MICROSTRATEGY 2021
EDUCATION
COURSE CATALOG

EMPOWER YOUR ORGANIZATION TO
BUILD AND MANAGE WORLD-CLASS
INTELLIGENCE APPLICATIONS
AN INTRODUCTION TO MICROSTRATEGY EDUCATION

MicroStrategy Education is committed to the success of every MicroStrategy practitioner, from novice analysts to the most experienced Intelligence Center architects. To that end, we’ve designed a program of continuous training and certification for every role in your Intelligent Enterprise.

Access to MicroStrategy Education is available via two annual user subscriptions—the Architect Pass and the Analyst Pass. Additional custom or private education is available via Education Services.

**ARCHITECT PASS**
*For administrators and architects.*

This annual subscription gives you access to our entire Education Catalog of 50+ courses for 12 learning paths and certifications. Users also have access to Expert.Now—an on-demand, interactive service that connects you via video chat with MicroStrategy experts for assistance and advice on a wide range of topics.

Available for $3,500 per user*, discounted to $2,000 when purchased in a bundle of 10+.

**ANALYST PASS**
*For analysts, developers, and data scientists.*

This annual subscription delivers cost-effective access to 11 courses and 3 analyst certifications. This pass is recommended alongside every Power User and Web User bundle.

Available for $350 per user*, discounted to $200 when purchased in a bundle of 100+.

**EDUCATION SERVICES**
*For Private and Custom Course Delivery.*

We also offer a range of options to have one of our experts deliver private training, which can be further tailored to the specific needs of your organization. Education Services includes the costs of preparing and customizing the content and delivering it virtually or at your location.

See page 5 for a detailed summary of our Education Services options.

**MICROSTRATEGY PORTAL**
*Increase user adoption with the MicroStrategy Portal.*

The MicroStrategy Portal is a custom learning page that centralizes all your organization’s MicroStrategy content. Your organization can share custom courses and how-to videos tailored to your users, all alongside MicroStrategy courses and certifications.

See page 5 for details.

*According to USD prices; regional pricing available upon request.*
CERTIFICATION PATHS FOR EVERY ROLE

MicroStrategy certifications are recognized throughout the industry for their rigorous learning paths and hands-on final projects. A MicroStrategy certification will validate and promote your expertise inside and outside your company.

After completing your certification, you’ll receive a digital badge that highlights your accomplishment, which you can post on social media. You’ll also be included in MicroStrategy’s Registry of Certified Professionals.

The Analyst Pass supports three foundational certifications. Every MicroStrategy practitioner should earn their Analyst Certification (ANL) as a baseline, and then explore the Data Scientist (SCI) and Developer (DVL) paths to deepen their knowledge.

With the Architect Pass, you can pursue more advanced certifications for specialized Intelligence Center roles. Every architect level user should earn a MicroStrategy Certified Architect (MCA) to validate their expertise across all aspects of the MicroStrategy platform. From there, architects and administrators can earn more specialized certifications to master specific Intelligence Center roles.

TRAIN ON YOUR TERMS

This catalog features over 50 multi-level courses and certifications covering a full spectrum of topics related to analytics and mobility. Our courseware is available in multiple languages and in a variety of formats. You can select the training method that works best with your schedule and preferences:

- **Instructor-led Classroom**: MicroStrategy-certified instructors deliver our courses live in cities around the world. You’ll benefit from hands-on experiences, exceptional materials, and interactions with up to 20 peers.

- **Instructor-led Online**: MicroStrategy-certified instructors deliver our courses live and online in various time zones around the world. You’ll work in our high-performance cloud environment while avoiding the hassle of traveling.

- **Interactive eLearning**: Most of our courses are available as interactive eLearning modules. These modules follow the same content as instructor-led courses, but also contain instructional videos, multimedia content, simulations, and quizzes.

- **Video Recordings**: We have thousands of hours of on-demand recorded course sessions, available to take whenever and wherever. These videos are easily accessible through the MicroStrategy Education Center, so you can train at your own pace and convenience.
**MICROSTRATEGY BOOTCAMP: ACCELERATE YOUR TRAINING**

MicroStrategy’s renowned bootcamp experience enables students to earn their Analyst (ANL) or MicroStrategy Architect (MCA) certifications in an accelerated timeframe.

**Analyst Bootcamp:** Earn your ANL certification in just five days of focused training. The ANL Bootcamp is available to students with an Analyst or Architect Pass.

**Architect Bootcamp:** Earn your MCA certification through an intensive 20-day program. The MCA Bootcamp is only available to students with an Architect Pass.

Bootcamp sessions are instructor-led and available in-person or online in cities and time zones around the world. They are delivered on a regular quarterly cadence, so you can confidently plan your schedule in advance. You can easily register for Bootcamp sessions by visiting the MicroStrategy Education Center and registering for the classes on the learning paths.

