Mobile technology is changing the way we work.

Quickly mobilizing your organization’s business systems is critical to success in the 21st century.
MicroStrategy’s native apps provide an unsurpassed, rich user experience and enterprise-ready performance, scalability and security.

Thousands of organizations, across all major industries, have used MicroStrategy to build stunning, transformative mobile apps that solve their toughest business challenges and take advantage of the opportunity to increase productivity and gain a competitive edge. This brochure looks at how some of these customers have used MicroStrategy to mobilize their enterprise and completely change the way they do business.
AutoTrader.com, launched in 1998 and is headquartered in Atlanta, Ga. It is the Internet’s leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates into a single location almost 4 million vehicle listings from 40,000 dealers and 250,000 private owners. It provides the largest selection of vehicles attracting more than 14 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyers and sellers online, thus dramatically improving the way people research, locate and advertise vehicles.

AutoTrader.com has two key businesses: Digital Media and Software Solutions. These two businesses have transformed the retail automotive industry, reducing friction between dealers and consumers and allowing them to transact with greater ease, confidence and efficiency.

Using MicroStrategy platform to enable their mobile sales force

AutoTrader has a sales force of approximately 1,000 Advertising Consultants (AC) that interact on a daily basis with auto dealers throughout the United States. Many hours used to be spent each day by the ACs gathering information to prepare for meetings and presentations. Armed with spreadsheet printouts and their laptop, the AC would meet with dealers. Even with extensive preparation, the AC could not be prepared for every possible request posed by a dealer and often; they would be asked questions that required additional research. In order to answer the dealers’ questions, the meeting would have to stop so that the AC could start up their laptop and research the answer. This time delay to gather the necessary information could cost the AC an opportunity.

Now, with their MicroStrategy iPad application called Strategic Account Management Process (AMP), all the information ACs need is at their fingertips and they can instantly respond to any question posed, making effective use of time spent with the customer. According to James Tom, Senior Director Sales Strategy, “Taking the MicroStrategy powered app and sitting down with their customer, the AC can pull up a report or map and show the impact of their advertising on the spot.” AMP not only provides detailed information in an intuitive manner, it also frees up ACs from the time they previously spent preparing for meetings and gives them more time to work on additional opportunities. Tom Pacini, District Sales Manager, says, “The issues we faced previously were the inability to access information on the go. The sales force had to access several websites, multiple excel sheets and reports to gather information to run their business. It was time consuming.” The AC can now view everything they need from their iPad and can be more productive and interactive with their customers.

The iPad has become an indispensable tool for the ACs. They can see their book of business, instantly see how they are trending for the month and view how they are performing. Also, they can view their information whether they are connected to the Internet or not.
This app has been a game changer for us. It has made it much easier to get information and has changed the way we work.”

–James Tom, Senior Director Sales Strategy

Why mobilize with the MicroStrategy platform

Scott Salter, Senior Director of Enterprise Data and Shared Services, states, “We have used MicroStrategy for a long time on our desktop and our research indicated that MicroStrategy was on the leading edge of mobile so we decided to go with MicroStrategy. We have a large mobile sales force and historically we have been delivering reports manually via spreadsheets and shared drives. We needed to enable the sales force with real-time data. Using the MicroStrategy Platform to create a mobile application was the answer. We had a pilot application up within 6 weeks and then released to entire field within three months. We have seen a huge increase in positive feedback from the field. They can interact with their reports and receive them wherever they are located.”

Return on investment

“One of the things we measure as the value of the platform that we enable with MicroStrategy is the usage from our customers (dealers and sales force) and the usage of the platform has grown 40 times from 4,500 requests weekly to 175,000 requests weekly. This is big success for us and MicroStrategy is a big part of this success,” continues Scott Salter. AutoTrader has also received very positive feedback from their sales force. The most frequent comment is that this app (AMP) saves them time and gives them a more professional and polished look. They are also able to quickly respond to any question posed.

Future mobile development

According to Scott Salter, AutoTrader is not stopping with just one app but have several in the works. One application will allow their customers to access their data via a mobile device that is currently only available on the desktop. Also, another project underway is giving the field representative the ability to sell advertisement availability. The sales force will be able to see advertisement space, reserve it using MicroStrategy transaction services, all while presenting to the customer from their iPad. Finally, another application called Speed (Sales Process Enablement and Efficiently Discovery) is underway to allow a comprehensive look at the entire sales process and help find ways to streamline.
eHarmony Inc., Santa Monica, California-based, (www.eharmony.com) was founded in 2000 and is a pioneer in using relationship science to match singles seeking long-term relationships. Its service, available in the United States, Canada, Australia, United Kingdom, and Brazil, presents users with compatible matches based on key dimensions of personality that are scientifically proven to predict highly successful, long-term relationships.

Leveraging BI to enhance the customer experience and promote customer loyalty

MicroStrategy is used at eHarmony by its executive management team, managers, and business analysts to monitor key performance metrics. With user-friendly reports, scorecards, dashboards, and an intuitive mobile application, MicroStrategy enables the analysis of customer satisfaction, marketing initiatives, and new product features in order to drive business growth. The MicroStrategy-based application gives eHarmony a high-level view of performance data and trends, as well as the ability to drill down into the metrics to identify areas for improvement.

