All New MicroStrategy Secure Cloud
Enterprise Analytics Meets Unlimited Computing Power
Recent IDC cloud research shows that spending on public IT cloud services will reach $47.4 billion in 2013 and is expected to be more than $107 billion in 2017. Over the 2013–2017 forecast period, public IT cloud services will have a compound annual growth rate (CAGR) of 23.5%, five times that of the industry overall.

By 2017, IDC expects public IT cloud services will drive 17% of the IT product spending and nearly half of all growth across five technology categories: applications, system infrastructure software, platform as a service (PaaS), servers, and basic services.
Information Technology Greatest Growth Areas

Top Five Tech Spending Increases in 2015:

- **Security Technologies**: 46%
- **Cloud Computing**: 42%
- **Business Analytics**: 38%
- **Storage**: 36%
- **Wireless/Mobile**: 35%

The percent of those decreasing spending in each tech area is insignificant for 2015, with the exception of hardware, where 24% said they expect to decrease spending.

Q: Please tell us about your organization’s technology SPENDING plans in the next 12 months:

Source: Computerworld 2015 Forecast Study
Cloud has the power to completely change the way that businesses deploy enterprise software. It’s faster, less expensive, and easier to deploy software in the cloud.

Yet most companies insist on keeping their data and analytics on-premises.
Why are decision-makers so reluctant?
Simple, until now there hasn't been a cloud solution they can trust.
MicroStrategy Secure Cloud combines comprehensive analytics and enterprise-grade security in a world-class cloud.
MicroStrategy Secure Cloud is enterprise-ready

Powered by MicroStrategy Analytics
The MicroStrategy Analytics platform enables organizations to empower their people with data. Helping them make smarter, more informed business decisions.

Secured by MicroStrategy Usher
The MicroStrategy Usher platform makes passwords, keycards, and badges obsolete. Usher is enterprise security without compromise.

Backed by Amazon Web Services
Amazon Web Services makes deploying enterprise software simple. AWS handles the hardware and provides a complete set of cloud computing services at a fraction of what it would cost to host on-premises.
Powered by MicroStrategy Analytics

Helps you harness the power of your data to drive competitive advantage.
An enterprise-ready analytics solution

MicroStrategy Secure Cloud is the fastest, most cost effective way to experience the full capabilities of the MicroStrategy analytics platform.

Enterprise analytics
- Built in enterprise-grade security
- Real-time access to business insights
- Personalized user experience
- Easy-to-use self-service analytics

Enterprise mobile apps
- Durable enterprise-ready server infrastructure
- Fast code-free development
- Superior native mobile app experience
- Best-in-class mobile analytics
Secured by MicroStrategy Usher

Enables you to replace passwords, badges, physical tokens, and keys with an app.
Usher is three powerful solutions in one

**Usher Security**
All employees, vendors, and customers

**Usher Mobile**
Sales reps, field service, managers, and executives

**Usher Analytics**
Analysts, data scientists, administrators, and database architects

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**The Key to unlock your enterprise**
Replace badges, passwords, physical tokens, and keys with an app. The security badge allows identification, logical access, physical access, and transaction authorization.

**Information at your fingertips**
Personalized and localized intelligence about resource utilization, transaction authorization, and all other activity in the enterprise.

**The platform for building custom reports**
Combine access and authorization data with all other data sources within the organization for performance insights.
Backed by Amazon Web Services

We’ve worked with Amazon Web Services to take care of the hard stuff, so you get access to an amazing analytics solution without sweating the details.
What is AWS?

Cloud Computing
Plethora of products and services
Storage
Database
Applications
On-demand delivery

Amazon EC2
Amazon VPC
Amazon EBS
IAM
Amazon RDS
Amazon S3
Auto Scaling
AWS CloudFormation
Amazon EMR
Amazon EMR
Amazon Redshift
Gartner Magic Quadrant for Infrastructure as a Service

Gartner "Magic Quadrant for Cloud Infrastructure as a Service," Lydia Leong, Douglas Toombs, Bob Gill, Gregor Petri, Tiny Haynes, May 28, 2014. This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available at http://aws.amazon.com/resources/analyst-reports/. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.
The complete package

Benefits of MicroStrategy Secure Cloud on AWS.

Global reach
11 regions across 5 continents

Elastic infrastructure
Scale up in seconds

High performance and reliability
Backed by 1.4 million servers

Unrivaled security
Compliance taken care of

Fastest speed to value
Available in 1 day

Low risk
$0 capital expense
Global Reach

No matter where you work, AWS and MicroStrategy have you covered

[Map showing locations: Oregon, N. California, N. Virginia, Sao Paulo, Frankfurt, Ireland, Tokyo, Singapore, Sydney]
Elastic infrastructure that grows with your business

Instantly launch new servers to scale your deployment

Pay for what you need now and scale up as your business grows

Add new users and projects instantly

Massively parallel high performance architecture
State-of-the-art computing platforms

Leverage next-generation technology to deliver high performance and reliability.

High Performance

Technology
- 64-bit architecture
- In-Memory computing
- Best-in-class databases
- Massive, high-speed networks
- State-of-the-art computing platforms

Platform Management
- Pre-configured & optimized
- Continuous tuning

Reliability

Systems
- 99.9% SLA
- Highly redundant
- Global infrastructure
- Disaster recovery
- High availability

Operations
- 24x7 support and monitoring
- Upgrade & patch management
- Automated monitoring and alerting
- Incident management
- World-class expertise
Best-in-class cloud security

Security that meets or exceeds industry standards and best practices.

