

# Mobile Design and Deployment Advisory

Looking to create and deploy a mobile solution that enhances user functionality and boosts productivity?

Leverage MicroStrategy Consulting to design an optimized UI/UX mobility solution and streamline your distribution strategy—helping you execute your enterprise analytics and mobility vision.

## TYPICAL TIMELINE AND STAFFING

Three weeks with a Mobile Architect, a UI/UX Mobile Architect, and an Engagement Manager from MicroStrategy Consulting.

## WHAT IT IS

We provide a services team equipped with our proven methodology and industry expertise to analyze your mobility use case, recommend an optimal solution design, and outline a deployment and distribution strategy that helps accelerate the implementation of your mobility vision. We conduct best practice workshops to assess your business challenges, and develop an intuitive mobile application design that streamlines functionality and optimizes user experience. Our Mobile Design and Deployment Advisory engagement delivers:

- A customized, user-centric mobile design strategy that streamlines UI/UX functionality based on validated requirements that align business and IT needs
- Tailored guidelines to help you configure MicroStrategy SDK to optimal iOS X-code or Android Studio settings and simplify your mobile app store or EMM platform distribution
- Collaborative design, prototyping, and knowledge transfer workshops to facilitate user adoption and accelerate your time-to-value

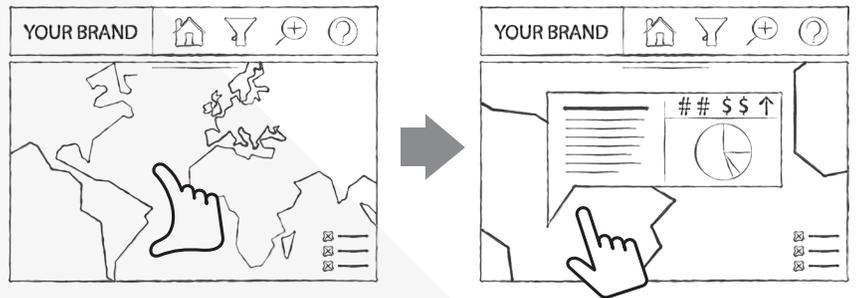


Figure 1: Our Mobile Design and Deployment Advisory designs an optimized mobile UI/UX that empowers user productivity, and recommends procedures that streamline app distribution in just three weeks.

## WHY YOU NEED A MOBILE DESIGN AND DEPLOYMENT ADVISORY

Mobile solutions that inadequately address use cases, lack intuitive functionality, or have a disjointed look-and-feel can generate user community confusion, degrade trust in intelligence capabilities, and diminish solution adoption.

Our experts help you design an optimized mobile UI/UX and recommend an application publishing strategy that streamlines distribution. We also help you avoid typical mobile application development and deployment challenges by executing a streamlined and precise engagement that analyzes critical business needs, optimizes user-centric functionality, and delivers a cohesive design and deployment framework that accelerates your implementation of enterprise mobility initiatives.

# About MicroStrategy Consulting

## OUR PROVEN METHODOLOGY

Our MicroStrategy Consulting team has extensive hands-on experience helping clients determine project design and scope. We leverage a proprietary methodology that we've applied to help thousands of organizations around the world build a solid foundation for successful enterprise analytics and mobility initiatives.

Our comprehensive suite of Intelligence Program offerings is created with one goal in mind: to help you successfully build, deploy, and operate your unique Intelligent Enterprise. Each engagement we offer is structured to address your needs and deliver outcomes tailored to your unique goals. Scoping each offering around your key objectives allows us to rapidly deliver impactful strategies and enterprise-grade solutions while giving you the flexibility to streamline how you scale capabilities across your organization. Our comprehensive four-phase approach helps accelerate your time-to-value and drive your journey to an Intelligent Enterprise.

### ASSESS

Conduct an Assessment to baseline your Intelligent Enterprise maturity

### ADVISE

Recommend strategies to improve and optimize solutions through Advisory engagements

### ARCHITECT

Execute Start Up or Implementation initiatives to build future state pilots or deploy enterprise-grade solutions

### ADOPT

Conduct knowledge transfer and engage Education to further facilitate constituent adoption

*Figure 2: Our delivery process leverages our proven four-phase methodology to help you implement powerful and transformative enterprise analytics and mobility solutions.*

Contact your MicroStrategy Consulting representative, email us at [services@microstrategy.com](mailto:services@microstrategy.com) or visit us online at [microstrategy.com/consulting](https://microstrategy.com/consulting) today.

## WHO WE ARE

We're a team of over 500 experienced consultants with a proven track record helping large, global organizations solve some of their toughest information challenges—and we're committed to helping you get the most out of your MicroStrategy investment.

## WHAT WE DO

We don't just fix short-term problems—we help organizations build a foundation for long-term success.

With every engagement, we seek to boost user and functional adoption, accelerate time-to-value, and arm our customers with the best practice frameworks and skills needed to become truly self-sufficient.

## WHAT WE MEAN BY SELF-SUFFICIENCY

We want to help organizations achieve independence on two fronts:

- IT independence from the outside: We help organizations develop the architectural foundation, skills, and processes they need to keep their enterprise analytics and mobility environment healthy and efficient without indefinitely relying on an army of contractors and consultants
- Business independence for self-service analytics: We help organizations deliver on the promise of self-service analytics—giving business users the autonomy to conduct their analysis and find answers while enabling IT to maintain a governed, trusted and reliable environment

## WHY WE'RE DIFFERENT

There are four key differentiators when it comes to setting ourselves apart from the competition:

- We have skin in the game—our success depends on our customers' long-term success
- We work with the engineers who build the MicroStrategy Intelligence Platform—every day
- Our team is rigorously trained and certified to utilize the latest and greatest MicroStrategy capabilities
- Our consultants work with the backing and expertise of the entire MicroStrategy engineering, support, and account teams