MicroStrategy was selected for its intuitive user interface, powerful analytics, and flexibility to slice and dice data across multiple dimensions. MicroStrategy provides eHarmony managers and analysts with a reliable platform and an interface where they can get actionable and close to real-time information from a multi-terabyte data warehouse. eHarmony relies heavily on Intelligent Cubes and caching to decrease the execution time to all its dashboards and most reports to just seconds. By utilizing MicroStrategy, the BI team has been able to gain many efficiencies and delivers insight to stakeholders faster and more reliably.

A seamless transition to mobile BI with the mobile QuickStrike consulting engagement

eHarmony constantly strives to enhance its eHarmony.com and Jazzed.com sites and the services it provides to its customers. Critical to this effort is effectively engaging customers, encouraging new site visitors and subscribers, and continuing to provide a high level of service. Another important component is understanding how website visitors interact with those websites, analyzing prevalent trends, and identifying what drives visitors to subscribe to those. To this end, eHarmony executives need constant access to these critical touch points of the business. eHarmony executives expressed a clear need to look at their most critical key performance indicators on-the-go to enable timely decision-making. eHarmony evaluated MicroStrategy Mobile to see how it could enhance its existing MicroStrategy applications and extend them to the iPhone and, in the future, the iPad.

As a high tech company we rely heavily on analytics to make informed decisions. MicroStrategy provides us a reliable and cost-efficient way to do it.”

—Joseph Essas, CTO

Applications:
Mobile application for the iPhone, focused on customer, marketing, and user engagement analysis
To help eHarmony initiate its mobile BI project, MicroStrategy conducted a Mobile QuickStrike, a consulting engagement completed over a matter of days, in which they helped the company storyboard, develop, and support a brand new iPhone app. For eHarmony, the Mobile QuickStrike was the perfect way to hit the ground running and produce a fully-functioning mobile app tailored to the company’s business requirements.

An iPhone app focused on customer and marketing analysis

The company’s C-level executives, directors, and managers of marketing and product teams use the iPhone app daily to track prevalent site trends and take steps to improve the user experience. The iPhone app consists of two main sections, one devoted to the eHarmony.com matchmaking website and one focused on Jazzed.com, eHarmony’s search-based website. A business user can access either of these sections via the app’s home screen.

Customer, marketing, and user engagement analysis are the focus of both of these sections of the app. Marketing managers, in particular, are interested in seeing how changes to eHarmony.com and Jazzed.com websites and associated marketing promotions are affecting site traffic, registrations, subscriptions, and personal profile completion. A critical element is evaluating marketing campaign performance. eHarmony uses the iPhone app to gauge campaign performance to see whether, for example, clicking on a certain promotional advertisement led to a site visitor becoming an eHarmony subscriber. This enables eHarmony to identify the campaigns which are most effective in drawing visitors to the websites. eHarmony also performs customer analysis to gain insight into their customer base, and how customers are interacting with eHarmony.com and Jazzed.com websites. All of this insight is available to business users at any time, anywhere, via eHarmony’s iPhone app.
Novo Banco, based in Lisbon, is the largest, privately-held Portuguese bank. The company’s origins can be traced to Jose Maria de Espirito Santo Silva who established a foreign exchange business in the second half of the 19th century. Novo Banco was officially established in March 1920, grew rapidly, and currently has nearly 10,000 employees and operates in 24 countries and 4 continents. Within Portugal, Novo Banco operates the largest single integrated financial group with 479 locations. Novo Banco has the highest rating among Portuguese banks most noticeably by Standard and Poor’s and Moody’s, and it is the most profitable bank in Portugal with 2.320 billion in revenue (2010).

Need for mobile
Due to the sovereign debt crisis, which resulted in a rise in foreclosures and the bankruptcies of numerous companies, Novo Banco began to attain a large volume of real estate assets. To Novo Banco, this asset was something new, and they needed an innovative way to manage this real estate and put new properties on the market. Prior to having MicroStrategy Mobile, field sales managers had to use a laptop to see pictures in one place, details of the real estate in another, and excel spreadsheets with the profit limits and the commissions in yet another location. Novo Banco decided to utilize MicroStrategy’s mobile app platform to create a mobile app that would manage these new real estate assets in a centralized, workflow like style.

Transaction Services app
Novo Banco worked with MicroStrategy to develop a Transaction Services app that would help Novo Banco managers monitor real estate assets. Novo Banco uses the app not only as a BI tool to analyze the real estate asset but also allows for interaction with the asset; the end user can input information and complete a variety of actions in order to fulfill the new real estate business needs in the field. The app allows end users to become more independent and does not require managers to come into the office, as they are able to get all the information needed via a mobile tablet. The app has a main screen that contains a variety of different components. The main components of the app include a portfolio section, contact section, an agenda for scheduling visits and negotiations, portfolio workflow management section, to do lists and dashboards. The app allows users to create new contacts, create and schedule tasks in a personal agenda, give feedback on how meetings went, and present proposals to supervisors for approval. Most importantly, the end user gains mobility—managers are able to complete deals on the go, which saves time and money. The photo widget included in the app allows managers to browse pictures of real estate properties from a mobile tablet.
App development process

Traditional real estate apps did not fit the needs of Novo Banco because the app needed to have a more financial focus. The app began as a proof of concept. Next, Novo Banco created sketches of what they wanted the app to look like and filled in the details and the fields that were necessary. After 12 weeks of development, the department had a tool for their sales managers to use while selling in the field. Artur de Oliveira Guterres, the Head of Information Management at Novo Banco shared, “this app paid itself off on the first day.”

