



MicroStrategy Showcases Breakthrough MicroStrategy 2019™ Platform & HyperIntelligence™ Offering at NRF 2019

January 10, 2019

Visit Booth #1955 to Discuss Intelligent Retail Solutions that Harness the Latest Innovations in Analytics, AI, Mobility, Machine Learning

TYSONS CORNER, Va.--(BUSINESS WIRE)--Jan. 10, 2019-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced it will showcase [MicroStrategy 2019](#), the industry's first and only enterprise platform for [HyperIntelligence](#), transformational mobility, and federated analytics at NRF booth #1955. Schedule an [onsite meeting](#) today.

WHEN: January 13-15, 2019

WHERE: MicroStrategy booth #1955, Javits Center

ABSTRACT: Hundreds of leading retailers are leveraging the MicroStrategy platform with the latest advancements in AI, machine learning, and NLG to achieve significant ROI, greater operational efficiencies, and differentiated customer experiences. Attendees will see live demos of MicroStrategy 2019, featuring HyperIntelligence, a new category of analytics that delivers contextual insights on a broad range of web content, screens, walls, devices, and applications—with no clicks required. Attendees can also meet with MicroStrategy executives to plan out a path to the Intelligent Enterprise™ for their organizations and witness innovative store operations, clienteling, and supply chain mobile iOS solutions in action.

From January 14 through January 15, MicroStrategy retail experts will host a series of private events to share their vision for mobility in the enterprise. Company officials will discuss how successful retailers are using MicroStrategy and iOS solutions to transform the way they do business, including a distribution center supervisor iPad app that helped eliminate the need for offices and a clienteling iPhone app that contributed to a 56% increase in average transaction size.

MicroStrategy became an Apple mobility partner in 2015, joining a select group of mobile development solution providers globally. Under this initiative, MicroStrategy enables enterprises to reimagine how people work with iOS at the core of their mobile productivity apps.

Join the conversation on Twitter using the hashtags #analytics and #nrf2019.

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a worldwide leader in enterprise analytics and mobility software. A pioneer in the BI and analytics space, MicroStrategy delivers innovative software that empowers people to make better decisions and transform the way they do business. We provide our enterprise customers with world-class software and expert services so they can deploy unique intelligence applications. To learn more, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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