Top 10 Reasons Why OEMs Choose MicroStrategy for Analytics
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Organizations are always on the lookout for ways to stay competitive, enhance their service offerings, and generate new revenue streams. In today’s data-driven business environment, the most popular applications are those that deliver fact-based insights to users. From personal and commercial banking services, to travel websites, online stores, social media sites, and more, the opportunity to use data to enrich applications is everywhere. By leveraging data, organizations can deliver more than just a “good experience.” They can deliver truly value-added services in their applications and uncover valuable new insights about app usage patterns and customer behavior.

Build vs. Buy Decision

Organizations looking to embed analytics and reporting into their applications face the choice of building their own in-house solution or customizing and embedding an existing analytics product. For many organizations, the cost and expertise needed to build an in-house application can be overwhelming. That’s why rather than building from scratch, organizations today are increasingly either customizing open source software or going with the original equipment manufacturer (OEM) approach to inject analytics into their products and services. OEM partners who specialize in business intelligence can provide a cost effective, thoroughly tested, highly secure, and scalable solution.

Why MicroStrategy?

We at MicroStrategy have invested heavily in our customers by having:

1. Focused long term vision that helps organizations around the world pursue our vision of intelligence everywhere.
3. Commitment to innovation across our comprehensive product line
4. Dedicated on-boarding programs with dedicated sales support, joint marketing programs, and expert services.

MicroStrategy provides a robust enterprise-grade platform that enables OEMs and other technology companies to avoid the massive investments in time and money needed to build a custom reporting and analytics layer for their enterprise applications. Our open framework delivers support for multiple platforms and devices, as well as hundreds of optimized connectors to relational databases, cloud sources, big data sources, and more. It provides sophisticated administration and data connectivity tools, a unified metadata layer, and an unparalleled in-memory architecture. It’s everything an organization needs in an analytics platform: enterprise-grade security, high performance, scalability, and data governance—all delivered with the lowest total integration cost in the industry.

Read about the top 10 reasons why OEM partners choose MicroStrategy to deploy embedded analytics into their solutions.

Our customer needs are constantly changing, and MicroStrategy is always changing with us and there to deliver outstanding support. We work with MicroStrategy on a week-to-week basis, helping to make sure that they take our needs into consideration, and getting the enhancements and bug fixes we need to help our client base.

—Scott Frye, Manager Development Care Coordination, & Analytics, Allscripts
1. Comprehensive Analytics: Dashboards, Data Discovery, Mobile, Predictive Analytics, and Transactions

OEMs looking for an embedded analytics solution need more than just a subset of analytical capabilities provided by a point solution. They need a future-proof platform that allows them to grow incrementally. MicroStrategy provides a single, cohesive offering that empowers both IT professionals and business users to fully harness the power of their data. MicroStrategy is the only analytics platform on the market that combines enterprise-grade performance, scalability, and security with easy-to-use interfaces and workflows. Users can build any type of information application, from banded reports and interactive dashboards, to data discovery applications and sophisticated mobile apps. MicroStrategy offers a powerful range of analytical capabilities that can scale to meet the requirements of any IT professional, data analyst, or business user.

**Dashboards**—MicroStrategy provides the capabilities needed to build production-ready dashboards that enable faster, more informed decision-making and can be used by thousands of users across an organization.

**Data Discovery**—MicroStrategy supports enterprise-grade data discovery that’s fast, easy, and governable. These capabilities make it easy for business users to quickly connect to nearly any source and start analyzing data through intuitive workflows and interfaces.

**Mobile**—MicroStrategy Mobile is the fastest, easiest, and most affordable way to mobilize existing information systems and web applications currently trapped on the desktop. These mobile capabilities are fully integrated into the MicroStrategy platform, so it’s easy to leverage existing visualizations, reports, and dashboards to instantly deploy them via the MicroStrategy Mobile app.

**Predictive Analytics** - While MicroStrategy offers a strong set of native analytical functions, the platform also allows organizations to leverage third-party statistical and data mining software within their enterprise applications. The R Integration Pack allows analysts to deploy R analytics as standard MicroStrategy metrics.

**Transactions** — MicroStrategy provides mobile write-back capabilities that let users update systems of record from the field. Users can change data on the fly, insert new information, and view updated reports and dashboards—all from their mobile device.