Future plans

Novo Banco is looking to add more functionality to their existing app, and to create more information-driven apps in the future. The next phase of the Novo Banco app will include the ability for regional managers to take pictures and identify potential problems within a property. The mobile tablet would be utilized to take a picture of a problem within the property (such as a broken lock) and send it to a call center, which would then send the image to a supervisor with a request to fix the problem.

The app allows end users to be completely independent from going into the office. It is a new paradigm of using a BI application on MicroStrategy because they use the app not only as a BI tool to consult information that is available but also to interact with the information and to create new information and new transactions in order to do business.”

—Pedro Alburquerque
The Innovative and Architecture Manager of the Department of Information Management
Sonic Automotive, Inc., a Fortune 500 company based in Charlotte, N.C., is one of the nation’s largest automotive retailers. Founded with five dealerships in 1997, Sonic now owns over 100 dealerships franchises and 20 collision repair centers in 15 states. The company sells some 30 brands of cars and light trucks.

The need for mobile
Sonic wants to ensure that executives and management have 24/7 access to daily business tracking metrics via a mobile platform. To achieve mobility, the company is investing heavily in Apple mobile technology, deploying iPads and iPhones to the executive team, regional management, and dealership management. Beginning in March of 2010, Sonic started the process of identifying potential partners to assist with the development of mobile apps that would enable their business processes and provide a platform to bring mobile business intelligence and reporting to the leadership.

MicroStrategy selected as mobile BI solution
In an effort to explore the potential benefits of mobile apps, Heath Byrd, Sonic’s CIO, and other Sonic executives attended an executive briefing at Apple’s Headquarters in Cupertino, California in March, 2010. The first mobile app initiative for Sonic was to identify a reporting tool that would provide a predictable, repeatable, and sustainable platform to enable Sonic’s vision of mobile reporting and business intelligence.

After a failed pilot with another provider, Sonic reached out to MicroStrategy. MicroStrategy stepped in and conducted a Mobile QuickStrike, a short consulting engagement, for Sonic Automotive. This was the first step in what has become a strong mobile BI initiative across Sonic. MicroStrategy produced superior versions of the previous provider’s reports, and developed a brand new iPad app for Sonic. Today, MicroStrategy has replaced the mobile reporting solution and Microsoft BI tools that were in place at Sonic.

A comprehensive, intuitive iPad app
The iPad app built for Sonic is focused on an overarching view of business performance that touches on internal sales, service, finance, and insurance as well as external market data. This app is already used every day by top executives and others to keep tabs on the performance of Sonic-owned auto dealerships.

Sonic corporate executives and Regional Vice Presidents rely on the new iPad app daily to evaluate sales performance at its 100+ dealerships in 26 major U.S. metropolitan markets. Executives, including the VP of Operations, CFO, President, CIO, SVP/Controller, and VP of Corporate Accounting, leverage the app to analyze daily operating costs and month-to-date results compared to forecasts and previous months.
Sonic Automotive enlisted MicroStrategy to develop and deploy its mobile application, FIRE (Financial and Insurance Reporting Engine), resulting in an increase in car product sales by 38%. Since rolling out FIRE, Sonic Automotive has gone from selling between $800 and $900 in products per car, to nearly $1,100.

The app provides a scorecard for each dealership with insight into sales effectiveness across automotive brands, product categories, and geographic regions. It also provides information on each dealership’s compliance with corporate Playbooks.

The Sonic Executive Team and Regional Leadership use the iPad app to conduct monthly financial reviews and compare performance against that of other dealerships across regions. With this app, Sonic replaces large binders of spreadsheets and saves significant time by eliminating the need to perform manual analysis of the data.

“We’ve been impressed with the performance and convenience of our new iPad app built on MicroStrategy Mobile,” says Richard Hanks, Director Enterprise Business Intelligence at Sonic Automotive.

Hanks continues, “By leveraging this user-friendly iPad app, our executives and dealership management save a great deal of time and gain valuable insights into the business every day. It was surprisingly fast to build the app, which we were able to deploy in a matter of weeks.”
Every day, our Store Team Leaders require updated sales and operations information for their stores. Our iPhone app, built on MicroStrategy Mobile, delivers that, and also empowers our STLs to run their stores more effectively and provide superior customer service every step of the way."

– Dave Zodikoff, Global IT Director, Purchasing and Reporting Systems

**Whole Foods Market**, founded in 1980 in Austin, Texas, Whole Foods Market is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named “America's Healthiest Grocery Store” by Health magazine. Thanks to the company’s nearly 60,000 Team Members, Whole Foods Market has been ranked as one of the “100 Best Companies to Work For” in America by Fortune Magazine for 14 consecutive years. In fiscal year 2010, the company had sales of more than $9 billion and currently has more than 300 stores in the United States, Canada, and the United Kingdom.

**Supporting a fast-paced retail environment**

The day-to-day task of managing a store is a challenging, and often fast-paced endeavor, with customer service and operational performance at the forefront. For Store Team Leaders (managers or STLs), it is critical to keep constant tabs on the pulse of overall store performance, as well as the performance of individual departments. Having sales and operations information in the palm of their hand is no longer a luxury—it’s a necessity.

