

Conversion Start Up

Searching for a streamlined approach to migrate your legacy system to an enterprise-ready Intelligence Platform?

Leverage MicroStrategy Consulting to optimize your implementation strategy and simplify your conversion—helping you ensure an effective and impactful transition.

TYPICAL TIMELINE AND STAFFING

Three weeks with an Analytics Architect, an Application Architect, and an Engagement Manager from MicroStrategy Consulting.

WHAT IT IS

We provide a team equipped with our proven methodology and enterprise platform expertise to analyze your business requirements and modernization challenges and develop a user-driven conversion roadmap that helps you effectively transition to our enterprise-grade Intelligence Platform. We identify legacy report redesign opportunities, and recommend how you can optimize your solutions leveraging the comprehensive suite of MicroStrategy capabilities, features, and services. We also develop a future state pilot to validate your conversion roadmap recommendations and demonstrate the enterprise-grade value of MicroStrategy. Our Conversion Start Up engagement delivers:

- A tailored conversion strategy to replace and enhance legacy BI tool and reports
- An optimized future state pilot that demonstrates Intelligence Platform capabilities
- A validated conversion roadmap and execution strategy that streamlines your MicroStrategy transition, consolidates duplicative reports, and accelerates your time-to-value

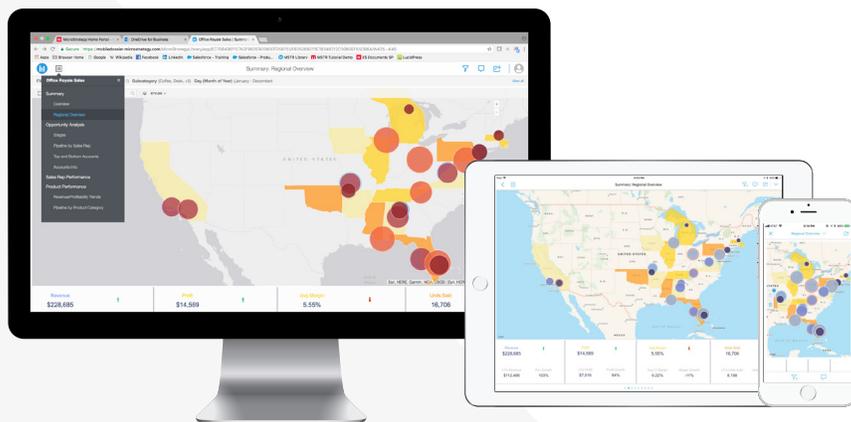


Figure 1: Our Conversion Start Up streamlines your transition to MicroStrategy from legacy BI tools including SAP BusinessObjects, IBM Cognos, OBIEE and Tableau.

WHY YOU NEED A CONVERSION START UP

Adopting a modern, enterprise platform to replace a proliferation of legacy BI tools can be daunting. Unknown complexities, intersystem dependencies, and enterprise requirements can create transition redundancies, increase costs, and impede your transition.

Our experts assess your legacy BI tool environment, existing data model and security, and report usage and complexity to help you minimize the risks of the unknown. We analyze your business challenges to help you prioritize conversion requirements, and develop a future state pilot to validate our recommended roadmap and help you avoid typical conversion challenges. This accelerates your transition and positions you to rapidly mobilize the power of MicroStrategy to deliver enterprise-grade analytics and mobility solutions across your organization.

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 or visit us online at 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