Accelerate your success with MicroStrategy Education
Train, empower, and build your team of MicroStrategy Expertise
The MicroStrategy Education team has one mission: help our customers accelerate the deployment and adoption of our technology across their organization, so they can get the most out of their investment in MicroStrategy. Whether you are a first-time user looking to get started, or an experienced MicroStrategy professional seeking to develop additional expertise, my team is committed to help you succeed.

Sincerely,
Rohit Amba
SVP, MicroStrategy Global Education
ramba@microstrategy.com
WHY CHOOSE MICROSTRATEGY EDUCATION

Using the MicroStrategy platform, we empower customers with the knowledge, skills, and confidence they need to fully utilize our products through a wide range of educational offerings designed to meet the varied needs of small, mid-sized, and large organizations.

Customer benefits

• An introductory five-day Jump Start Education program offered for free in over 40 cities around the world. Attend any or all days as each day is structured to stand on its own
• Over 40 courses at the Specialist and Master levels for all roles within your organization (available in multiple languages and delivery options)
• Professional instructors certified on the latest version of MicroStrategy
• Learning tracks designed to guide users to the most relevant courses to build their skills
• Workshop-based projects to earn our MicroStrategy certification badges
• Content that is refreshed on a quarterly basis to reflect our software release schedule
• Monthly and quarterly updates from the team regarding new content and our most popular course sessions to help you better plan for your training needs

“MicroStrategy’s Education Services provides knowledge, confidence, and empowers everyone from our global analysts to our executive team members to become more self-sufficient and productive to support our global business initiatives. The extensive practical and useful information learned from the MicroStrategy Perennial Education Pass (PEP) and Jump Start classes have empowered our end users to work with our data to build their own dashboards more quickly, accurately, and improve our team’s overall productivity.”

—Omega World Travel
When it comes to learning, we know that one size does not fit all. Our top priority is to ensure that every MicroStrategy Education student has a valuable, enjoyable experience. Our curriculum developers have decades of experience in instructional design and deep MicroStrategy product knowledge. Workshops and lecture materials are designed to provide students with the hands-on experience required to acquire the practical, real-world skills needed beyond the classroom. That’s why MicroStrategy offers a variety of Education delivery methods for our customers.

**Online, Instructor-led training**

All MicroStrategy courses are offered via online, instructor-led training through the MicroStrategy Learning Portal. It’s the easiest and most flexible way to access MicroStrategy training courses. Courses are offered in multiple time zones and in many different languages.

- Choose from our comprehensive course catalog
- Course catalog is continually updated and expanded
- Multiple certification courses available
- Multiple languages available

**On-site customer training**

Bring a MicroStrategy instructor to your location for a personalized, hands-on training program specifically designed to meet the needs of your organization. On-site training can be used to equip your team with the knowledge needed to successfully implement MicroStrategy, or to hone the skills of your most advanced users.

- Tailor your training from our full course catalog
- Course catalog is continually updated and expanded
- Multiple languages available
- Available for up to 20 attendees
Course customization

In conjunction with on-site training (private engagements), MicroStrategy can also customize workshops and exercises for your specific training purposes. While customization is not available for every class (or every dataset or environment), we will work with you to evaluate the most compelling possibilities for your organization. Customization costs and timelines are specifically tailored for each unique customer.

- Customize training to meet your needs and using your data
- Teach concepts using reports and data users are familiar with

Recorded courses

We record our most popular instructor-led courses so you can learn at your own pace. Start when it's convenient for you and save your progress wherever you are.

- Course catalog is continually updated and expanded
- Multiple languages available
- Develop your own training schedule

Enterprise e-Courseware Learning

The newest addition to the MicroStrategy Education catalog, Enterprise e-Courseware Learning modules, give you the flexibility to learn on your own time. The modules follow the same content as instructor-led courses, and are a great alternative to taking time away from work. Modules can be purchased in bulk to provide training across your organization, included in on-boarding, and used to measure the skill levels of your end users. Modules can be hosted on your learning management system, allowing managers to keep track of each users' progress and they never expire.