Phillip Tien, Senior Team Leader - Retail Reporting at Whole Foods, is helping to make this a reality. “Our goal was to provide our STLs with a mobile app so they can spend their time on the store floor, instead of in the back office,” said Tien.

Whole Foods Market listened, and its new iPhone app is set to change the way managers conduct their business every day.

**Critical store KPIs in the palm of a manager’s hand**

As part of its evolving mobile insight, Whole Foods Market enhanced its existing iPhone app (iSTL) with a new mobile app that works across platforms. Whole Foods Market plans to deploy the new app, known as “mSTL” to Store Team Leaders throughout its 300+ stores in the United States, Canada, and the United Kingdom.

STLs will continue to start their workday accessing the app and keeping tabs on their store's most important operational and sales metrics but now with the device of choice. STLs are able to evaluate store performance down to individual “sub-teams” (i.e. departments), such as Seafood and Produce. These KPIs are evaluated for several time periods, including the previous day, week-to-date, and month-to-date.

The mobile app is focused primarily on three main categories of key performance indicators and information: sales, margins, and labor.

During the brainstorming and development of the app, STLs made it clear that they needed to have a high-level view of store operations and performance that was easy to grasp at-a-glance. The iPhone app succeeds in doing just that. Among the very first screens a STL sees includes a summary of the most important daily
We worked closely with MicroStrategy to create a “pilot group” of STLs and other employees to identify use cases and test the app. The STLs made it clear that having intuitive, high-level KPIs was critical. –Phillip Tien
Senior Team Leader Retail Reporting

operational metrics. Green, yellow, and red performance indicators reveal how each team is performing across various KPIs.

In just a few seconds, a manager can quickly see how store departments, such as Seafood or Produce, are performing in terms of daily sales and margin and can quickly compare those KPIs to other teams. Another important set of KPIs is focused on labor statistics, including the percentage of overtime hours worked by employees.

The app also drives healthy competition between STLs of different stores, as each manager can compare his or her store’s performance to four other stores throughout the company. This interesting and competitive aspect of the app will also help drive widespread adoption of the apps in the near and long-term.

Business users also enjoy the intuitive and comprehensive nature of the app. For instance, it provides help pages aimed to guide users through the app. The help pages define and describe every KPI, page, and color KPI threshold used in the app. This ensures that there is a shared, broad understanding of the most important performance metrics across all of Whole Foods Market.

Just the beginning of the mobile movement at Whole Foods Market

Dave Zodikoff, Global IT Director, Purchasing and Reporting Systems, finds that the iPhone app will address the daily needs of Whole Foods Market STLs around the world. He says, “We’re delighted that we chose MicroStrategy Mobile as the platform on which to build our new iPhone app for our STLs. Everyone who’s used the app, from executives to STLs, are impressed with it, and we’re excited about developing more apps focused on other areas of the business.”
The Container Store was first opened in Dallas in 1978 and was devoted entirely to storage and organization. Currently, there are 60 stores across the US with annual sales growth in the double digits with sales forecast for 2013 of approximately $766 million. They stock over 10,000 products with nearly 2,000 new products added annually. Kip Tindell, Co-founder and CEO of The Container Store, is proud to be a workplace of choice, with no layoffs or store closings during the recent economic recession.

The employee comes first at The Container Store and they are compensated much higher than the industry average. This philosophy allows The Container Store to attract and retain talented and dedicated people. They believe that when employees are well taken care of, customers will be equally well cared for and will remain loyal and satisfied. Vendors, community partners and, of course, shareholders significantly benefit when these conditions exist. The Container Store has been on Fortune’s 100 best companies to work for 14 years in a row and number one for two of those years.

The Score

The Container Store’s app is called “The Score”, a concept that originates from their CEO to reflect the idea of complete transparency in their business.

Their motto is “there is no way your team can win the game unless everyone on the team knows the score.” The Container Store went from concept to production within months and their app provides executive sales recap, payroll performance, company sales, store sales, flash sales, and trend reports rolling 3, 6, and 12 months.

The Container Store has been a strategic MicroStrategy partner for over 15 years. The company began with grid and graph reporting targeting merchandising, buying, and finance. Only a limited amount of dashboard reporting was developed until recently. The Container Store decided to participate in a MicroStrategy Mobile QuickStrike to fulfill the needs of their promotional sales reporting for the buying teams. The QuickStrike demonstrated the power of the MicroStrategy platform to bring dashboards to mobile devices. A huge shift from reporting via email and spreadsheets to mobile devices was underway. The outcome achieved was actionable, consistent, and timely reporting for the store leadership team and was well received by the thought leaders of the company.

Secrets to mobile success

A key to the success at The Container Store was getting all the right people in the room at the same time to scope out the app with the end user in mind. The retailer uses what they call a “whole brained approach” when it comes to developing all key company initiatives. They spoke with all business units to decide on KPIs and then created storyboards to conceptualize the look, feel, and flow of the app. They
Our journey with mobile started only 12 months ago. While at MicroStrategy World in Miami, traveling from the conference to the airport, we made a pact that we are going to take our reporting from desktop to mobile. We decided we are not going to build any more applications for the desktop. We are going mobile.”

