



MICROSTRATEGY 2022 EDUCATION BROCHURE

**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.

MicroStrategy Certified Professionals:

Are always up to date: They take advantage of all of the latest capabilities in the product

Build better applications, fast: They create impactful, cost-efficient applications

Engineer secure, resilient environments: They minimize the risk of failure, data inaccuracies, or lapses in information security.

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+.

CUSTOM EDUCATION PORTAL

Education for everyone.

The Custom Learning Portal is a customized learning page, hosted on MicroStrategy.com, that centralizes your learning content, from custom courses to project overviews and how-to videos, all alongside Education courses and certifications.

\$50,000 per year [includes deployment, hosting, maintenance, and 80 hours of custom course creation]

**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 validates 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.

TYPE	DESCRIPTION	ESTIMATED LABOR
Private Instructor-led	Existing 2022 course or certification delivered privately on-premise or online.	8 hours per 1 day of instruction
Private and Custom Instructor-led	Existing 2022 course customized with your data, reports, dossiers, and cards.	24 hours per 1 day of instruction
Private and Commissioned Instructor-led	New education experience with instruction and workshops tailored to your specific needs.	40 hours per 1 day of instruction

CONTACT US

Our teams are happy to work with you to provide the right course offerings. To get started, speak with your Account Executive, visit us at microstrategy.com/education, or contact the Education Department directly at education@microstrategy.com.

ANALYST PASS

LEGEND

Course #	■ Analytics Course
Course Title	■ Administrative Course
	■ Mobile Course
	■ Certification Prep Course
# of days	■ Certification Project

	2022.112 Introduction to Analytics Reporting 2	2022.142 Dashboarding with Dossiers and visualizations 2	2022.011 Analyst (ANL) Certification 4 hrs	
2022.710 Introduction to Data Science 1	2022.711 Data Mining and Predictive Analytics 2	2022.712 Advanced Data Science with MicroStrategy 1	2022.014 Data Scientist (SCI) Certification 4 hrs	
2022.214 Introduction to Coding with MicroStrategy SDK 1	2022.213 SDK for Customizing Analytical Applications 2	2022.215 Embedding Analytics with MicroStrategy REST API 1	2022.013 Developer (DVL) Certification 4 hrs	

ARCHITECT PASS

	2022.414 Designing Metrics for the Intelligent Enterprise 1	2022.412 Advanced Analytics Reporting 2	2022.416 Preparing your Dossier Data for Storytelling 1	2022.417 Designing Advanced Dossiers 1	2022.141 Introduction to Documents 2	2022.020 Architect (MCA) Certification 2		
	2022.413 Advanced Documents: Interactivity and Joining Datasets 1	2022.421 Advanced Mobile Applications 1	2022.411 Project Architecting 3	2022.312 Administration for MicroStrategy on Cloud 1	2022.311 Administration for Enterprise Analytics 3	2022.036 Platform Administrator (PLA) Certification 1		
	2022.311 Administration for Enterprise Analytics 3	2022.312 Administration for MicroStrategy on Cloud 2	2022.314 Working with MicroStrategy on Linux 1	2022.612 Advanced Big Data Administration 1	2022.066 Platform Administrator: Configuration Managing, and Optimizing 2	2022.032 Analytics Architect (ANA) Certification 1		
2022.111 Overview of Enterprise Analytics 2	2022.414 Designing Metrics for the Intelligent Enterprise 1	2022.411 Project Architecting 3	2022.912 Advanced Project Architecting 2	2022.611 Analytics Performance Tuning 2	2022.062 Analytics Architect: Planning, Standardizing, and Implementing 2	2022.031 Application Architect (APA) Certification 1		
2022.141 Introduction to Documents 2	2022.313 Introduction to Big Data 1	2022.412 Advanced Analytics Reporting 2	2022.416 Preparing your Dossier Data for Storytelling 1	2022.417 Designing Advanced Dossiers 1	2022.143 Dossier User Experience Workshop 2	2022.065 Services Architect: Standardizing and Managing Custom Applications 2	2022.035 Services Architect (SVA) Certification 1	
	2022.221 SDK for iOS Applications 2	2022.521 SDK for Android Applications 1	2022.511 Advanced SDK for Customizing Visualisations 2	2022.512 Advanced SDK for Customizing Branding 2	2022.513 Advanced SDK for Integration and Single Sign-On 2	2022.063 Mobile Architect: Planning, Implementing, and Optimizing 2	2022.033 Mobile Architect (MBA) Certification 1	
	2022.321 Administration for Enterprise Mobility 1	2022.413 Advanced Documents: Interactivity and Joining Datasets 2	2022.421 Advanced Mobile Applications 1	2022.422 Database Write-back: Mobile Transactions 2	2022.069 Database Architect: Standardizing and Managing Enterprise Databases 2	2022.039 Database Architect (DBA) Certification 1		
2022.910 Data Modeling 1	2022.313 Introduction to Big Data 1	2022.311 Administration for Enterprise Analytics 3	2022.911 MicroStrategy Engines and SQL 2	2022.612 Advanced Big Data Administration 1	2022.068 System Administrator: Planning and Optimizing the Analytics Infrastructure 2	2022.038 System Administrator (SYA) Certification 1		
	2022.311 Administration for Enterprise Analytics 3	2022.312 Administration for MicroStrategy on Cloud 1	2022.611 Analytics Performance Tuning 2	2022.612 Advanced Big Data Administration 1	2022.067 Intelligence Director: Leading the Intelligent Enterprise 1	11.037 Intelligence Director (ICD) Certification 1		
		2022.031 Application Architect Certification	2022.032 Analytics Architect Certification	2022.036 Platform Administrator Certification				

ANALYST LEVEL CERTIFICATIONS

Analyst (ANL) 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.

Data Scientist (SCI) 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.

Developer (DVL) 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.

ARCHITECT LEVEL CERTIFICATIONS

MicroStrategy Architect (MCA) 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.

Analytics Architect (ANA) 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.

Application Architect (APA) Create, share, and maintain intelligence applications for the enterprise. Publish standardized application objects and promote departmental applications from self-service into the enterprise environment.

Mobile Architect (MBA) 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.

Services Architect (SVA) 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.

Database Architect (DBA) Design and maintain database enterprise assets. Optimize database performance and usage based on query type, usage patterns, and application design requirements.

Platform Administrator (PLA) 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.

System Administrator (SYA) 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.

Intelligence Center Director (ICD) 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.