Introduction to Self-Service Data Visualization in MicroStrategy: Concepts, Capabilities, & Paths for Growth

Vijay Anand
Agenda

- Introduction to Self-Service Analytics and Concepts
- MicroStrategy Self-Service Analytics
- Product Offerings and Feature Comparisons
- Product Workflows and Demonstration
  - Data Import
  - Data Visualizations
  - Collaboration
- Things to Consider while deploying Self-Service Analytics
- Next Steps
- Questions

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Self-Service Has Become the Expectation

We want software that empowers us to do more on our own without expert assistance.

This also applies to Business Intelligence.
Global Self-Service Analytics Adoption

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Disruptive Technologies Changing BI Landscape
Deliver user-friendly, pervasive applications faster and with less upfront cost

Data Discovery  Cloud Computing  Mobile

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Heavy Reliance on Self-Service Analytics

77%

Survey respondents use two or more Analytical tools in their companies

MicroStrategy Survey to 200+ prospects and customers, 2014
Traditional BI Vs Self-Service Analytics

Self-Service Analytics
Business Users contribute to Dashboard Design

Traditional BI
IT Users proactively design Dashboards
Self-Service BI Increases Business Productivity

More **Productive**
More content per creator

5-10x
More Content

More **Producers**
More users can create content

5-10x
More Content Creators

More **Collaborative**
Peer-to-peer sharing

5-10x
More Sharing

Quick Setup
Business Friendly
lessens IT dependency

>100x
more content creation and consumption
The New BI Landscape

Self-Service BI

Agility
Ease of Use

Desktop
Small Workgroups

Enterprise/IT

BI Platforms

Analytical Capabilities
Scalability

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MicroStrategy Analytics
Comprehensive Analytics Platform

MicroStrategy Analytics Enterprise

**Self-Service Analytics**
See and understand data in minutes. No IT needed.

**Enterprise-Grade Business Intelligence**
Produce and publish trusted analytics to improve your business operations.

**Big Data Analytics**
Transform your growing Big Data resources into insight and profit.

Web or Mobile
On-Premises or on MicroStrategy Cloud

Business Agility with Trusted, Governed Data

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MicroStrategy Analytics Platform
An integrated family. Powerful and easy to use. No compromises, no dead-ends.

**MicroStrategy Analytics Platform**

**MicroStrategy Enterprise**

- **Self-Service Analytics**
- **Enterprise-Grade Business Intelligence**
- **Big Data Analytics**

**Comprehensive** analytics to meet the broadest range of enterprise needs.
Delivered on **web or mobile**.
Running **on-premises** or in the MicroStrategy Cloud.

**MicroStrategy Desktop**

Fastest, easiest self-service analytics tool for business users. Download it for free and install it in minutes.

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MicroStrategy Desktop

Our Newest Product Delivers Powerful Yet User-Friendly Business Intelligence.

Personal visual analytics tool on your computer.

- Completely Free & Easy Install
- Rapidly Connect to Data from *spreadsheets* to *Big Data*
- Explore & Discover insights with **Visual Data Discovery**
- Build Dashboards **20x faster**
- Effortlessly Share and Collaborate

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**MicroStrategy Analytics Platform**

Our core technology combines agile self-service with governance

### MicroStrategy Enterprise

<table>
<thead>
<tr>
<th>Any interface</th>
<th>Web</th>
<th>Mobile</th>
<th>Desktop</th>
<th>Email</th>
<th>PDF</th>
<th>Office</th>
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<tbody>
<tr>
<td>Best-of-both-worlds self-service and production BI</td>
<td><strong>SELF-SERVICE</strong> Visual Analytics</td>
<td><strong>PRODUCTION BUSINESS INTELLIGENCE</strong> Dashboards</td>
<td>Reports</td>
<td>Statements</td>
<td>OLAP</td>
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<td>Multi-pass Set Analytics</td>
<td>Relationship Analysis</td>
<td>Prediction</td>
<td>Prescription</td>
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<td>Comprehensive advanced analytics</td>
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<td>Single Metadata</td>
<td>Single Security Architecture</td>
<td>Advanced Usher Security</td>
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<td>In-Memory Data Engine</td>
<td>In-Memory MPP Engine</td>
<td>Load Balancing &amp; Clustering</td>
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<td>Databases</td>
<td>Cloud Applications</td>
<td>Hadoop</td>
<td>Spreadsheets</td>
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<td>Cloud Services</td>
<td>On-Premises Deployment</td>
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<td>Maximum flexibility</td>
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### MicroStrategy Analytics Platform

Our newest product delivers powerful yet user-friendly business analytics.