**PRIVATE CLASSES AND INDIVIDUAL EDUCATION**

In addition to subscription-based access via Education Passes, our education courses and certifications are available through private instructor-led classes or individual purchase:

**Private and Customized Classes**

Our experts are available to deliver private training sessions (up to 20 students), which can be further tailored to the specific needs of your organization. Education Services includes the labor costs of preparing, customizing, and delivering your content, as outlined in the table below.

<table>
<thead>
<tr>
<th><strong>TYPE</strong></th>
<th><strong>DESCRIPTION</strong></th>
<th><strong>ESTIMATED LABOR</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Instructor-led</td>
<td>Existing 2021 course or certification delivered privately on-premise or online.</td>
<td>8 hours per 1 day of instruction</td>
</tr>
<tr>
<td>Private and Custom Instructor-led</td>
<td>Existing 2021 course customized with your data, reports, dossiers, and cards.</td>
<td>24 hours per 1 day of instruction</td>
</tr>
<tr>
<td>Private and Commissioned Instructor-led</td>
<td>New education experience with instruction and workshops tailored to your specific needs.</td>
<td>40 hours per 1 day of instruction</td>
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**MICROSTRATEGY PORTAL**

The MicroStrategy Portal is a custom learning page that centralizes all your organization’s MicroStrategy content. Hosted on MicroStrategy.com, the portal is dynamically rendered to meet the needs of your registered users when they login. Your organization can share everything from custom courses and roadmap presentations to project overviews and how-to videos tailored to your users, all alongside MicroStrategy courses and certifications. Available for $50,000 per year, the MicroStrategy Portal includes deployment, hosting, maintenance, and 80 hours of custom course creation for your portal.
## Analyst Level Certifications

<table>
<thead>
<tr>
<th>Certification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Analyst (ANL)</strong></td>
<td>Create, share, and maintain intelligence applications for the department using enterprise security, data, and application objects to help ensure a single version of the truth.</td>
</tr>
<tr>
<td><strong>Data Scientist (SCI)</strong></td>
<td>Build and publish advanced statistics, predictive models, and machine learning algorithms using libraries such as TensorFlow, R, Python, and MATLAB, which are leveraged often by analysts and developers.</td>
</tr>
<tr>
<td><strong>Developer (DVL)</strong></td>
<td>Embed intelligence into custom and third-party applications using common programming languages such as JavaScript, Java, PHP, Python, SWIFT, Objective-C, C#,.Net, and more.</td>
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## Architect Level Certifications

<table>
<thead>
<tr>
<th>Certification</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>MicroStrategy Architect (MCA)</strong></td>
<td>Create, share, and maintain intelligence applications for the enterprise. Build and maintain the schema objects and abstraction layer on top of various changing enterprise assets. Configure the Intelligence Architecture on-premises and/or in the cloud.</td>
</tr>
<tr>
<td><strong>Analytics Architect (ANA)</strong></td>
<td>Create, publish, and optimize a federated data layer as the enterprise's single version of the truth. Build and maintain the schema objects and abstraction layer on top of various changing enterprise assets.</td>
</tr>
<tr>
<td><strong>Application Architect (APA)</strong></td>
<td>Create, share, and maintain intelligence applications for the enterprise. Publish standardized application objects and promote departmental applications from self-service into the enterprise environment.</td>
</tr>
<tr>
<td><strong>Mobile Architect (MBA)</strong></td>
<td>Build, compile, deploy, and maintain mobile environments and applications. Optimize user experience when accessing applications via mobile devices. Integrate with preferred VPN, SSO, and EMM protocols.</td>
</tr>
<tr>
<td><strong>Services Architect (SVA)</strong></td>
<td>Embed analytics into portals, third-party, mobile, and white-labeled applications. Publish web services and data services for developers to use when building departmental applications.</td>
</tr>
<tr>
<td><strong>Database Architect (DBA)</strong></td>
<td>Design and maintain database enterprise assets. Optimize database performance and usage based on query type, usage patterns, and application design requirements.</td>
</tr>
<tr>
<td><strong>Platform Administrator (PLA)</strong></td>
<td>Install and configure the Intelligence Architecture on-premises and/or in the cloud. Maintain the security layer, monitor system usage, and optimize architecture to reduce errors, maximize uptime, and boost performance.</td>
</tr>
<tr>
<td><strong>System Administrator (SYA)</strong></td>
<td>Set up, maintain, monitor, and continuously support the infrastructure environment through deployment on AWS, Azure, Windows, or Linux, all while optimizing performance and controlling costs.</td>
</tr>
<tr>
<td><strong>Intelligence Center Director (ICD)</strong></td>
<td>Create intelligence environments by deploying the Intelligence Architecture, supervising the Intelligence Center, and running Intelligence Programs to support enterprise and departmental analytics and mobility applications for all constituents.</td>
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