Beyond these, there are many other capabilities—such as banded reports, distribution, alerting, and geospatial analysis—that organizations can leverage to transform their data into real-world intelligence.

MicroStrategy offers a comprehensive set of enterprise analytics capabilities in a single unified platform, from data discovery to enterprise reports, predictive analytics, real-time transactions, and mobile analytics.
2. Extensive Customization with Workflows

A true enterprise-grade platform should give organizations the ability to modify and extend out-of-the-box functionality to meet their unique needs. It is common for organizations to invest in multiple technologies that need to interface with one another, and embed analytics that deliver a consistent, branded look and feel across multiple platforms.

The MicroStrategy platform provides a sophisticated service-oriented architecture that delivers the flexibility and extensibility organizations need to deploy and grow applications as their business evolves. MicroStrategy makes it easy to customize applications by providing access to all its functionality through an extensive set of APIs.

OEM partners can use their industry expertise to create custom analytics applications that leverage the powerful functionality of the MicroStrategy platform. They can customize MicroStrategy and reskin applications on both web and mobile with SDK toolkits to deliver a consistent experience that leverages their own unique, branded workflows. OEM partners can also inject analytics into a completely white-labeled application in order to deliver fully customized applications to customers.

Additionally, OEMs can embed MicroStrategy into their own enterprise portals. MicroStrategy offers out-of-the-box portlets designed to take advantage of the mechanisms of various portal applications, without requiring any adjustments or changes. With the portal integration, organizations can provide BI content, portlet-to-portlet communication, single sign-on, interactivity with MicroStrategy Web, enhanced personalization, and much more.
3. Open Framework and Unmatched Extensibility with Rich APIs

A platform that includes open APIs gives organizations the flexibility to extend out-of-the-box functionality to meet custom requirements—such as creating custom connectors to data sources not natively supported by the platform, consuming data via custom applications, and pushing external data into applications.

With RESTful APIs, organizations can use MicroStrategy as a data source to quickly extract subsets of pre-processed data in JSON format. This addresses a key need for large enterprises and OEM partners that consume data through MicroStrategy’s governed and secured architecture via customized business applications. Organizations can also use RESTful APIs to push external data in JSON format into in-memory cubes on the MicroStrategy Intelligence Server. This way, users can readily consume, process, and analyze data—unlocking new end-user workflows and opportunities for partner integrations.

As data sources evolve and new ones become available, organizations need to be able to quickly tap into data stored in these locations. Using MicroStrategy, organizations can leverage HTML and JavaScript to build custom connectors for these sources. By doing so, users can gain access to any data source without waiting until it is officially certified on the platform.

MicroStrategy also integrates with third-party and open source JavaScript visualizations, so users can tell even more compelling stories with their data. MicroStrategy provides APIs, tools, samples, and documentation to help users build custom HTML5 visualizations using open source and commercial libraries like D3 and Google Charts.

A list of all the APIs that customers can use to leverage existing technology investments and build custom branded applications.
4. Object-oriented Metadata That Delivers a Single Version of the Truth

An object-oriented architecture is critical for any analytics platform as it catalogs every aspect of the business. Data assets, KPIs, dimensions, users, reports, and dashboards, are all stored in a central location as unique logical objects to support reusability. For OEMs designing embedded BI applications, this metadata is key because it helps to anchor multiple floating points to set the stage for a secure and governed application.

The core of a MicroStrategy deployment is the centralized metadata repository, which is a collection of objects, as defined by developers, that can be reused across the BI project. Objects can be combined to create higher level objects, like reports, dashboards, and applications. With this resource, developers can reuse objects hundreds of times across the enterprise, without any duplication of effort. Changes or modifications made to any object in the metadata automatically proliferate to all other dependent objects, which eliminates the need to manually update changes across multiple reports and documents—a critical capability for large deployments. This model not only permits the deployment of applications without any duplication of effort, but also enables secure object reuse across the BI deployment. The unified metadata is the key to ensuring fast development times, seamless platform scalability, efficient application management, and a single version of the truth.