—John Trailkill
Vice President of Store Metrics and Systems, Customer Support and Business Development

Then developed a roadmap with realistic and achievable goals that led to a very informative and beautifully-crafted, user-friendly app with 14 dashboards. Simply put, they began with the “end” in mind.

Also, by using the MicroStrategy platform, The Container Store was able to provide, for the first time ever, information about their payroll, as well as actionables to optimize their schedules based on current trends and predictive analysis. They are now able to compare sales per payroll hour to customer-facing payroll hours. This information makes it easier to better manage personnel hours.

Mobile future

The executive team identified gaps in store reporting as the greatest opportunity for improvement and innovation. The Container Store decided that future development of “The Score” will include store productivity, campaign performance, sales performance, shrink and general damage reporting, employee ranking, in-store alerts, store department sales performance, a custom design center / Elfa performance module, store operations module, and inventory control. Also, their app will include Transactional Services to further enhance the productivity of their teams in the field.
GUESS?, Inc. is one of the most widely recognizable apparel companies across the globe, with over 1,421 GUESS and GUESS Accessory retail stores in over 90 countries worldwide. A company known for its innovative style, GUESS continues to dress and accessorize the world with fashion-forward apparel, handbags, watches, shoes, and more.

The importance of being an early adopter
At the start of 2008, the GUESS BI team wanted to support its mobile workforce by delivering timely information to their RIM BlackBerry devices. Officials at GUESS wanted to be sure that its executives and corporate directors at headquarters, and regional directors in the field were receiving critical information, regardless of their location.

To this end, GUESS selected MicroStrategy to develop a mobile business intelligence initiative that delivered operational information to end users’ smartphones. Instead of receiving cumbersome Excel spreadsheets, the sales force could open up a PDF document on their BlackBerry devices, get a quick snapshot of the business, and make immediate decisions that impact sales and revenue growth. But, GUESS knew it wasn’t going to stop there, and decided to deliver that insight to the iPad.

Seizing opportunities
In 2010, GUESS chose MicroStrategy Mobile to develop an iPad app that allows its executives, designers, and merchants to analyze sales performance. The iPad app helps GUESS users perform additional analysis than they currently do via BlackBerry and MicroStrategy Web.

Today, GUESS users, including executives, merchants, regional directors, visual merchandisers, buyers, and planners, have access to 13 dashboards captured in one, easy-to-use app that highlights prevalent sales trends. For example, executives at the company’s Los Angeles-based headquarters can tap on summarized information such as sales performance by region (e.g., U.S. stores vs. Canadian stores), tap and swipe on margins (e.g., Are they up or down?), see trend information, and resolve pain points.

“We view ourselves as early adopters of mobile technology, and realized in 2010 the business value of delivering instant productivity to our executives’ iPads,” said Bruce Yen, Director of Business Intelligence at GUESS. “On the iPad, the information decision makers need is easily accessed in a way that encourages them to use it.”

One app with multiple business workflows
GUESS has outfitted its iPad users with multiple windows into its data: Merchant and Sales. The app allows both a high-level and detailed view of the data, depending on the user.
Executives are quickly briefed about the state of the business with a few swipes and taps. They are able to view graphs and charts on the business as well as view the weekly, monthly, and yearly sales at the company level or drill down to the store level.

Merchants can access the app and look at the data in multiple ways. They can see best sellers across multiple levels of detail and drill down into a specific store; view inventory or sales on a map; and look at detailed information by style, down to the size level with over four months of history. The power of being able to walk into a meeting and have information for any style or best selling item allows merchants to be able to make quick and informed decisions based on current trends.

The merchants can analyze this information while traveling, at home, or more importantly, when visiting stores. The app allows the merchants to perform a virtual store visit before visiting the store—viewing product mix, sales penetration by category, sales trends and best sellers from total store best sellers down to very specific category levels. They are also able to compare the sales of each style to the sales at other stores. Additionally, while at the store, they can pull up any style and view its selling history, for instance, if they are trying to compare a current selling style to a style sold in the past.

“Allowing users to have a clear view of financials and sales in addition to best sellers gives everyone a better view of what’s driving the business,” added Yen.

Mobile BI meets high fashion

GUESS is unique in that they are a very design-focused company. Even in adopting a new technology, Yen believed the iPad screens had to reflect the GUESS fashion-forward, corporate culture. Some members of the design staff aren’t used to grids and charts, so the GUESS graphic designer worked with MicroStrategy Mobile consultants to incorporate more visual elements into the screens that a typical GUESS employee would relate to.

Once the apps went live, feedback was tremendous and positive, according to Yen. “I got a lot of comments like, ‘The iPad apps are stunning. Can we get more of these?’ and ‘I can’t believe how easy it is to use.’ The apps simplify everyday decisions for GUESS executives meeting in conference rooms, designers checking in on their designs, and the merchants and planners analyzing store performance.

Yen is pleased with the cohesive design and overall results, and credits his onsite team as well as MicroStrategy Professional Services.
Ceva Santé Animale is a global veterinary health company focused on research, development, production and marketing of pharmaceutical products and vaccines for pets, livestock, swine and poultry. CEVA provides products and services to protect the lives of animals that ultimately benefit the well being of every person on the planet. CEVA was founded in 1999 and has grown to be the 9th largest veterinary health company in the world with locations in 40 countries with revenue of approximately 700 Million dollars and double-digit growth.

