



## MicroStrategy Unleashes Next Wave of Enterprise Intelligence at MicroStrategy World™ 2019

February 5, 2019

### Thousands of Attendees to Learn about HyperIntelligence™ and Explore the Future of Analytics and Mobility

PHOENIX--(BUSINESS WIRE)--Feb. 5, 2019-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today showcased a series of platform innovations in front of thousands of product experts, thought leaders, and data enthusiasts at MicroStrategy World 2019, its 22<sup>nd</sup> annual analytics and mobility conference, being held at the Phoenix Convention Center. With over 160 sessions and 60 customer speakers, the three-day conference will showcase numerous new products and live demonstrations on how analytics and mobility can transform the way people use information to drive business results. Anyone can register to watch the [World 2019 livestream](#) and join or follow the conversation on Twitter using the hashtag [#analytics19](#).

At MicroStrategy World 2019, the Company will feature [MicroStrategy 2019](#)™, the industry's first and only enterprise platform for [Federated Analytics](#), [Transformational Mobility](#), and [HyperIntelligence](#), designed to help make every enterprise a more Intelligent Enterprise™. MicroStrategy's new platform, robust partner network, and services offerings are aimed at increasing the adoption of analytics.

"Digital transformation is happening at light speed. It's vital for each organization trying to become an Intelligent Enterprise to have a game plan and the requisite technology foundation to compete and lead," said Marge Brea, Senior Executive Vice President and CMO, MicroStrategy Incorporated. "Our MicroStrategy World 2019 attendees include companies we believe are some of the biggest trailblazers in the world. Conference attendees will get an up-close look at next-generation enterprise analytics and mobility innovations and hear from a power-packed line-up of industry leaders who are on the vanguard of analytics, mobility, AI, NLG, Internet of Things, and machine learning."

### Become an Intelligent Enterprise with MicroStrategy 2019

Online and in-session conference attendees will get a close look at MicroStrategy 2019, a new platform designed to overhaul the end user experience with innovative features to drive the adoption of analytics by a broad range of users across the enterprise. MicroStrategy 2019, which can be deployed on-premises or on multiple private and public cloud platforms, is designed to make every enterprise a more Intelligent Enterprise with:

- **Federated Analytics.** This mainstream category of analytics is targeted at analysts and data scientists, who enable long-term decision making. Whether it's with dossiers, dashboards, or predictive models, or reporting for project performance, financial statements, or billing, MicroStrategy 2019 is designed to empower users with trusted analytics. Analysts who access data using Excel, Power BI, Qlik, or Tableau and data scientists who leverage RStudio or Jupyter Notebook can boost their productivity by using the MicroStrategy 2019 platform for trusted, scalable, federated analytics.
- **Transformational Mobility.** This category of analytical applications is targeted at the increasingly mobile workforce and delivers more ways for organizations to quickly deploy mobile productivity apps for a variety of business functions and roles. Users can build apps using mobile dossiers, no code drag-and-drop, and customized development using XCode or JavaScript.
- **HyperIntelligence.** This new category of analytics is designed to transform the way people interact with information and find answers by seamlessly delivering intelligence through zero-click experiences. With the HyperCard™ application, users with Google Chrome can hover over highlighted words on websites and other browser-based applications to instantly bring up relevant, contextual insights. With HyperIntelligence, users can also leverage APIs to design and deploy AI applications that deliver zero-click experiences via voice assistants, image recognition software, and GPS applications.

At the core of MicroStrategy 2019 is its Enterprise Semantic Graph™. This proprietary metadata foundation delivers a robust business glossary and index for a vast range of corporate information, making it a powerful method to consolidate disparate sources of data and deliver a single version of truth.

### Deploy Quickly with MicroStrategy on Amazon Web Services (AWS) and Azure

To help accelerate the digital transformation, organizations can now easily leverage the advanced capabilities of MicroStrategy 2019 on AWS and Azure to help enterprises deliver exceptional security, performance, reliability, and support. It is now easier than ever to launch fully-configured analytics, mobility, and HyperIntelligence projects in as little as 30 minutes. Administrators can control their environments on AWS or Azure from a single console, making it easy to start, stop, resize, and terminate projects as needed. Organizations can address a variety of their requirements with pre-packaged deployment options. Start a free 30-day trial of [MicroStrategy 2019](#) on AWS and Azure today.

### Leading Industry Experts to Discuss the Future of Analytics

Attendees will also hear inspirational stories on how analytics, big data, mobility, IoT, and AI applications have helped business leaders deliver the best and most innovative solutions to the market. Conference highlights include:

- Featured speakers R "Ray" Wang, Principal Analyst, Founder and Chairman, Constellation Research, Inc., and Collin Davis, GM of Alexa for Business, AWS.