#### MicroStrategy **Desktop**

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<thead>
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<tr>
<th>SELF-SERVICE</th>
<th>PRODUCTION BUSINESS INTELLIGENCE</th>
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<tbody>
<tr>
<td>Visual Analytics</td>
<td>Dashboards</td>
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</tbody>
</table>

- Multi-pass Set Analytics | Relationship Analysis | Prediction | Prescription | R Analytics
- Single Metadata | Single Security Architecture | Advanced Usher Security
- In-Memory Data Engine | In-Memory MPP Engine | Load Balancing & Clustering
- Databases | Cloud | Enterprise Applications | Hadoop | Spreadsheets | More

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<thead>
<tr>
<th>Cloud Services</th>
<th>On-Premises Deployment</th>
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**Powerful, easy-to-use self-service visual analytics.**
- Brilliant visualizations
- Full map analytics
- Stunning ease of use
- No data source limits
- Quick data blending for business users
- Easy path to Enterprise version

**Quickly installs on your desktop.**

**Free!**

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Empowering Users with Self-Service Data Discovery

Stunning Visualizations

Instant Query Results

Effortless Dashboards

No IT Needed

Empowering Users with Self-Service Data Discovery
Cutting-Edge Map Analytics

- Data driven markers
- Bubble maps
- Map filtering
- Geo-coding
- Shapes
- Density maps
- Skins & cartographic overlays

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Optimized access to your entire Big Data ecosystem

<table>
<thead>
<tr>
<th>MapReduce &amp; NOSQL Databases</th>
<th>asterdata</th>
<th>amazonwebservices</th>
<th>HD</th>
<th>mongoDB</th>
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</thead>
<tbody>
<tr>
<td>Columnar Databases</td>
<td>amazonRedshift</td>
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<td>kognitio</td>
<td>vertica</td>
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<td>teradata</td>
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<td>oracleExadata</td>
<td>sqlServer2008R2</td>
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<tr>
<td>Relational Databases</td>
<td>ibmDB2</td>
<td>mysql</td>
<td>informix</td>
<td>oracle</td>
</tr>
<tr>
<td>User / Departmental Data</td>
<td>xlsx</td>
<td>csv</td>
<td>ap</td>
<td>txt #mstrworld</td>
</tr>
</tbody>
</table>
Business User Access to Any Data Source
Faster Access to Your Data

Enterprise Applications
- SAP, Oracle e-Business, Siebel, Peoplesoft, etc.

Relational Databases
- Oracle, SQL Server, MySQL, Teradata, Netezza, etc.

Cloud-Based Data
- Salesforce.com, NetSuite, Facebook, Eloqua, Google Docs, etc.

Personal or Departmental
- Spreadsheets, Access databases, CSV, public data downloads, etc.

Big Data & Hadoop
- Cloudera, Hortonworks, Amazon Elastic MapReduce, MapR, etc.

MicroStrategy Modeled Data
- Enterprise-certified single-version of the truth

Quick Data Import
No SQL or Scripting

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On-the-Fly Data Blending

Source 1: Finance Data
Source 2: Sales Data
Source 3: HR Data
Source 4: Public Data

Combined Data:
- GAAP revenue per sales rep
- Actual performance versus target
- Most valuable reps (revenue - compensation cost)
- Climate impact on product sales
- Much more

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NEW!
Advanced Analytics – 10x Easier to Use

- 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?

