MICROSTRATEGY WORLD.NOW

THURSDAY FEBRUARY 4

APAC
MicroStrategy
World 2021
Agenda

ALL TIMES SGT

Connect and collaborate with other users, hear our customers and partners present best practices and lessons learned, and participate in live Q&A and panel discussions with MicroStrategy experts.

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MicroStrategy
Intelligence Everywhere

Keynotes

9:00 AM — MicroStrategy 2021 Keynote Address
Join us for the official launch of MicroStrategy 2021, our next-generation solution that delivers Intelligence Everywhere via a Cloud Analytics Platform. Learn how we made it easier than ever before to take advantage of our best-in-class software, education, services, and support. And hear directly from Pfizer, Disney ABC, and ServiceNow, as they share how MicroStrategy helps their organizations achieve incredible results.

10:00 AM — CEO Keynote
MicroStrategy CEO and Founder, Michael Saylor, provides a visionary viewpoint on how to take advantage of change in this unprecedented time, and how our work can both accelerate opportunities and create profitability and prosperity.

	HyperIntelligence	Cloud Intelligence	Business Intelligence	Embedded Intelligence	Enterprise Data	Enterprise Administration	Bitcoin for Corporations	Success Stories 1	Success Stories 2	
11:00 AM	**Introduction to HyperIntelligence** Inject instant insights into every experience using the latest HyperIntelligence innovations.	**Build Your Cloud Business Case** Better understand the cost savings, and resources your organization will be able to reallocate, following a move to the MicroStrategy Cloud Service.	**Your Business Intelligence Library** Drive analytics adoption and maximize collaboration with MicroStrategy Library.	**Custom and Embedded Analytics** Embed, extend, and inject intelligence customized for your business applications using MicroStrategy's comprehensive set of APIs.	**Connecting to Any Data Source** Discover how MicroStrategy optimizes access to on-prem and cloud-based data sources for agility, performance, and scale.	**MicroStrategy and Containerization** Discover the benefits of using containerization to boost performance, ensure scalability, and minimize costs.	**Bitcoin Investment Strategy** A review of Bitcoin as a treasury reserve asset & various macroeconomic factors driving its adoption by corporations & institutional investors.	**Kyvos: Supercharging MicroStrategy on Billions of Rows with Kyvos Smart OLAP**		
									VitaraCharts: Tell Better Stories. Add 30+ Visualizations to MicroStrategy Vitara is a MicroStrategy technology partner specializing in visualizations.	**11:30 AM**
12:00 PM	**Designing HyperIntelligence Cards** Learn best practices and see production-ready HyperIntelligence Cards for Finance, HR, Sales, and Customer Support.	**Fast and Easy Cloud Migrations** Learn the best practices and proven techniques we use to migrate your on-prem solutions to the cloud in weeks without user disruption.	**Infographic-Style Dossiers** Learn how to quickly create stunning Dossiers that enhance data storytelling at your organization.	**The HyperIntelligence SDK** Make any enterprise application Hyperintelligent by embedding instant insights and one-click actions.	**MicroStrategy for Data on GCP, AWS, or Azure** Attend this session to understand how MicroStrategy platform will connect to different data stores in AWS, Azure and Google Cloud.	**Workstation for Architects and Administrators** Learn about new features and capabilities in MicroStrategy 2021 designed to empower Architects and Administrators.	**Bitcoin Corporate Strategy** A review of ways in which corporations can integrate with the Bitcoin monetary network & the advantages of different strategies.	**EziBuy: HyperIntelligence Cards are an EziBuy Game Changer** Discover how EziBuy is using HyperIntelligence to achieve these benefits across all functions.	**Visa: MicroStrategy's Support for Partial Data Encryption** Visa will demonstrate new MicroStrategy 2021 features allowing the encryption and decryption data at real time.	**12:30 PM**
1:00 PM	**HyperVision and New Features for 2021** Discover new features in MicroStrategy 2021 that will make all your applications smarter and faster.	**Free Automated Upgrades** Adopt MicroStrategy 2021 quickly and risk-free with our proven methodology and expert support.	**Modern Design for Dashboards** Build an interactive book of your business with an updated Visualization Gallery.	**Embedding Dossiers into Web Applications** See examples of how dossiers can be integrated seamlessly into websites and applications using the latest features of our SDK.	**Deploying Real-Time Analytics** See how MicroStrategy customers are harnessing streaming analytics to make informed decisions in real time.	**Python for Automation** Automate common Administrator tasks by leveraging the Python SDK.	**Bitcoin Finance Considerations** An overview of key financial & operational considerations for corporations integrating Bitcoin into a treasury reserve strategy.	**Standard Chartered Bank: Data Democratization Through AI** Learn how MicroStrategy integrates disparate data sources and povides analytic insights to end-users.	**Medibank: Rapid Upgrade and Migration to the Cloud** Highlights the upgrade and migration journey, detailing why Medibank chose to undertake this path with MicroStrategy.	**1:30 PM**
2:00 PM	**Hyper.Now Software as a Service** Deploy HyperIntelligence to your entire organization in minutes with MicroStrategy's new SaaS offering.	**Professional Services for Cloud** Discover flexible, remote delivery options to accelerate your BI projects with MicroStrategy Consulting.	**Mobile Dossiers for iOS or Android** Develop custom mobile applications that boost productivity and velocity using Dossier and Mobile Library.	**MicroStrategy for Excel Users** See how MicroStrategy for Office 2021 empowers your business users on Excel with information they can trust.	**Building an Enterprise Semantic Graph** Learn why the semantic graph and Platform Analytics are critical to meet evolving enterprise requirements for flexibility, security, and governance.	**Ensuring Scalability and Performance** Run faster and increase resilience with smart memory usage, lookup caching, and new features available to MicroStrategy Administrators.	**Bitcoin Legal Considerations** An overview of key legal & regulatory considerations for corporations integrating Bitcoin into a treasury reserve strategy.	**PT Toyota-Astra Motor: Empowering Users with Real-Time Mobile Reporting** Learn how PT Toyota-Astra Motor empowers its people with trusted, real-time information with MicroStrategy.	**DFS: How MicroStrategy Empowers Powers Users** Learn how Power Users assess processes, determine requirements, and deliver data-driven recommendations and reports to executives and stakeholders.	**2:30 PM**

3:00 PM — Futures Keynote
Join Timothy Lang, Chief Technology Officer, for a preview of MicroStrategy 2021 and beyond.

ALL DAY | Networking Lounges Open | On Demand Content | Expo Hall with Partner Sponsors

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FEATURED **CUSTOMER SPEAKERS**

Hear how industry-leading customers use MicroStrategy to achieve Intelligence Everywhere.