MicroStrategy provides the answer

In 2009, CEVA received proofs of concept from MicroStrategy, Cognos and Business Objects. MicroStrategy was the clear winner. As stated by Francis Tricot, “My IT strategy is to have everything on all devices without VPN (PC, Mac, iPad, Android and Blackberry). It has to work everywhere and on all platforms.” Tricot adds, “My idea was to really be able to empower users so that they can create reports based on the data filtered to their country, to their role, and to their responsibilities. For that, MicroStrategy, with their metadata and security model, is much better than any other software.”

CEVA goes mobile

CEVA Santé Animale built a sales enablement app on the MicroStrategy Mobile App Platform, which aggregates CRM, ERP and sales data, and makes that information available to sales reps both online and offline. CEVA’s Chief Information Officer, Francois Tricot says, “Our sales reps only have a short 15 minutes with their clients and they need to use all this time for their visit; they can’t waste time waiting for technology or information. The MicroStrategy sales app is very easy to use and provides quick access to all the data they need to customize a conversation with a client, even if they don’t have network connectivity. Sales reps don’t like having to go back at the end of the day and update the CRM tool; they want a tool that helps them perform their job throughout the day. Using the app, I expect that the sales reps will be able to sell more.” Tricot adds, “The MicroStrategy app also helps sales reps to focus on the right client and to optimize their time. Further, they can re-schedule their days very quickly. They use an integrated Google map view to select a different nearby client to visit in the case that one client cancels a meeting at the last minute.”

When discussing CEVA’s implementation experience, Tricot says, “MicroStrategy’s consultant team worked very quickly to make our app project a success. MicroStrategy does not just provide a great technology, they are a great team that we consider a partner, not just a supplier.”

It was a real diamond for CEVA to discover that not only was MicroStrategy their BI solution but that MicroStrategy also provides the platform for building Mobile Applications. Tricot states, “We can build it once and then run it on several platforms.”

MicroStrategy does not just provide a great technology, they are a great team that we consider a partner, not just a supplier.”

MicroStrategy was not only our choice because of their technology but also for going the extra mile. We have a really strong relationship with the MicroStrategy team and they are great.”

– Francis Tricot, Chief Information Officer, CEVA Santé Animale

Applications:
Sales enablement iPad app
It makes a big difference.” CEVA was amazed that it only took 3 months from concept to production of their mobile application. This time period included data modeling, creating I-cubes, datasets, reports and the first iteration of the application. Once the app was in production, the initial number of users ramped up to 70 people. In the near term, the number of expected users will rise to 700 people in multiple countries around the world.

**CEVA mobile future**

According to Tricot, “Development is already underway for additional applications on the iPad. I’ve got projects that are running right now for an analysis of the local sales for country managers so they can go in depth into the sales of their products. I am going to build the same at a corporate level to aggregate all country sales.”

Tricot continues, “It’s also important that we take the data from the consolidation, financial consolidation, financial performance software, P&L data, sales, and inventory to build an application for top management.”

CEVA’s iPad application uses the MicroStrategy map widget so that sales representatives can schedule their day, see nearby customers, and can quickly make changes when cancellations occur. Plans are underway at CEVA to implement this as well as additional functionality in a mobile phone application which will further enhance the way their sales force works.

**MicroStrategy provides a return on investment**

A timely return on an investment is important when choosing the tools necessary for a company’s growth. CEVA is seeing a great return on their investment by choosing MicroStrategy. Sales representatives have become more productive and perform their job better. The ability to work when offline, coupled with instant access to their application and use of transactional services, promotes productivity and allows the sales force to focus on the business at hand.
Novation, the industry’s leading supply contracting company, delivers unmatched savings to the more than 65,000 members and affiliate sites of VHA Inc., UHC, and Provista LLC nationwide. By combining scale and expertise with data-driven tools and information, Novation offers the most extensive range of advanced contracting services in the industry. Novation provides alliance members with sourcing services and information and data services. Based in Irving, Texas, Novation develops and manages competitive contracts with more than 600 suppliers. In 2010, VHA, UHC, and Provista members used Novation contracts to purchase approximately $40 billion in product and services.

Reducing hospital supply costs with MicroStrategy Mobile

Purchasing teams across U.S. hospitals buy thousands of unique items each day, such as knee implants, drug-coated stents, and latex-free gloves. Healthcare purchasing is not an easy place to be because of high costs, the pressure to drive costs down, and the lack of pricing structures and tools that help hospitals make smart shopping choices. It can become a tough process altogether to know what’s available in the market, what’s important about the high-tech devices that physicians from various departments demand, what the pricing structures are for the endless products that every hospital needs to purchase, and how to drive down costs at the local hospital level.

Working closely with MicroStrategy, Novation developed powerful supply chain applications for the iPhone and iPad that have revolutionized the way hospitals perform price benchmarking. The apps are used regularly by both VHA, a national network of not-for-profit healthcare organizations, and UHC, a national alliance of the nation’s leading nonprofit academic medical centers.

Powered by MicroStrategy technology, the apps give buyers the information they need to compare prices on thousands of items. With the recent adoption and use of iPhones and iPads across hospitals, the idea of bringing this technology to a mobile platform has just recently come to fruition. VHA and UHC have rolled out the new mobile apps to give member hospitals a price benchmarking application on their iPhone and iPad, and with it, a clear view of their supply chain on-the-go, as well as graphical snapshots of pricing information hospital buyers need to make smart purchases.