Certifications & Controls
- Vulnerability & Penetration Testing
- 24x7 Monitoring & alerts
- SOC 2 Type II, PCI, HIPAA, safe harbor

Architecture
- Single Tenant
- Encryption
- Authentication

Identity
- Biometrics & Touch ID
- Centralized security administration
- Role based authentication

Service Organization Controls (SOC) over the security, availability, and processing integrity of a system and the confidentiality and privacy of the information processed by the system.

Health Insurance Portability and Accountability Act (HIPAA) designed to provide privacy standards to protect patients’ medical records and other health information.

Safe Harbor is intended for organizations within the EU or US that store customer data and is designed to prevent accidental information disclosure or loss.

Payment Card Industry Data Security Standard (PCI DSS) is a proprietary information security standard for organizations that handle cardholder information.
Changing How BI is Delivered

Traditional Implementations can be lengthy and costly

1. Understand Business
2. Define Requirements
3. Assign Resources
4. Research
5. RFIs, RFPs and POCs
6. Select Providers
7. Negotiate Agreements
8. Approvals
9. Build Purchase Orders
10. Hire Technical Staff
11. Receive Equipment
12. Install and Configure
13. Test Environment
14. Build Application
15. Test and Deploy
16. Finish

Changing How BI is Delivered

Reduce application deployments from months to weeks

1. Understand Business
2. Define Requirements
3. Sign Cloud Agreement
4. Build Application
5. Test and Deploy
6. Finish

* Based on MicroStrategy Secure Cloud Implementations in 2012 & 2013

Accelerate time to market. Improve business agility. Reduce Risk.
Low risk

Get started with no up-front costs and minimal risk.

- No Software
- No Hardware
- No infrastructure
- No Setup

- Zero up-front capital expenditure
- Low operational cost – leverage our experts and economies of scale
- Minimal risk – budget, operations, schedule
Integrated
Built to Perform

RDS
Relational Database

EMR
Hadoop

Redshift Warehouse

EC2 Instance
Two Cloud Options

MicroStrategy – managed and Customer-managed

Infraestructure
No upfront investment
Enterprise-grade scale and performance

Configuration
Installation
Data connectivity
Upgrades and patching

Analytics
Mobile Dashboards
Web analysis
Reports

Secure Cloud
MicroStrategy

MicroStrategy + AWS
Customer

aws marketplace
Customer
AWS Marketplace

Enterprise analytics meets **unlimited** computing power

- Optimized for companies that have strong in house MicroStrategy Expertise
- Want complete control over the management of the BI solution
- Need Rapid provisioning and high flexibility in the availability of the solution.
- Want to rapidly connect to Data stored in the AWS Ecosystem

**MicroStrategy Marketplace:**

**AWS Marketplace:**
https://aws.amazon.com/marketplace/search/results/ref=gtw_navgno_search_box?page=1&searchTerms=Microstrategy
1. Select number of **users**

2. Select your **region**

3. Select your **instance type**
MicroStrategy Secure Cloud

Analytics

Data Services

Data Warehouse

Transactional Database

Extract, Transform, Load

Data Integration

Analytical Database

Services

• Configuration
• Secure Connection
• VPN
• Logging
• Monitoring
• Patches/upgrades
• Load balancing
• Storage
• File Transfer
• Single Sign On
• MicroStrategy SDK

Secure Infrastructure

Certifications & Controls
Vulnerability & Penetration Testing
24x7 Monitoring & alerts
SOC 2 Type II, PCI, HIPAA, safe harbor

Technology
64-bit architecture
In-Memory Computing
Massive, high-speed networks
State-of-the-art computing platforms

Systems
99.9% SLA
Highly redundant
Disaster recovery
High availability

Operations
24x7x365 support and monitoring
Upgrade & patch management
Automated monitoring and alerting
Incident management
Flexible Data Connection Options

Choose Where the Data Lives

No Need to Move the Data
Direct Connect

- In-memory BI
- Push-down analytics
- 64-bit operations

MicroStrategy Architecture Optimizes Performance

Let Us Do the Heavy Lifting
Cloud Data Services

- Best-of-breed analytical database and data integration
- Pre-integrated and optimized

Best Hardware and Software On-Demand

- Multi-pass SQL
- Multi-source architecture
- Dual 10GB Internet connections
- 64-bit operations

Data Integration
Data Warehouse
We are Here to Help

Professional services + technical support to accelerate your initiatives

- MicroStrategy Professional Services
- MicroStrategy Technical Support
- Analytics
- Mobile
- Identity
- Data Services
- Additional Services
- Secure Infrastructure
## Monday

<table>
<thead>
<tr>
<th>8am</th>
<th>10am</th>
<th>Noon</th>
<th>3pm</th>
<th>5pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define requirements</td>
<td>Launch Secure Cloud</td>
<td>Connect to database</td>
<td>Build reports and create dashboards</td>
<td>Head to happy hour</td>
</tr>
</tbody>
</table>

Or

### Try it on AWS.

Get up and running in a matter of minutes, with our Analytics Platform running on Amazon Web Services (AWS). Run the best business intelligence software on-demand without having to host or maintain anything on-site. Best of all, there is no long term commitment. Take advantage of AWS's subscription based pricing so you only pay for what you use.

Start an AWS instance

30 day free trial on the AWS marketplace
Thank You