



American Express Global Business Travel, The Coca-Cola Company, Hilton, Ola, and TAP Air Portugal Honored at MicroStrategy World™ 2019

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PHOENIX--(BUSINESS WIRE)--Feb. 6, 2019-- [MicroStrategy®](#) Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today presented MicroStrategy Customer Awards to American Express Global Business Travel, The Coca-Cola Company, Hilton, Ola, and TAP Air Portugal. These global leaders received their awards for their outstanding enterprise analytics and mobility applications at [MicroStrategy World 2019](#), MicroStrategy's 22nd annual enterprise analytics and mobility conference, which kicked off on February 4 at the Phoenix Convention Center.

"MicroStrategy Customer Awards celebrate market leaders for their exemplary use of analytics to achieve significant ROI, greater operational efficiencies, and differentiated customer experiences," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "We could not be happier to acknowledge our customers' achievements and hard work. Today's winners represent a leading group of global brands that have distinguished themselves for successfully using MicroStrategy to drive greater business value."

Highlighted below are four of this year's MicroStrategy Customer Award winners:

American Express Global Business Travel

As the world's leading business partner for managed travel with 16,000 travel professionals in more than 140 countries, American Express Global Business Travel (GBT) uses MicroStrategy as the foundation for Peer Travel Insights™, a new benchmarking solution for its current clients. Built using MicroStrategy dossiers and dashboards, Peer Travel Insights allows clients to compare their corporate travel programs against similar companies to establish baselines, define best practices, prioritize improvements, increase employee satisfaction and traveler well-being, and optimize their travel programs.

The Coca-Cola Company

The Coca-Cola Company relies on MicroStrategy for its Performance Intelligence Application (PIA), an innovative tool that delivers consistent, accurate self-service reporting for finance leadership and users. Delivering cascading metrics and standardized reporting that's available via web and mobile, PIA helps streamline routines and eliminates the time spent resolving discrepancies caused by inaccurate spreadsheets. The Coca-Cola Company has been able to realize measurable productivity gains through both process and technical automation and faster data-driven decision-making, improving the way the Company interacts and makes strategic decisions with its financial data.

Hilton

As Hilton enters its 100th year with a portfolio of 16 world-class brands comprising more than 5,600 properties in 113 countries and territories, the global hospitality company is leading the way in leveraging data and analytics for better, more personalized hospitality experiences for travelers. As a part of its Data & Analytics program, Hilton has partnered with MicroStrategy to develop the ability to conduct side-by-side analysis of important performance metrics for its brands and properties. This unique analytics solution leverages MicroStrategy's Enterprise Semantic Graph™, in-memory big data capabilities and tailored dashboards to inform commercial decisions. Hilton plans to expand the use of this application and its self-service capabilities to deliver growth and ultimately provide exceptional guest experiences at every touchpoint.

TAP Air Portugal

As a flag carrier airline in Portugal with headquarters at the Lisbon airport, TAP Air Portugal leverages MicroStrategy to highlight operational performance KPIs and other critical information within dashboards that are presented on user mobile devices and smart TVs in the main control room and corporate offices. Every dashboard stimulates awareness and decision-making on issues that can impact on-time airline performance. TAP Air Portugal's c-suite and operational control teams rely on these powerful visualizations to make strategic real-time decisions that continue to improve overall performance and customer satisfaction.

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About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a leading worldwide provider of enterprise analytics and mobility software and services. Our mission is to make every enterprise a more Intelligent Enterprise™. MicroStrategy 2019™ delivers modern analytics on an open, comprehensive enterprise platform designed to drive business results with Federated Analytics, Transformational Mobility, and HyperIntelligence™. To learn more, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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