- Most cost-effective option for training more than 30 users
- Files are available in LMS, HTML, and PDF formats
- Supplement instructor-led training with e-Learning
- Interactive simulations and quizzes to teach and test your knowledge
- Help drive user adoption across your organization

“Very cool to see a project created from the very beginning in Developer. There were also some features of Interactive Documents I had not used before. And I loved seeing the deployment to mobile.”

—City of Austin, Texas

10.111 Overview of Enterprise Analytics
BRINGING IT TOGETHER: BUILDING A CENTER OF MICROSTRATEGY EXCELLENCE

Our free Jump Start offering, pay-for-access content, and multiple delivery options enable you to build a true center of excellence with our industry-recognized MicroStrategy certifications.

Individuals certified under this new set of standards can be trusted to leverage the MicroStrategy platform for a variety of projects and purposes. These certifications allow you to benchmark your skills against an established and objective level of competency and confirm your level of expertise. Certifications help ensure consistency and quality of service to your organization.

To earn certifications, individuals are required to complete a project based on the skills and knowledge needed to fulfill a specific role, and the tasked related to that role. If you are new to the MicroStrategy platform, our learning tracks for all roles and levels can guide you through the courses needed to successfully pass the MicroStrategy certification of your choice. If you are already proficient in a specific area of expertise, you can complete the applicable certification project and earn your certification badge immediately, without taking the prerequisite courses.

“We covered all the things I was expecting to review so it definitely met my needs. The content is very practical, interesting, useful, and simple to understand so that I can use it daily to meet my job responsibilities.”

— Herbalife

10.413 Advanced Documents

“Advanced metrics was explained very well, and I have learned many new things that I can apply at work which are crucial.”

— Clearstream

10.412 Advanced Analytics Reporting
**SPECIALIST**

**10.011 MCSA Certification Project (1 day)** Validate your core skills across MicroStrategy’s reporting products, to design and create reports, interactive dashboards, boardroom documents, and mobile apps. Demonstrate your knowledge of fundamental MicroStrategy reporting concepts.

**10.013 MCSD Certification Project (1 day)** Demonstrate your skills in fundamental customization scenarios, implementing common branding and logo changes using MicroStrategy’s SDK tools. Certify your ability to set up MicroStrategy reports within common portal technologies and customize basic mobile app behavior per your organization’s requirements.

**10.019 MCSAD Certification Project (1 day)** Certify your knowledge in administering a MicroStrategy environment using the appropriate tools to manage typical Business Intelligence (BI) and mobile deployments, including user authentication, system and object maintenance, and basic big data setup and management.

**MASTER**

**10.012 MCMA Certification Project (2 days)** Certify your expertise in designing and creating MicroStrategy analytics applications. Demonstrate your comprehensive skills across project design and object creation, advanced reporting, documents, mobile applications, and data mining functionality.

**10.022 MCMD Certification Project (2 days)** Show your expertise in customizing MicroStrategy Web and Mobile deployments with your organization’s complex branding requirements and custom data visualizations. Demonstrate setting up and running a single-sign-on implementation with MicroStrategy and common 3rd-party authentication products.

**10.020 MCMAD Certification Project (2 days)** Certifies the advanced knowledge needed to perform enterprise system tuning work with MicroStrategy Cloud configurations, and run big data implementations. Demonstrate your expertise in managing and administering complex business intelligence implementations.

“I thought the manual was very well put together. Plus, the exercises were realistic, accurate, and very interesting.”

— Myriad Genetics

10.511 Advanced SDK for Customizing Visualizations

“This was one of the smoothest ran classes I’ve taken. We got in, we worked through examples, and all questions were answered. I will use what I learned in this course at my current position. It shows an excellent way to portray data.”

— Ahold

10.413 Advanced Documents
PERENNIAL EDUCATION PASS (PEPS)

A PEP is a 12-month subscription pass available per named user. It’s ideal for individuals planning to take more than five days of training in a 12-month period. It’s also a helpful option for building key POCs within the organization to be MicroStrategy Certified. Build and validate your knowledge with learning paths, and certifications for Administrators, Developers and Analysts.

