandwidth Sensing

High Performance Caching
Analytics
Session Management
App Monitoring
App Administration
iOS & Android
Multilingual Support
Data Driven Visualizations
Data Access APIs

Completed

Coding required

Encryption Security
Notifications
Screen Layout
Multimedia
Navigation
Transactions
App Monitoring
App Administration
iOS & Android
Multilingual Support
Data Driven Visualizations
Data Access APIs

Our unique software platform is a fast and flexible solution for customers in all industries to build professional-grade apps. MicroStrategy Mobile apps exist at the intersection of a world-class user experience and a great development infrastructure.
Native Mobile Apps

MicroStrategy’s unique mobile client architecture simplifies app creation and maintenance.

Simplified Access to the Most Advanced Mobile Features

- GPS
- Camera
- Accelerometer
- Microphone
- Compass
- Multi-media
- Notifications
- Address Book
- SMS
- Phone

Offering Unique In-stream Update Capability

- Change the Design
- Save
- App Changes Are Instantly Deployed
- No App Store Submissions Required!

Our unique software platform is a fast and flexible solution for customers in all industries to build professional-grade apps. MicroStrategy Mobile apps exist at the intersection of a world-class user experience and a great development infrastructure.
Demonstrated 100x Time Savings

Example: Sales Enablement App for Reps

- Pre-Meeting Analytics
- SFA Integration
- Videos and Presentations

- 5,000 Users
- Data-driven Alerts
- Personalization
- Offline Access
- Single Sign On
- Data Wipe
- Analyze 500GB Data
- Monitor Rep Activity
## Demonstrated 100x Time Savings

Example: Sales Enablement App for Reps

<table>
<thead>
<tr>
<th>Feature</th>
<th>iOS Development</th>
<th>Android Development</th>
<th>Total Development Time</th>
<th>MicroStrategy Mobile Configuration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layout and Workflow</td>
<td>500</td>
<td>500</td>
<td>1,000+</td>
<td>30</td>
</tr>
<tr>
<td>Visualizations</td>
<td>5000+</td>
<td>5000+</td>
<td>10,000+</td>
<td>30</td>
</tr>
<tr>
<td>Content Management</td>
<td>500</td>
<td>500</td>
<td>1000+</td>
<td>8</td>
</tr>
<tr>
<td>Transaction Controls</td>
<td>500</td>
<td>500</td>
<td>1000+</td>
<td>8</td>
</tr>
<tr>
<td>Offline Support</td>
<td>5000+</td>
<td>5000+</td>
<td>10,000+</td>
<td>0</td>
</tr>
<tr>
<td>Internationalization</td>
<td>5000+</td>
<td>5000+</td>
<td>10,000+</td>
<td>4</td>
</tr>
<tr>
<td>Security</td>
<td>10,000+</td>
<td>10,000+</td>
<td>20,000+</td>
<td>8</td>
</tr>
<tr>
<td>Life Cycle Tools</td>
<td>500+</td>
<td>500+</td>
<td>1000+</td>
<td>4</td>
</tr>
<tr>
<td>Analytical Engine</td>
<td>10,000+</td>
<td>10,000+</td>
<td>10,000+</td>
<td>30</td>
</tr>
<tr>
<td>Alerting and Content Engine</td>
<td>5000+</td>
<td>5000+</td>
<td>5000+</td>
<td>30</td>
</tr>
<tr>
<td>Transactions Gateway</td>
<td>2000+</td>
<td>2000+</td>
<td>2000+</td>
<td>8</td>
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<tr>
<td>Monitoring Infrastructure</td>
<td>10,000+</td>
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<td>10,000+</td>
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<tr>
<td>Multi-source Engine</td>
<td>5000+</td>
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<td>8</td>
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<tr>
<td>Caching Engine</td>
<td>10,000+</td>
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<tr>
<td>Personalization Engine</td>
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<td>4</td>
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</table>

74,000+ hours | 74,000+ hours | **101,000+ hours** | **180 hours**
Beyond the App
An investment in MicroStrategy Mobile
Free Custom App for Businesses
Contact MicroStrategy to Learn More

info@microstrategy.com

10 DAYS
A focused MicroStrategy program designed to accelerate your mobile app strategy.

1 MOBILE APP
A world-class mobile app based on your own business data, brand, and processes.
Additional Technical Details
Military-Grade Security Included

AES encryption
256bit encryption for traffic
256bit encryption for app data/credentials

Two-way Authentication
Distribute and authenticate security certificates
Remote wipe
Remote revocation of access

Confidential Project Mode
Force login after opening or after inactivity, online and offline.

Single Sign-on
LDAP, Tivoli Siteminder, NT Integration, Trusted Integration

Link Encryption
VPN, HTTPS, WPA2 (128-bit encryption), SSL

Integration with Mobile Security and MDM Partners
AirWatch
Good Technologies

<table>
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<tr>
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<tbody>
<tr>
<td>Configuration time</td>
<td>Development time</td>
</tr>
<tr>
<td>1 hour</td>
<td>10,000 hours</td>
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</table>
Secure Asynchronous Content Delivery Included

**Patent Pending Technology**
Encrypted Newsstand Content Delivery

**Deliver GB’s Data to iOS devices overnight**
Content synced for offline access
Takes advantage of wifi availability at night
Fully encrypted

**Tailored channel to deliver personalized video, presentation, and data content**
Personalized content based on role and security
Broad support of data and content formats

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<td>4 hours</td>
<td>5,000 hours</td>
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Production Systems Support Included

**App Life-Cycle Management**
Migrate through Development, Test, Production

**Script-based Admin Tools**
Automate key processes to avoid human error

**Automated App Integrity Management**
Verify data across versions and deployments

**Server-side Usage Monitoring**
Real-time and historical data analysis

**Client-side Usage Monitoring**
Page and manipulation level tracking
Time-motion studies

**Deep Diagnostic Logging**
Client, Mobile Server, and Application Server diagnostics

**MicroStrategy**
Configuration time
1 hour

**Custom Code**
Development time
10,000 hours
## Optimized Query and Access to Any Data Source

### Big Data and Relational Sources
- Hadoop
- SQL Server
- IBM DB2
- Informix
- MySQL
- Netezza
- Oracle
- ParAccel
- PostgreSQL
- Salesforce
- Sybase
- Teradata
- Vertica
- etc.

### ERP & CRM
- Oracle E-Business Suite
- SAP
- Salesforce
- PeopleSoft
- Siebel
- etc.

### MultiMedia and Web Sources
- Movies
- PDF
- Presentations
- Spreadsheets
- ePub
- Email
- Sharepoint
- Facebook
- Twitter
- etc.

### Configuration Time vs. Development Time
- **8 hour** vs. **20,000 hours**
Client side Usage Monitoring Included

- Analyze app performance
- Spot bandwidth issues
- Cache utilization
- Track app adoption
- Support continuous development cycles
- Cohort analysis
- Geo-location of usage
- Track adoption rates of new devices, operating systems, and app upgrades

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Face-to-Face Collaboration in your Mobile App

MicroStrategy Mobile includes Native Integration with Cisco Unified Collaboration

![MicroStrategy App](image)