MicroStrategy makes it easy to quickly develop BI applications while reducing maintenance burdens with its object-oriented, reusable, and fully dynamic metadata repository.
5. Architecture for Flexible Multitenant Deployment

The increased adoption of cloud computing and virtualization technology has made multitenancy a critical requirement in today’s IT environment. In a multitenant environment, multiple customers share the same application, running on the same operating system and hardware, with the same data storage mechanism. Advantages of this type of multitenant environment include easy upgrades, fast deployments, and overall cost savings. When deploying multitenant applications, organizations are faced with the task of giving each tenant a personalized experience while minimizing administrative and infrastructure overhead. With MicroStrategy’s multitenancy capabilities, OEM customers can benefit from powerful, custom applications that are built on a single architecture. The MicroStrategy platform enables organizations to efficiently share a single application across thousands of tenants, create tenant-specific applications, or combine both approaches. In shared application deployments, it’s easy to tailor a single set of dashboards so content is personalized for each customer in terms of data security, branding, and naming conventions. For instance, a single dashboard might refer to “Guests” when viewed by one company and “Customers” when viewed by another in a different industry. Sharing resources can result in more efficient administration, reduced resource consumption, and lower overall TCO.

Multitenancy enables an OEM’s various customers to experience custom applications, all built on a single architecture.
6. Enterprise-grade Performance and Scalability

OEMs require exceptional performance from applications so they can deliver speed-of-thought reporting regardless of data volume, report size, or other variables. An ideal enterprise platform should leverage sophisticated query, caching, and computing techniques to ensure internal processes are completed with maximum speed and efficiency. A platform that fails to maintain high performance in the face of increasing data volume can gradually erode your business by reducing internal productivity and frustrating users.

Designed from the ground up for unmatched performance, MicroStrategy delivers sub-second response times, even on the industry’s largest datasets. A key component of this is MicroStrategy’s support for push-down analytical functionality, which drives computations intelligently to the database when needed. This shortens overall response times and improves the end user experience. Also, MicroStrategy can create multiple, parallel threads to the database, further increasing the speed at which data is fetched from the warehouse. The platform is based on an in-memory architecture that can partition cubes and process data in parallel, which lets organizations process larger cubes, faster.

MicroStrategy is optimized for speed at enterprise scale, supporting high-performance reporting and analytics for hundreds of thousands of users across the enterprise. Organizations can ensure performance and reliability across the entire user population with work- and user-fencing, as well as clustering of up to eight nodes. Additionally, with MicroStrategy, there are no restrictions on data size for either direct or in-memory sources. Today, MicroStrategy customers can leverage in-memory cubes with over 2 billion rows while delivering sub-second response times to end-users.

MicroStrategy is also the only comprehensive analytics vendor that supports big data analytics with native connectors to HDFS to access petabytes of data in real time.

Compared to other large international BI vendors and large enterprise BI platforms, MicroStrategy has been a market leader in computing large data volumes for several years. Survey results confirm that MicroStrategy is not only used in large scenarios but it is also able to handle very large data volumes.

— The BI Survey 16, BARC
7. Exceptional User Experience with Governed Self-Service

Self-service analytics is an essential requirement for OEMs. To be truly impactful, these self-service applications need to provide user-friendly access to the same types of powerful analytical tools and sophisticated interfaces typically used by developers. In addition, they need to include automated data management features that allow business users to selectively access, blend, and explore enterprise data on their own. This functionality needs to be available without IT assistance, and the platform needs governance procedures that help ensure business users can align their personal data with trusted enterprise sources in order to avoid reporting conflicts.

Unlike data discovery point solutions, MicroStrategy combines the ease of data discovery with enterprise capabilities like scalability, performance, security, and governance—all in a single platform. The MicroStrategy metadata model makes it possible for anyone with the right privileges to promote new and external content to the server and tie it to a certified data model with ease. Users can map the metadata at the dimension level, as well as the cube level, so they have the flexibility to control the data that is published to the model. The platform supports governance for data from disparate sources, even external non-certified sources. This enables organizations to build a system of record that users can trust, while also delivering the speed and flexibility business users demand.

Genesys empowers some of the world’s most powerful customer experiences and MicroStrategy plays a key role in helping us differentiate ourselves in the market through its extremely easy-to-use interface and world-class platform.