This form of MicroStrategy education enables you and your colleagues to:

- Advance your skills and stay competitive with our new quarterly course updates and new course editions
- Learn at your own work pace offering increased convenience

ENTERPRISE E-COURSEWARE

e-Courseware training makes it convenient for individuals to learn at their own convenient pace based on modules. It helps your organization to drive mass adoption (more than 30) for users who consume reports, modify reports, and want to create their own reports and dashboards.

e-Courseware education provides many end-user benefits including:

- Self-paced learning that mirrors instructor-led courses
- Simulations in MicroStrategy environments
- Quizzes to track your training progress
- Convenience of being hosted on the internal LMS system
- Discounted pricing for customers wanting to “upgrade” to the new e-Courseware version of the purchased course

TRAINING UNITS

The training units learning path permits customers to use units that are redeemable over 12-months among multiple users. This is helpful for those who want the convenience of having on-site training and in-person for up to 20 students and who are interested in a set number of courses.

Customers who use the training units learning route receive the following returns including:

- Access to customer on-site training and delivery for up to 20 students at 54 Training Units
- Permissions to all training options you have with a PEP and ideal for individual customers who don’t plan to purchase more than five days of total training
- Customers can use customization to leverage in-house data to train employees

COURSEWARE CUSTOMIZATION

MicroStrategy offers customized courseware that is instructor-led or e-Courseware to reflect customer data, customer branding, and customer use cases, etc. The customized courseware option is perfect for organizations interested in teaching employees how to use internal data to make practical business decisions and resolve problems.

Organizations that engage in this path of training will reap various benefits to students and the organization including:

- Avoiding students getting side-tracked analyzing business information since the client data is anonymous
- Facilitating comprehension and adoption among end users
- Improved adoption that users can apply immediately to their work assignments—trained on the real-life daily applications colleagues use
Gartner found that companies which spend less than 13% of enterprise software project costs on continual end-user training are **THREE TIMES MORE LIKELY TO FALL SHORT** of their project and business goals than companies which spend more than 17%.

In their study, “The Justification of IT Training”, Gartner acknowledges the importance and impact of software training within a corporation.

Gartner discovered that **every hour** of effective training is actually worth **five hours** to the organization.

DID YOU KNOW THAT...

- **Over 67%** of our customers have worked with the MicroStrategy Education team.
- **40%** of those customers have leveraged our services repeatedly.

Gartner Research’s “The Justification of IT Training” study June 5, 2014. 
[https://trainingmag.com/end-user-training-afterthought-or-key-erp-success](https://trainingmag.com/end-user-training-afterthought-or-key-erp-success)
Our three-step approach provides the framework for selecting an education plan that will inspire confidence and buy-in among your organization’s users.

1 To lay the groundwork for building a center of excellence at your organization, our initial consultation will gather requirements by focusing on the questions below:

- What are the unique skill sets of the users?
- What roles do the users fall into—analysts, developers/architects, administrators, power users, etc.?
- What MicroStrategy functionality do you expect each user group to master?
- How many users are there in each role?
- What are your current knowledge gaps?
- What kind of learning experience is preferred?—Instructor-led, online, in-person, video recordings, e-Learning, etc.?
- What are the limitations in terms of training deployment?
- What is the organizational growth plan?
- Are your training needs centralized?
- What is the implementation timeline?
- What level of certification is ideal for your organization?

Next, we will deliver a customized proposal based on your feedback which includes:

- A summary of Education content and training delivery needs
- An overview of Education delivery options
- A summary of proposed Education offerings

Proposal acceptance and implementation plan:

- A review with your account executive to ensure that the Education plan is aligned with all goals and timelines
Ready to start getting more from your investment in business intelligence? Contact your Account Executive or the MicroStrategy Education team directly at: education@microstrategy.com.

To view our most up-to-date course catalog, visit the MicroStrategy Education homepage at microstrategy.com/us/services/education.