Accelerate your success with MicroStrategy Education
Train, empower, and build your Intelligence Center
Our focus:

Help customers accelerate the deployment and adoption of our technology, so they can get the most out of their investment in MicroStrategy. Whether you are a first-time user looking for an introduction to the platform, an experienced MicroStrategy professional interested in developing additional expertise, or need help building your Intelligent Enterprise, my team will help you succeed.

Sincerely,
Rohit Amba
SVP, MicroStrategy Global Education
ramba@microstrategy.com
Access comprehensive resources with MicroStrategy Education!

- A free introductory five-day Jump Start Education program offered in-person in over 40 cities around the world and online
- Over 40 courses written for all levels of expertise, designed with workshops to develop the skillsets required to run an Intelligence Center (available in multiple languages and delivery options)
- Learning tracks designed to guide users to the courses most relevant to their positions
- Workshop-based certification projects to earn our industry-recognized MicroStrategy Intelligence Center certifications
- 100s of hours of new content added every quarter to support our quarterly release schedule and best practices
- Professional instructors certified on the latest version of MicroStrategy
- Monthly and quarterly updates from the team regarding new content and our most popular course sessions so you can plan your training needs

OUR PROVEN METHODOLOGY

Every customer is unique, and our consultative approach lays the groundwork for confidence, growth, and productivity in your company’s users.

MicroStrategy’s Education Services provides knowledge, confidence, and empowerment to everyone, from our global analysts to our executive team members. Our employees have become more self-sufficient and productive, which supports our global business initiatives. The extensive skills and tools learned from the MicroStrategy Perennial Education Pass (PEP) and Jump Start classes have empowered our end users to build their own dashboards quickly and accurately using our data, improving our team’s overall productivity.”

—Omega World Travel
Various instructional approaches ensure you learn how and when you want.

We recognize time is a commodity for our customers, and everyone has different learning styles. That’s why we offer the following education delivery methods.

**INSTRUCTOR-LED COURSES**

All MicroStrategy courses are offered via online instructor-led training through the MicroStrategy Learning Portal, or in-person in many of our local offices. It’s the easiest and most flexible way to access MicroStrategy training, and most courses are two days in length and offered in multiple time zones and languages.

**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. Available for up to 20 attendees, on-site training is a particularly interactive way to equip your team with the knowledge needed to successfully implement MicroStrategy, or to hone the skills of your most advanced users. Our course offerings are continually updated and expanded.

**RECORDED INSTRUCTOR-LED COURSES**

Not everyone has the bandwidth to spend two days away from their job to take classes, and not everyone works and learns at the same pace. That’s why we record a number of our instructor-led courses every quarter. Each recorded course can be started, paused, and completed based on your schedule and how much content you can consume in one sitting.

**E-COURSEWARE**

E-Courseware modules consist of instructional videos, multimedia content, simulations on the platform, downloadable PDFs, quizzes, and tests. These self-paced modules follow the same content as instructor-led courses, but enable learning on your schedule. Modules can be hosted on your internal learning management system, allowing the organization to keep track of each users’ progress.

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“"It was really informative to see a project created from scratch 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
Intelligence Center certifications

Building a team of trusted Microstrategy Intelligence Center roles.

Individuals certified under our set of standards can be trusted to leverage the MicroStrategy platform for a variety of projects and programs. These certifications allow you to benchmark your skills against an established, objective level of competency, learn best practices, and test and validate your level of expertise.

Earning certifications requires completion of a project based on the skills and knowledge needed to fulfill a specific role. If you are new to the platform, we have learning tracks that can guide you through the process of passing the MicroStrategy Intelligence Center certification of your choice. If you are already proficient in a specific skillset, you can complete the applicable certification project and earn your certification immediately, without taking the prerequisite courses.
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.

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)
Demonstrate 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.
10.031 Application Architect Certification (3 days)
Create, share, and maintain intelligence applications for the enterprise. Publish standardized application objects. Promote departmental applications from self-service into the enterprise environment.

10.032: Analytics Architect Certification (3 days)
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 the various changing enterprise assets.

10.033: Mobile Architect Certification (3 days)
Build, compile, deploy, and maintain mobile environments and applications. Optimize the user experience when accessing applications via mobile devices.

10.034: Digital Identity Architect Certification (3 days)
Build, compile, deploy, and maintain digital identity applications, integrated with enterprise directories. Digitally secure all existing and new logical and physical assets. Integrate authentication, communication, and telemetry into other applications.

10.035: Application Services Architect Certification (3 days)
Integrate, extend, and embed analytics and mobility applications into portals, third party applications and white labelled applications. Publish web services and data services for use by developers in building departmental applications.

