

Map of the
Intelligent
Enterprise™
for the CDO

MicroStrategy[®]
Analytics and Mobility

The Intelligent Enterprise™ is the ultimate data-driven organization. It anticipates constantly evolving regulatory, technological, market, and competitive challenges and turns them into opportunity and profit. It delivers a single version of the truth and agility. Scalability and speed. AI and data discovery. Enterprise analytics and mobility. It connects to any data and distributes reports to thousands. An Intelligent Enterprise goes beyond business intelligence, delivering transformative insight to every user, constituent, and partner. Becoming an Intelligent Enterprise is a journey, but you can get up and running faster than you think. **Let's get started.**

1 EVALUATE

Assess how external forces impact your organization and incorporate them into your enterprise strategy and roadmap.

2 CATALOG

Categorize your enterprise assets and identify constituents who would benefit from access to information and enterprise systems.

3 EMPOWER

Arm individuals and teams with powerful tools to explore data on their terms, while establishing a foundation for a single version of the truth across the enterprise.

4 PLOT A COURSE

Map out the people, processes, and architecture required to build an Intelligent Enterprise and launch your journey.

MAP OF THE INTELLIGENT ENTERPRISE FOR THE CDO

TECHNOLOGY

TAKE DATA TO NEW LEVELS

Empowering an organization with data analytics requires a CDO dedicated to making data available to all appropriate constituents—including those without technical or data science backgrounds. The successful CDO leverages emerging technologies such as voice enablement, AI, blockchain, and more to make it easy for everyone to request, view, and analyze data.

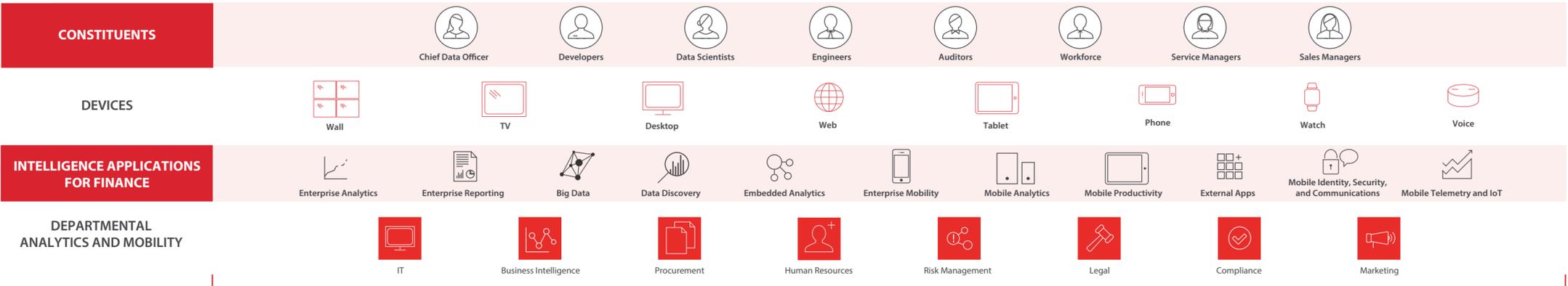
- Internet of Things
- Digital Identity
- Mobile Computing
- Blockchain
- Cloud Computing
- Machine Learning

MARKET

COMPETE AS A VISIONARY

Today, only a small percentage of forward-leaning global enterprises have the defined position of a CDO. Organizations with this position in the C-suite are leading the way toward digital transformation. Successful CDOs advance their organizations by embracing intuitive mobile applications that help the enterprise compete, facilitating automation to streamline operations, and innovating new ways to apply data and technology.