—Praphul Kumar, Senior Director Design & Analytics, Genesys
8. Support for Multiple Platforms, Multiple Devices, Multiple Interfaces, and Hundreds of Data Sources

Organizations need access to a wide variety of data sources, while ensuring data reliability and consistency. Users must also be able to explore this data on any platform, device, or interface without roadblocks or limitations. With MicroStrategy, organizations can roll out analytics across the enterprise using on-premises, cloud, or hybrid deployment options. The platform is supported on both Windows and Linux, and can be clustered with up to eight server nodes. By partnering with AWS, the leading cloud vendor, MicroStrategy allows organizations around the world to spin up their own instances in minutes, giving companies the freedom to start small and expand as needed. Users can consume and interact with data on iOS and Android devices, on the web, or even offline.

MicroStrategy provides instant access to nearly any type of data with out-of-the-box connectors to sources including personal spreadsheets, enterprise data warehouses, and big data systems. MicroStrategy delivers optimized connectivity to 80+ RDBMS, MultiDimensional eXpressions (MDX) cube sources, Hadoop systems, and cloud-hosted data sources. The combination of these powerful connectors with MicroStrategy’s multi-pass SQL engine, push-down architecture, and data blending capabilities makes the MicroStrategy platform uniquely suited to provide optimized performance and unmatched data access.

Enterprise BI platforms interact directly with your critical business data, so it’s essential that these platforms deliver robust security at every level of the BI architecture. A true enterprise BI system must be able to: authenticate users, control access to metadata objects, validate users on mobile devices, and encrypt communications across the entire analytics ecosystem. Given the increasing frequency and scale of data breaches, enterprise security should be of paramount concern for every organization looking for an embedded analytics solution. Platforms that lack end-to-end security, or have inefficient workflows for security administration, put your organization’s critical enterprise data at risk.

Many corporations have a single, centralized security directory which governs user access to internal systems and applications across the entire enterprise. MicroStrategy integrates seamlessly with security directories through linked authentication, also called external authentication. Benefits of linked authentication include reduced administration and maintenance of users in the BI system and increased ease of use for end users. With automatic, linked authentication, users typically use a single login to access both the network and the MicroStrategy platform. Business users can move freely between all BI and other enterprise applications without maintaining multiple logins and passwords. This single sign-on capability further simplifies administration and maintenance of security profiles and groups. MicroStrategy helps implement single sign-on by leveraging a company’s existing security infrastructure to deliver a seamless experience for end users. Identity management systems, portals, and other third-party applications that are part of a company’s larger security infrastructure can all be integrated with MicroStrategy.

The MicroStrategy security model is built around the concepts of users and user groups, which are represented as logical metadata objects. These objects help to ensure that data is secured at the most granular levels. Role-based security filters ensure that individuals can only see data that is relevant to them. This eliminates the need to build multiple versions of the same application, which saves development time and simplifies large-scale deployments. With MicroStrategy, administrators can also apply Access Control Lists (ACLs) to large user groups, restricting the range of data objects they can access or actions they can perform.

MicroStrategy’s security model provides granular control for administrators and personalization for end users.
10. Powerful Automation and Administration Tools that Reduce TCO

Sophisticated automation and administration tools are essential for any OEM deployment. These tools should reduce the complexity of managing a production system and include workflows for automating manual tasks, including: life cycle management, data integrity checking, and platform monitoring. Platforms with inefficient, non-unified administrative systems will become more difficult to monitor and manage as a deployment scales. This can lead to poor performance, security vulnerabilities, and increased TCO.

MicroStrategy delivers a centralized administration console and powerful tools that let organizations monitor, automate, and control deployments with fewer administrators. These tools allow administrators to monitor every environment in a MicroStrategy deployment, across multiple projects and servers, both on-premises and in the cloud.

In a single interface, administrators can quickly and easily view usage patterns, system resources, uptime, and alerts related to all their projects and environments. They can easily maintain and upgrade systems, automate workflows, manage objects and migrations, do regression testing, and ensure superior data quality and security — all without the need for any redundant work. Thus, administrators can reduce the time and effort spent on routine maintenance and administrative tasks, like moving assets from test to production environments, checking data quality, and scheduling health checks.

For over 25 years, MicroStrategy has been building software that helps organizations transform their data into real-world intelligence. Our software helps people discover new opportunities, make better decisions, and drive real results. We believe analytics is the key to unlocking a smarter enterprise and transforming the way people work.

For more information about partnering with MicroStrategy, visit our OEM page microstrategy.com/us/company/partners/oem