



## MicroStrategy Showcases Next Generation of Enterprise Intelligence at Gartner Data & Analytics Summit

March 14, 2019

ORLANDO, Fla.--(BUSINESS WIRE)--Mar. 14, 2019-- [MicroStrategy](#)<sup>®</sup> 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 Federated Analytics, Transformational Mobility, and HyperIntelligence™ at the [Gartner Data & Analytics Summit](#) next week. On stage and in the exhibit hall, MicroStrategy will demonstrate how organizations can leverage MicroStrategy 2019 to build and deploy transformational applications that optimize the value of information and accelerate business results.

### Details on Presentation:

SESSION: MicroStrategy: Introducing Zero-click Analytics: The Next Wave in Enterprise Intelligence

WHO: Marge Brea, Senior Executive Vice President & Chief Marketing Officer, MicroStrategy

WHEN: Monday, March 18, 1:30 p.m. (EDT)

WHERE: Room Crystal H, Orlando World Center Marriott

ABSTRACT: Despite widespread investment in analytics, only 30% of the workforce uses data to make better decisions today. That changes with HyperIntelligence—a breakthrough class of applications that brings zero-click insights to more users across your organization. Learn how HyperIntelligence can fundamentally transform your business.

### Details on Exhibit:

WHEN: March 18-20

WHERE: Booth #403, Orlando World Center Marriott

ABSTRACT: Attendees can schedule a one-on-one meeting with MicroStrategy executives and product experts, hear about organizations that have successfully implemented MicroStrategy software and services, and explore how MicroStrategy can help provide solutions to unique business challenges.

Sign up for a [one-on-one meeting](#) with MicroStrategy senior leadership, including MicroStrategy's Chief Marketing Officer Marge Brea, to discuss how the latest advances in analytics and mobility can help transform your organization today.

### Details on Live Demonstrations:

TOPIC: HyperIntelligence: Zero-Click Intelligence™, Where Answers Find You

WHEN: Monday, March 18, 6:00 p.m. (EDT)  
Tuesday, March 19, 12:30 p.m. (EDT)  
Wednesday, March 20, 12:30 p.m. (EDT)

WHERE: Booth #403, Orlando World Center Marriott

TOPIC: Go Mobile, Get Results

WHEN: Monday, March 18, 6:30 p.m. (EDT)  
Tuesday, March 19, 1:00 p.m. (EDT)  
Wednesday, March 20, 1:00 p.m. (EDT)

WHERE: Booth #403, Orlando World Center Marriott

#### **About the Gartner Data & Analytics Summit**

Data and analytics leaders are fueling digital transformation, creating monetization opportunities, improving the customer experience and reshaping industries. The [Gartner Data & Analytics Summit](#) provides the tools to build on the fundamentals of data management, business intelligence (BI), and analytics; harness innovative technologies such as artificial intelligence (AI), blockchain and the Internet of Things (IoT); and accelerate the shift toward a data-driven culture to lead the way to better business outcomes.

#### **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](#).

MicroStrategy, MicroStrategy 2019, HyperIntelligence, Zero-Click Intelligence, and Intelligent Enterprise are either trademarks or registered trademarks of MicroStrategy Incorporated in the United States and certain other countries. Other product and company names mentioned herein may be the trademarks of their respective owners.

MSTR-G

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190314005183/en/>

Source: MicroStrategy Incorporated

Claudia Cahill  
MicroStrategy Incorporated  
703-270-2207  
[ccahill@microstrategy.com](mailto:ccahill@microstrategy.com)