- Mainstage presentations from Boston Children's Hospital, Green Dot Corporation, and Hilton and a MicroStrategy 2019 Upgrade panel discussion to benefit every customer.
- Findings from "[10 Enterprise Analytics Trends to Watch in 2019](#)," a compilation of insights from 12 analytics thought leaders.
- Keynote speakers Michael J. Saylor, President, Chairman of the Board, and CEO; Tim Lang, Senior Executive Vice President and CTO; Phong Le, Senior Executive Vice President, COO and CFO; and Marge Brea, Senior Executive Vice President and CMO.
- A futures presentation outlining the Company's technology roadmap, including how HyperIntelligence can deliver a faster path to insights with AI for line-of-business users.
- A presentation announcing MicroStrategy's Customer Award winners and the business value of their innovative analytics and mobility apps.

### **MicroStrategy World Datathon Kicks Off Conference**

The MicroStrategy Datathon, which kicked off yesterday, is challenging its participants to create innovative analytics applications using MicroStrategy 2019 with aggregated data from CharityBase, a free, open source charity data portal with public information on the activities, locations, and finances of thousands of charities registered in England and Wales. All teams will present their solutions in the exhibit hall tomorrow, February 6. Conference attendees will be able to vote for the People's Choice award via the MicroStrategy World mobile app, while a panel of judges – including Constellation Research Vice President and Principal Analyst Doug Henschen, Snowflake Computing Senior Solution Architect Carlos Bouloy, and MicroStrategy Senior Executive Vice President and CTO Tim Lang – will select the \$10,000 Grand Prize winner and the Lone Wolf award winner.

### **Participate in Hands-on Interactive Workshops**

MicroStrategy World 2019 will offer 16 different instructor-led workshops to develop tangible skills and training using the latest capabilities of MicroStrategy 2019. These interactive sessions provide a great opportunity to get hands-on experience building next-generation analytics and mobility applications. Attendees are expected to bring their own laptops to complete the workshops and download MicroStrategy Desktop™ and the supporting files prior to attending the sessions. Seating will be available on a first-come, first-served basis.

### **Meet Inspiring Women Leaders at the Women's Networking Event**

World attendees will converge at the women's networking event, sponsored by Exasol, taking place today from 4:00 to 6:00 pm MST. MicroStrategy customers, partners, and employees will have an opportunity to meet with and hear from inspiring women leaders and savvy female executives and learn about their great work across the world of analytics.

### **Reserve a 1:1 MicroStrategy 2019 Upgrade Consultation, Tech Talk or Solution Talk**

MicroStrategy World 2019 is a great opportunity for conference attendees to meet one-on-one with an experienced MicroStrategy consultant ready to share a wealth of expertise on their MicroStrategy implementations. Attendees can arrange a one-on-one MicroStrategy 2019 upgrade consultation, Tech Talk, or Solution Talk and receive feedback to help them accomplish their digital transformation goals faster. Visit the MicroStrategy World 2019 [Special Events](#) site to learn more about these sessions.

### **Customers & Partners Share Cutting-Edge Business Solutions for Running their Businesses**

Customer speakers will highlight how they use MicroStrategy to extract value from their business systems, build enterprise-class applications, and drive analytics adoption across the enterprise. The companies scheduled to present include: AllianceBernstein; BMC; Boston Children's Hospital; Builders FirstSource; Catholic Health Initiatives; CHRISTUS Health; Cisco; Conifer Health Solutions; Co-op Retail; The Co-operators; Core Digital Media; ENGIE; Epicor Software Corporation; Freddie Mac; Fruit of the Loom; Genesys; Hallmark Cards, Inc.; KFC; Omega World Travel; Onyx CenterSource; Paraná State Finance Secretariat; Quotient Technology Inc.; Rx Drug Mart; Saudi Telecom Company; Scout24 AG; Sonic Automotive; SS&C Primatics; Thirty-One Gifts; Tourvest Travel Services; United Healthcare Group Brazil; Visiting Nurse Service of New York; Wunderman Health; and Xero.

MicroStrategy's broad collection of strategic partners makes up an extensive ecosystem of organizations dedicated to helping our customers realize the full potential of their MicroStrategy investments. Throughout the conference, attendees will hear from our partners, including: Analytics Intell; Automated Insights, Inc.; AWS; DataFactZ; Dataflux; Data Meaning; Datastrong; Deloitte Consulting LLP; Exasol; Fivetran; Gensquared; Intelligent Data Solutions; Infocepts; Invexer Technology Inc.; Kyvos Insights; Mapbox; Mighty Wizards Technologies; Obase; Perficient, Inc.; Project X Ltd.; Sense Corp; Smartbridge, LLC; Snowflake; Solution B.I.; Teradata; Visual Crossing; Vitara; and Yellowbrick Data.

### **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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