10.036: Platform Administrator Certification (3 days)
Install and configure the intelligence architecture on-premises and/or in the cloud. Maintain security layer. Monitor system usage and optimize architecture to reduce errors, maximize uptime, and optimize performance.
PERENNIAL EDUCATION PASS (PEPS)

What is a PEP?
- A 12-month subscription pass available for individual users
- Access to eLearning modules, course recordings, knowledge assessments, certifications, and live instructor-led training
- The most comprehensive education option MicroStrategy offers

Who is it for?
- Analysts, Data Scientists, and Business Users
- Intelligence Center roles
- Ideal for employees planning to take more than five days of training in a 12-month period

How can it help me?
- Advance your skills and stay competitive with our new quarterly course updates and new course editions
- Learn at your own pace, providing increased convenience
- Build key POCs within the organization to get MicroStrategy Certified

ENTERPRISE E-COURSEWARE

What is Enterprise e-Courseware?
- Online, self-paced training modules that can be completed in four to six hours
- Interactive simulations, quizzes, and audio recordings
- The easiest way to get your users up and running with MicroStrategy

Who is it for?
- Analysts, Data Scientists, and Business Users
- Organizations interested in training a large number of users on MicroStrategy
- Customers wanting to "upgrade" to a new version of the purchased course (discounted pricing)

How can it help me?
- Individuals can conveniently learn at their own pace with modules
- Helps drive mass adoption for those who consume and modify reports and want to create their own reports and dashboards
- The most cost-effective education solution for organizations that have purchased 30 or more web licenses
- Ability to track and measure the impact of MicroStrategy training
TRAINING UNITS

What are training units?
• Learning path that permits multiple users to complete units that are redeemable over 12 months
• Permissions to all training options you have with a PEP
• Access to on-site customer training and delivery for up to 20 students at 54 Training Units

Who is it for?
• Report developers looking to address a new reporting need
• Organizations who want the convenience of on-site and in-person training for up to 20 students
• Individual customers who don't plan to purchase more than five days of total training

How can it help me?
• Flexibility of using only the training you need
• Certified MicroStrategy instructor tailors an agenda that fits your needs
• Fosters discussion around projects and issues your organization currently manages

FAST TRACK CERTIFICATION

What is Fast Track Certification?
• A consolidated training method that can be completed in five to 10 business days
• Can be included in a PEP or purchased individually
• A recommended path of courses that culminates with a one- or two-day final project to confirm competency with the platform

Who is it for?
• Analysts, Data Scientists, Developers, and Architects
• Users who want a thorough understanding of the MicroStrategy platform but need to minimize downtime

How can it help me?
• Become MicroStrategy certified in less time
• Validate your team members’ knowledge of the platform in a few days
• Knowledge of most up-to-date version of MicroStrategy
What is Courseware Customization?

- Customized instructor-led training and e-Courseware that reflects the customer's own data, branding, and use cases
- Training on real-life daily applications colleagues use
- Costs and timelines that are tailored to each customer

Who is it for?

- Organizations interested in teaching employees how to use internal data to make business decisions and resolve issues
- Users who want to learn new concepts using reports and data they are familiar with

How can it help me?

- Avoid student distraction while analyzing business information, since client data isn't anonymous
- Facilitate comprehension and adoption among end users
- Improved adoption that users can apply immediately to their work assignments
INDIVIDUAL PURCHASE

What is an Individual Purchase?
• Individual instructor-led classes, recorded courses, and self-paced modules

Who is it for?
• Individual users versus organizations
• Users who do not have the time to take more than five days of training
• Users who want access to multiple learning options

How can it help me?
• Pay as you go option allows users to budget more effectively
• More control of your training schedule as users learn on their own time
On a yearly basis we certify an average of **2,500** CUSTOMERS to be trusted MICROSTRATEGY ADVISORS in the INTELLIGENT ENTERPRISE.

**DID YOU KNOW...**

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

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68% able to use the product more
56% use more product features/functions
87% work more independently

TSA 2018 Education Services survey: Training drives adoption
Gartner found that companies that 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 that 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.

Gartner Research’s “The Justification of IT Training” study June 5, 2014. https://trainingmag.com/end-user-training-afterthought-or-key-erp-success
Our three-step consultative approach provides the basis for confidence, growth, and productivity with your organization’s users and lays the groundwork for setting up an Intelligent Enterprise.

1 **Assess:**
   - Audience type and size
   - Potential knowledge gaps
   - Required MicroStrategy functionality
   - Certification needs

2 **Analyze:**
   - MicroStrategy adoption stage
   - Preferred learning experience
   - Training deployment limitations
   - MicroStrategy adoption strategy to support organizational growth
   - Global audience distribution

3 **Recommend:**
   - Appropriate Education access option
   - Learning tracks for identified roles
   - Required roles & skill sets
   - Courses & Certifications
   - Ongoing Learning plan
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.