Today, an iPhone/iPad user at a hospital can see what they are buying through a catalogue from a particular manufacturer. For example, a materials manager can focus on an exact stent, and view the entire price curve for this item. The app shows the price of the stent at the 50th percentile, and what the price would be if the price were renegotiated and moved to the 20th percentile.
“From the perspective of the buyer, more actionable information means speedier analytical decisions to serve patients, improve operational efficiencies, and implement new savings opportunities. The more information a hospital has access to, the more power it has to make decisions that improve the bottom line.”

Hospitals, under constant pressure to offset declining margins and shrinking reimbursements, now have mobile access to continually retrieve and monitor important information on supply prices, and also compare that price to market trends.”

–Guillermo Ramas, VP of Strategy and Product Development for Information and Data Services, Novation

Consider the typical user, a Director of Materials Management (DMM), who has to meet with physicians and service line managers to learn what it is that they want the hospital to purchase on their department’s behalf. “If we put an iPad in a conference room meeting, the DMM can look up the price for an item, like cotton gauze or needles, keep the discussion going, and know the cheaper price to pay for these items,” said Ramas. “If they want to buy an item for the first time, they can look it up before contracting for it.”

Currently, the Novation database covers 1,500-plus hospitals, which represents $64 billion in non-salary operating spend. Across these hospitals, C-level executives, service line managers, physicians, and clinicians use a combination of desktop computers, iPhones, and iPads. Of this mix, Ramas envisions the iPad use will become dominant as it rolls out to more member hospitals.

The continued spread of mobile BI at VHA and UHC hospitals

Officials at Novation see a growing demand for mobile BI apps across the landscape of hospitals because it clearly appeals to the physician who moves around from unit to unit. In addition to witnessing a growing demand for mobile apps, Novation believes the variety of mobile apps will naturally proliferate, and that it will be easy to do with MicroStrategy Mobile’s rapid deployment. According to Ramas, full application build time was two to three weeks, and that included development time as well as time to set up the servers, security, firewall, and prototype work. “What was really a turning point and unbelievably impressive was sitting down with a MicroStrategy beta consultant and two days later, playing with an app on my iPhone that I could show to our executives,” said Ramas.

“Our experience selecting MicroStrategy and working with them to build the app has been fantastic,” said Ramas. In fact, so much so that Novation has changed its philosophy and BI strategy. From now on, all analytics apps that are member-facing will port to the iPhone and iPad. Mobile BI is now a key part of the development process at Novation.

Endless app possibilities with MicroStrategy Mobile

Mobile BI has quickly revolutionized health care pricing and negotiation processes for hospitals, and Novation anticipates that integrating mobile BI technology with CRM apps will follow in the near term. Field reps visiting hospitals will have important information available on their iPhones and iPads as they drive up to a hospital, thanks to GPS mapping and geolocation functionality. Without having to look up key contact information or run reports as one would typically do on a desktop, a field rep will be able to access relevant reports for that hospital, recent purchases as well as savings opportunities based on contracts, contact information for key people, recent email exchanges, and such. This information can be generated automatically on an iPhone/iPad before the field rep enters the hospital.
Liverpool Community Health (LCH) became an NHS Trust on November 1, 2010 and is at the heart of delivering healthcare within the communities of Liverpool, Sefton and Knowsley in the United Kingdom and reaching a population of approximately 750,000 people. They have a team of over 3000—80 percent of whom are practicing health professionals including nurses, community matrons, health visitors, doctors, dentists, dietitians, podiatrists, physiotherapists, occupational therapists and speech and language therapists. LCH services enable people to be cared for in their own community and remain as independent as possible, rather than having to go to a hospital. Many of these services are delivered after hours, with 24 hour, 7 day a week access.

Why MicroStrategy

“We chose MicroStrategy Mobile because we wanted to remove the risk with this product. We needed a mobile solution that was proven in the market, so we chose MicroStrategy Mobile. MicroStrategy is quite easy and intuitive to use. It’s very quick to develop on and as a developer, I’ve worked with a number of BI tools but MicroStrategy is by far the most advanced mobile platform available,” says Ammy Singh, Head of Solutions for NCS-IT.

Life before MicroStrategy

Prior to having MicroStrategy, LCH would have to prepare for board meetings by manually analyzing data and preparing reports in Excel. This process took several weeks so the information given to the board was usually a month old. Additionally, each month, staff was required to spend several days printing packages for each board member and sometimes they had to be hand delivered by courier. Now, with the implementation of MicroStrategy, the Board has near real-time information and can access that data anytime and anywhere on their iPads with their Organizational Performance Electronic Reporting Application (OPERA).

LCH is finding that they are saving money several ways. First, they are greatly reducing printing costs that were required to create the paper packages each month. Secondly, they are now able to free up their staff’s time that was previously spent manually creating reports and the packages. Finally, for the first time ever, the LCH Board is able to drill down into the data to find answers to their specific questions. They can research and analyze data on their own anywhere and at anytime thanks to the OPERA mobile application. This makes for more efficient board meetings and improves internal operations.
We chose MicroStrategy because we had looked at a number of different vendors that are out there that provide mobile business platforms and when we looked at MicroStrategy, it seemed much more intuitive, a much better product for us to use, something that we could take, install, and implement pretty quickly. It was really, really simple for us to move from where we were to the platform.”

