MicroStrategy HyperIntelligence™ Wins Ventana Research Overall Digital Innovation Award

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HyperIntelligence Recognized for its Innovation, Value & Business Impact

TYSONS CORNER, Va.--(BUSINESS WIRE)--Jul. 11, 2019-- MicroStrategy® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that Ventana Research has named MicroStrategy's HyperIntelligence offering the 2019 Overall Digital Innovation Award winner. The Ventana Research Digital Innovation Awards recognize vendors pioneering new technology innovations and advancements in their respective markets, driving change and increasing value for organizations around the world. Award winners are selected not only for their innovative approach to technology, but also how it applies to people, processes, information, best practices, and business.

"We're thrilled to receive the Overall Digital Innovation award for our breakthrough product, HyperIntelligence," said   Michael J. Saylor, CEO, MicroStrategy Incorporated. "This honor reaffirms our commitment to innovation and our talented team's dedication to delivering creative solutions to solve our customers' most pressing challenges. We're immensely proud of HyperIntelligence and its potential to impact business culture."

Unveiled in January 2019 as part of the Company's flagship platform, MicroStrategy 2019 ™, HyperIntelligence is an innovative new category of analytics designed to reach more people across the enterprise with relevant, contextual insights, empowering them to make faster, better decisions. Bite-sized views of information are consolidated into cards that appear to people in the applications that they use every day – Google's G Suite, Microsoft Office 365, SaaS applications such as Salesforce, Workday, and Atlassian, popular mobile productivity apps, and more. HyperIntelligence is impacting business culture by connecting people to each other and to the products, customers, and core metrics that matter most to their business.

"Digital innovation is at the center of how organizations can achieve transformational impact from their investment in business processes and can empower the workforce with immediate and personalized insights to take action and improve performance," said Mark Smith, CEO and Chief Research Officer, Ventana Research. "Congratulations to MicroStrategy for their dedication and passion for innovation. HyperIntelligence transforms business and IT by delivering next-generation technology designed to meet everyone's need for insights and the best possible work experience."

To learn how MicroStrategy 2019 can help your organization become a more Intelligent Enterprise ™, request a demo today.

About Ventana Research

Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. We provide insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including benchmark research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Our unparalleled understanding of the role of technology in optimizing business processes and performance and our best practices guidance are rooted in our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. This benchmark research plus our market coverage and in-depth knowledge of hundreds of technology providers means we can deliver education and expertise to our clients to increase the value they derive from technology investments while reducing time, cost and risk. To learn how Ventana Research advances the maturity of organizations' use of information and technology through benchmark research, education and advisory services, visit www.ventanaresearch.com.

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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