

HOW EXECUTIVES CAN TRANSFORM DECISION-MAKING WITH ANALYTICS



Today's organizational leaders need data at their fingertips to be productive away from the office and make critical data-driven decisions.

DRIVE BETTER RESOURCE MANAGEMENT

Projects deliver **ONLY 44%** of their expected value.



MicroStrategy can blend data from across the organization to identify relationships between individual projects and their effect on corporate resources and profitability.

<http://mckinsey.com/business-functions/business-technology/our-insights/delivering-large-scale-it-projects-on-time-on-budget-and-on-value>

10% of investment is wasted due to poor project performance



MicroStrategy empowers executives with real-time data on KPIs such as profit, costs, and sales so they can better manage their business.

GET THE BIG PICTURE

http://pmi.org/-/media/pmi/documents/public/pdf/learning/thought-leadership/pulse/pulse-of-the-profession-2016.pdf?sc_lang=temp=en

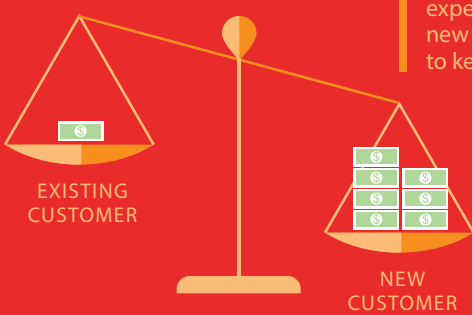
LEAD FROM THE FRONT



25% of survey respondents identified senior management involvement as a significant reason behind an organization's success with data and analytics.

MicroStrategy enables organizations to push essential business information to executives no matter where they are. With mobile dashboards tailored to the unique needs of executives, MicroStrategy makes it easy to get buy-in from top-level management.

<http://mckinsey.com/business-functions/business-technology/our-insights/the-need-to-lead-in-data-and-analytics>



It is 6 to 7 times more expensive to acquire a new customer than it is to keep one.

MicroStrategy dashboards and mobile apps can give executives a detailed view of customer profiles and personas. This information helps the CXO team stay in tune with their customers.

GET TO KNOW YOUR CUSTOMERS BETTER

<http://blog.hubspot.com/marketing/customer-loyalty-program-value#sm.0001w3dmqozrdt2vw01tgn0zni0b>

MANAGE YOUR WORKFORCE



1/2 of all companies measure the quality of their hires through new hire performance evaluations.

MicroStrategy gives senior management the ability to evaluate employees, keep a finger on the pulse of their organization, and help instill a culture of data-driven decision making.

https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/GRT16_GlobalRecruiting.pdf

Executives at leading organizations around the world rely on MicroStrategy to make data-driven decisions and transform the way they do business. Learn more at microstrategy.com/solutions/executives

MicroStrategy