Industry’s most powerful SQL Engine and 300+ native analytical functions

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Tight Integration with Enterprise-Grade BI

- Visual Data Discovery
- Dashboards
- Reports and Statements
- Advanced Analysis
- OLAP Analysis

Move Seamlessly between Styles

Only MicroStrategy Delivers Agility and Governance

- Common metadata for trusted single version of the truth
- Flexibility for business to quickly work with new data

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With MicroStrategy, Agility and Governance Coexist

Promote Unmodeled Metadata Back to the System of Record Business User

Enterprise Data with Governed Metadata

1. Access system-of-record data

Business User

2. Access local or Cloud-based data

Personal and Cloud-based Data Sources

3. Promote dashboard design metadata to system of record

MicroStrategy harmonizes agility and governance.
# Product Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>MicroStrategy Analytics</th>
<th>Tableau Desktop</th>
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<tbody>
<tr>
<td>Analyze spreadsheets</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Analyze databases</td>
<td>YES</td>
<td>NO *</td>
</tr>
<tr>
<td>Dozens of great visualizations</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Quick dashboards</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Advanced analytics</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Secure web and mobile publishing</td>
<td>YES</td>
<td>NO *</td>
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</tbody>
</table>

* Requires Tableau Desktop Professional (extra $1000)
Product Demonstration
Deploying self-service analytics – your next move?
Self-Service BI is not Self-Enabled

“Self-service aims to make the users’ BI experiences more robust and timely. But self-service doesn’t equal self-enabled. BI teams are not off the hook. They have a critical role to play in enabling a functional self-service ecosystem.”

-- Kimberly Nevala, Network World
36%

Survey respondents who gave their BI self-service programs a grade of “good” or “excellent”

Wayne Eckerson, July 2012: Survey of 234 BI and IT professionals
Companies lag in Statistics and Visualization

![Graph showing Big Data Analytics Skills](VentanaResearch.png)

Source: Ventana Research Big Data Analytics Benchmark Research

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Seamless Migration Paths to Enterprise Features

Data Discovery

Automated deliveries

Cloud Computing

Enterprise Reporting

Governance

Mobile

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MicroStrategy Analytics Desktop is FREE

Analytics for Everyone

Deliver trusted data discovery with Enterprise

Leverage Desktop for “white space” needs

Eliminate Analytical Silos

Easily promote Desktop-based content to Enterprise

Eliminate cost of standalone data discovery tools
Success Criteria for Self-Service BI

1. Your backlog [of query requests] goes down

2. Users are leveraging corporate-issued BI tools instead of spreadmarts

3. There is no report chaos

-- Wayne Eckerson
Product Demonstration
The Industry’s Best Analytics

BI Scorecard is the only analyst firm that tests BI suites hands-on, based on over 300 detailed criteria.

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Raising the Stakes in the Visual Data Discovery
Reviews from Prominent Business Intelligence Industry Analysts

“The new MicroStrategy Analytics Desktop makes MicroStrategy a top-tier competitor in the red-hot visual discovery market.”

-- Wayne Eckerson

“The new data blending feature in MicroStrategy Analytics Desktop will boost this enterprise solution’s agility, and the easier-to-use, more appealing interface will up the ante in the competitive visual data discovery market”

-- Cindi Howson
Next Steps
Test Your Analytical Skills and Score Fun Prizes
Take the MicroStrategy Visualization Challenge
Join a Hands-On Workshop This Week
Learn from Our Experts and Experience Self-Service Firsthand

<table>
<thead>
<tr>
<th>Time</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<tr>
<td></td>
<td><strong>Track 8: Hands-on Workshops: Analytics</strong></td>
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<td>11:30 AM</td>
<td>Intro to Self-Service Visual Analytics</td>
<td>Maximizing Sales Productivity</td>
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<td>2:15 PM</td>
<td>Advanced Self-Service Visual Analytics</td>
<td>Native Advanced Analytics</td>
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<td>3:30 PM</td>
<td>Location Analytics</td>
<td>Advanced Analytics with R</td>
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<tr>
<td>4:45 PM</td>
<td>Intro to Self-Service Visual Analytics</td>
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Questions?