

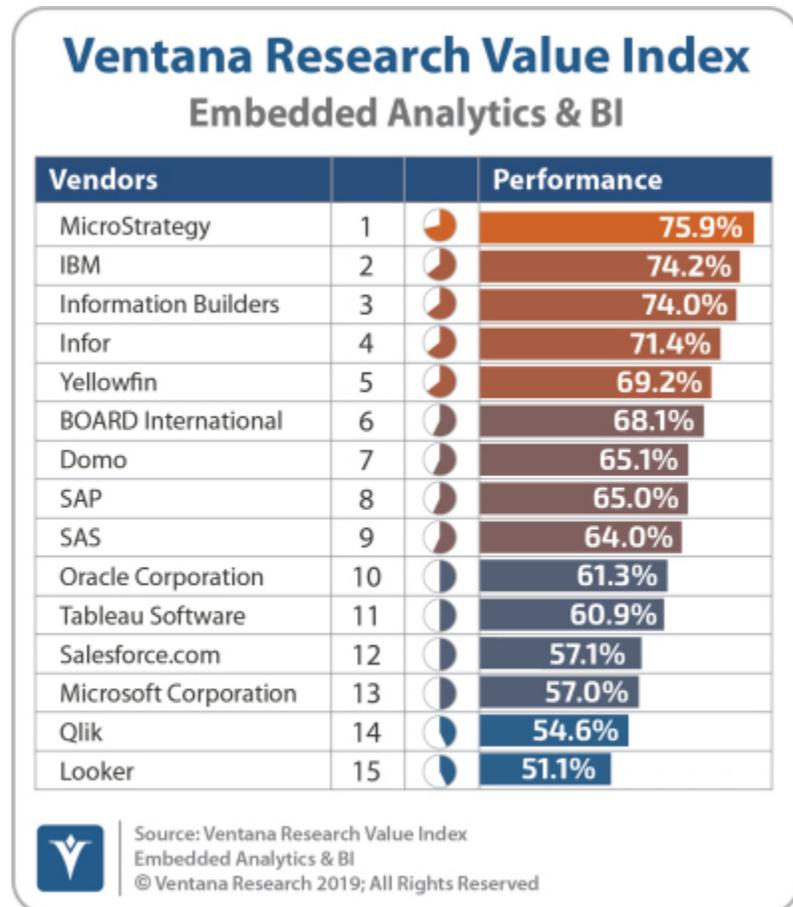


Ventana Research Ranks MicroStrategy #1 Overall Value Index Leader in Embedded Analytics and BI

March 18, 2019

TYSONS CORNER, Va.--(BUSINESS WIRE)--Mar. 18, 2019-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that it has been ranked the #1 overall leader in the latest Ventana Research report, [2019 Overall Value Index for Embedded Analytics and Business Intelligence](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190318005204/en/>



The 2019 Value Index for Embedded Analytics and Business Intelligence identifies companies that deliver the highest value based on an overall weighted evaluation determined by a comprehensive examination of fifteen vendors' products across seven evaluation categories. Technology vendors that score in the top three in any category earn the designation Overall Value Index Leader. MicroStrategy has done so in three of the categories: Capability, Reliability and Usability.

"We are excited about how our newest analytics platform, MicroStrategy 2019, is performing in analysts' evaluations and are proud of this latest recognition from Ventana Research," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "We built MicroStrategy 2019 to make it easy for global organizations to embed sophisticated analytical functionality in existing applications, integrate into a custom product offering, or extend MicroStrategy with third-party capabilities, delighting them with the platform's modern, open, and enterprise-class analytical architecture. The Overall Value Index Leader designation from Ventana Research further validates what we already believe to be true about MicroStrategy 2019 – that customers can trust and rely on our platform to advance their digital transformations and turbocharge their operations."

"MicroStrategy tops our Capability and Reliability categories and scored very well in many of the criteria areas we assess including integration, customization features, architecture, flexibility and scalability," said David Menninger, SVP & Research Director, Ventana Research. "Congratulations to MicroStrategy for pioneering innovations around their superior platform and for continued success progressing what is possible for the industry."

This week at the Gartner Data & Analytics Summit, MicroStrategy will showcase MicroStrategy 2019, the industry's first and only enterprise platform for [Federated Analytics](#), [Transformational Mobility](#), and [HyperIntelligence](#)™, and demonstrate how organizations can use the platform to build and deploy transformational applications that optimize the value of information and

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accelerate business results.

This ranking is the latest in a line of distinguished industry recognition for MicroStrategy, which was recently recognized by [Ventana Research in Mobile Analytics and BI](#), [Dresner Advisory Services](#), and [Gartner, Inc.](#) Download a copy of the [2019 Value Index for Embedded Analytics and Business Intelligence](#) report 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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