– Lesley Neary
Head of Planning and Performance

Mobile is now

The success of OPERA has been so well received that LCH is now looking to develop mobile applications for their entire enterprise. LCH believes that a mobile device is one of the tools necessary for all staff and will greatly improve the way they work. Also, from an information governance perspective, clinicians are able to more securely collect patient information and will no longer need to handle paper records.

Another benefit of the OPERA iPad application is the ability of LCH to obtain patient feedback in a confidential manner. The staff is now able to hand the mobile device over to the patient, who can answer the survey and then hit submit and pass the device back over to a member of staff. This new approach provides greater confidentiality and ensures more completed surveys than the previous paper-based one. Likewise, the mobile application provides instant analysis from the patients’ feedback and acts as a diagnostic tool, which allows the staff to focus on correcting any issues highlighted.

Return on investment

“Just for the board, we recognize that we had less than a one year payback in terms of the amount of paper and the amount of time that we had compared to the cost of running the mobile devices. So, that was an easy payback for us. When we look at developing mobile devices across our whole organization, we’re looking at paybacks of less than three years on the mobile devices, which includes the initial investment we’d have to make to set up the templates and all the management. So, we’re really keen to do this, but the primary drive forward, as well as the financial savings, is the improvement in quality and assurance that we have by having the right information available to clinicians whilst they’re out in people’s homes and in the community dealing with patients,” says Gary Andrews, Director of Finance and Deputy Chief Executive.

“In terms of return in investment from my department, I believe I save around five days a month in terms of not having to produce some of the reports that we previously had to create before MicroStrategy.”

– Lesley Neary
Head of Planning and Performance

Having the app completely fits in with our mobile working. Nearly all of our clinicians now have some sort of mobile device, and it is about releasing time to care for patients. They spend more time face-to-face with patients rather than going back to base in order to input information.”

– Helen Lockett
Director of Operations and Executive Nurse
Kinross, founded in 1993, has quickly grown to become one of the world’s leading gold mining companies. Kinross is Canada’s third largest gold producer and headquartered in Toronto, Canada. They have over 8,000 employees worldwide with mining operations in the United States, Brazil, Chile, Mauritania, Eastern Russia, Ghana, and Canada.

The need for analytics

“I didn’t get the right information at the right time to be able to make effective business decisions, or when I did get the information, I got it three weeks later than I really needed it and it was so manual that I questioned the data quality. Initially, we were going down a roadmap where we were using some of the other solutions and what we were finding was, we were spending way too much time maintaining the systems and getting them to the point where we can actually deliver business value. We needed to make a course correction in our BI strategy. That’s when we started to look to more robust solutions and ended up choosing MicroStrategy and I have been very happy with this decision,” says David Cefai, VP Information Technology.

According to Alexis Ricordi, Director of Project Management, Kinross completed a full analysis of all the available BI vendors to decide what would be their platform of choice. Some of the important considerations for Kinross are the speed of the platform, ease of use, mobile functionality, speed to develop and the costs of ownership. Once all these were considered, MicroStrategy was the leader.

Mobile first

Kinross has taken the approach to develop once and deploy everywhere. “When developing dashboards at Kinross, we make sure that we design them to run on PCs as well as on mobile equipment. One of the big advantages of MicroStrategy is that we can develop them once and they can run in different platforms,” Alexis Ricordi, Director of the Project Management Office.

Having a mobile application really has benefited Kinross’ fleet management supervisors who are always on the go. Additionally, with transaction services, the supervisors are able to input data directly from the field which leads to making the right decisions at the right time. The feedback from those in the field at Kinross has been very positive.
Internationalization

Kinross is a global company with employees that speak multiple languages including, English, Spanish, Portuguese, Russian, French and Arabic. They needed a mobile solution that could address their diverse workforce. MicroStrategy was able to meet that challenge and today Kinross’ mobile application is used across multiple sites and they change automatically based on the language needed.

Return on investment

Prior to MicroStrategy, Kinross would compile data in Excel to present to management. They lacked the ability to drill down into the data in that format. Now, with MicroStrategy, not only can they drill down but they can also access the information while on the go. Additionally, Kinross has seen a reduction in time and cost to produce reports. This has given them more time to analyze the data and identify the areas where to improve mining operations.

“I have a dream. Currently, I would say we spend about eighty percent of our time collecting data and then twenty percent of the time analyzing it. I’d like to reverse that ratio. I’d like to spend much more time on analysis. I’d also like to eliminate all of our paper processes and I’d like to really enable effective decision making at all levels of the organization. I think MicroStrategy is going to help me achieve all of those objectives,” David Cafai, Vice President of Information Technology for Kinross, states optimistically regarding their future endeavors with MicroStrategy.

As we have been implementing MicroStrategy, we have also been making significant business process changes as well. There is no debate that the solutions that we implemented both from a process and technology perspective are delivering significant value; and I would be very comfortable to say that in most cases it is delivering a payback of less than 12 months.”

– David Cafai, VP Information Technology
Don’t delay. With MicroStrategy Secure Cloud, you can start building mobile apps for your enterprise today.

Learn more about how we can help transform your business. microstrategy.com/mobile

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