- Apple
- Amazon
- Google
- Facebook
- Alibaba
- Twitter
- Microsoft

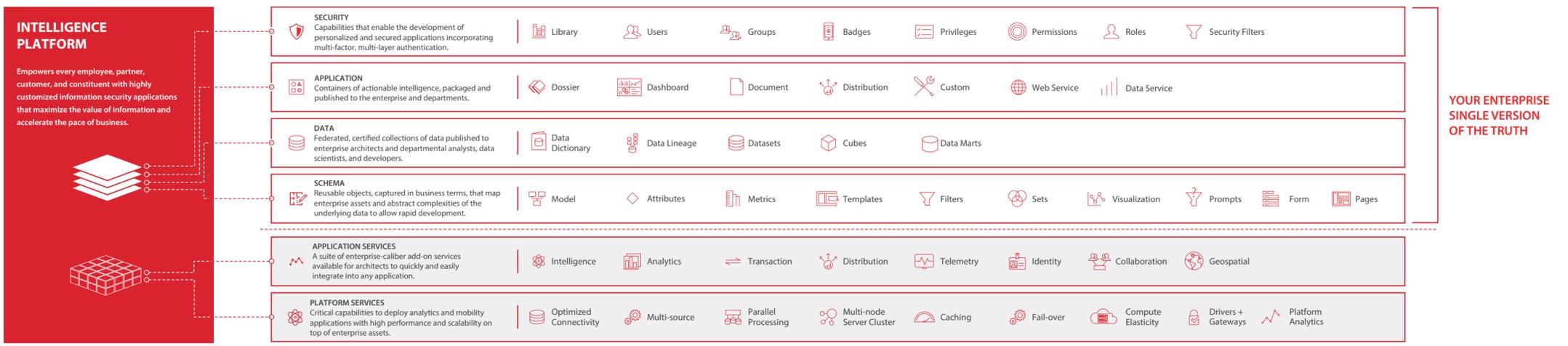
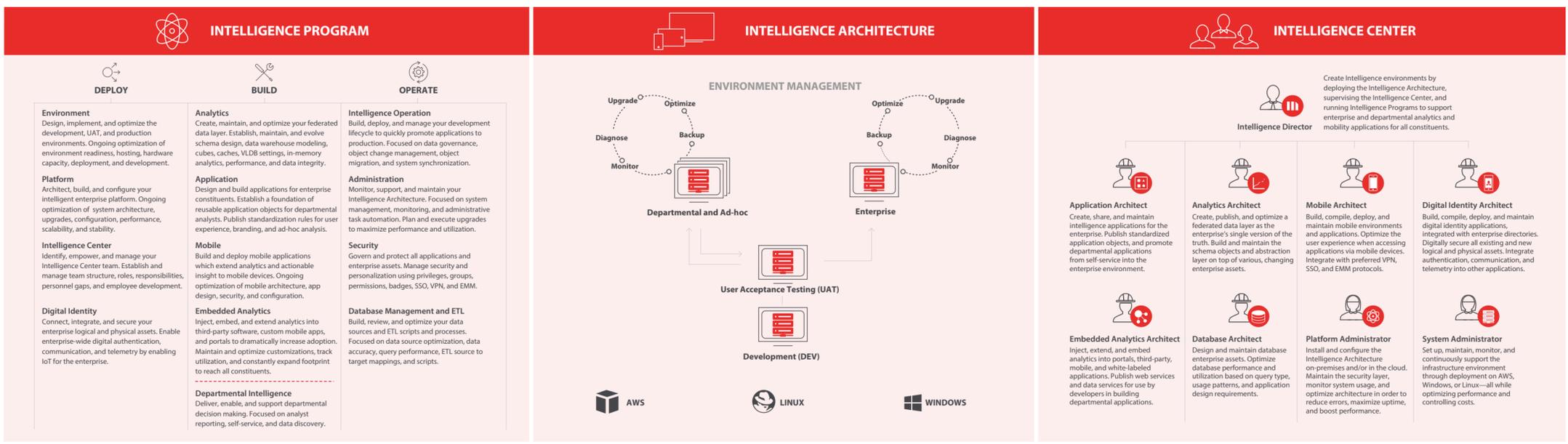


BUSINESS USERS Use local, third-party, and published federated data, to build individual and departmental applications via a powerful Desktop client. Share applications either locally or via departmental environments.

ANALYSTS Create, share, and maintain intelligence applications for the department using enterprise security, data, and application objects to ensure a single version of the truth.

DATA SCIENTISTS Build and publish advanced statistics, predictive models, and machine learning algorithms, using libraries such as TensorFlow, R, Python, and MATLAB, that are leveraged by analysts and developers.

DEVELOPERS Inject, extend, and embed intelligence into custom and third-party departmental applications, using common programming languages such as JavaScript, Java, PHP, Objective-C, C#, .Net, and other modern languages.



YOUR ENTERPRISE SINGLE VERSION OF THE TRUTH



REGULATORY

NAVIGATE COMPLEX REQUIREMENTS

Today's CDO needs to facilitate the digital transformation of their organization while ensuring that all privacy and security regulations are met. The CDO must be prepared to pivot strategies to meet both business and compliance needs as more regulations come into effect. They can accomplish this in real time with an Intelligent Enterprise built on a unified analytics and mobility platform.

- GDPR
- HIPAA
- ISO 27001
- GLBA
- FedRAMP
- PCI DSS
- SOX
- FISMA

ORGANIZATION

CATALYZE DIGITAL TRANSFORMATION

The emerging role of the CDO comes with unique challenges—and they are not all technical in nature. Organizations that have embraced this position require support from other C-suite executives, who may remain skeptical of the role's necessity. Effective CDOs must quickly demonstrate their value to the business by increasing enterprise-wide data literacy and inspiring digital transformation—before the market demands it.

- Talent
- Capabilities
- Skills
- Agility
- Security