Digital Transformation of Finance with MicroStrategy
The challenge

In today’s complex business environment, it is imperative that finance departments provide timely, accurate information to business leaders and partner with them to make strategic decisions. External stakeholders including investors, customers, and governments, have high expectations for financial disclosures, and noncompliance can result in severe penalties. Nonetheless, many finance departments still struggle to effectively bring together information from disparate enterprise systems. This results in inefficient, manual planning, budgeting, and reporting tools, as well as lengthy and often error-prone financial consolidation.

The solution

MicroStrategy is an integrated enterprise analytics platform that equips finance departments with powerful tools to help streamline financial reporting, budgeting, and planning processes and ensure data accuracy. These powerful, secure solutions pull together data from various sources, provide a unified view of information, and enable finance professionals and organizations to make better, more timely business decisions. MicroStrategy’s advanced analytics and mobile capabilities help organizations to accelerate the financial close and reporting process, make more informed operating and investment decisions, better manage risk, and navigate complex regulatory requirements.

MicroStrategy enables finance departments to digitally transform their businesses.
The challenge
Financial operations is a critical component of every finance department. In order for this team to function properly, it’s imperative they have timely access to the information they need to make informed decisions about purchases, expenses, customer billing disputes, and more. Yet, finance operations personnel are often forced to spend valuable time manually gathering this information—greatly reducing their overall efficiency.

The solution
MicroStrategy can help accelerate finance operations reporting processes so organizations can better manage costs and improve the quality of service delivered to other departments, external customers, and suppliers. The MicroStrategy platform allows companies to efficiently produce analytical reporting across huge volumes of data, distributed across multiple enterprise systems and data sources. With self-service data discovery tools, finance operations personnel can easily explore data and make more informed decisions related to invoices, expenses, purchase orders, budgets, service level agreements, and more. Transactional functionality allows application users to directly input adjustments to vouchers, approve or cancel invoice records, and immediately update underlying databases. Finance professionals can add comments to expense requests, cost analysis reports, and accounts receivables discrepancies to further boost collaboration and communication with other departments. By mobilizing key applications, finance operations organizations can streamline processes and help reduce both response times and overall costs.
ACCOUNTING AND FINANCIAL REPORTING

The challenge

Accounting departments are tasked with a wide range of responsibilities including managing accounts receivable, accounts payable, payroll, and financial reporting. They must maintain financial controls to ensure compliance and avoid errors, fraud, and theft. It’s imperative that they make use of tools that enable them to effectively leverage data to achieve accurate, consistent, fast, and compliant processes and financial reporting.

The solution

MicroStrategy can help accounting departments consolidate data from numerous sources and provide them with real-time insight that can help accelerate financial close and streamline reporting processes. By using MicroStrategy’s dashboards, reports, and data discovery capabilities, accounting departments can conduct in-depth analysis related to account reconciliations, outstanding financial close tasks, ledger information, and more. Our software can be used to better manage various regulatory requirements, streamline filings and disclosures, help ensure auditability, and help reduce compliance costs. With MicroStrategy, companies can make more confident, informed decisions.

Help ensure the accuracy, compliance, and speed of accounting, financial close, and internal and external financial reporting processes.

Deliver accurate and timely financial insights to make better business decisions

View and analyze data and trends related to people, production, and markets

Closely monitor cash and liquidity positions

Review compliance management performance by business unit
The challenge
Many corporate treasury departments rely on multiple systems, data sources, and manually managed spreadsheets to address their company’s needs. This inadequate infrastructure often leads to operational difficulties and increased risk rather than providing solutions to address challenges and facilitate growth.

The solution
MicroStrategy can provide corporate treasury departments with a unified view of critical systems and enterprise resources. Through sophisticated analytics and easy-to-understand visualizations, MicroStrategy can deliver real-time insights related to foreign exchange rates, commodity prices, cash flow, liquidity, and more.

Predictive analytics can help to facilitate improved forecasting of markets, cash flow, and other financial information. Powerful dashboards, reports, and self-service analytics can supply treasury teams with data-driven intelligence so they can help maximize the value of their investments, reduce risk, improve communications with banks and credit rating agencies, and closely monitor working capital levels.

Streamline treasury processes and better manage cash flow, liquidity, investments, and risks.

- Deliver real-time insights on working capital levels and trends to better advise management on the impact of proposed policy changes.
- Drill into the details of open receivables and payables and take informed actions to help reduce liabilities and ensure liquidity.
- Closely monitor inventory levels to help ensure they don’t place too heavy a burden on the cash resources of your company.
- Track DSO, DIO, DPO, and CCC numbers and trends.

TREASURY MANAGEMENT ANALYTICS APPLICATION:

iPad
12:30 PM
100%
**The challenge**

The financial analysis and planning team is one of the key departments in any company and plays a critical role in providing unbiased analysis for informed decision making. However, in today’s rapidly changing business environment, they are under intense pressure to quickly report financial analysis and insights. It is imperative that the FP&A team find ways to effectively leverage vast amounts of data from disparate systems and sources as well as collaborate with other departments as they collect data, analyze it and share results.

**The solution**

MicroStrategy provides companies with an enterprise analytics solution that can enables FP&A teams to leverage real-time insights to improve financial performance, increase profitability, and capitalize on growth opportunities. Our software can enables FP&A teams to replace static reports and spreadsheet-based analysis with engaging applications that enable users to interact with data and drive transparency across the organization. These solutions allow users to view detailed data related to revenue, margins, EBITA, operations, incentives, and more. FP&A teams can have a unified view of performance data and can quickly gain an understanding of cost drivers and underperforming business segments.

What-if analysis capabilities allow analysts to help assess projections based on potential market factors, uncover new opportunities, and improve forecasting accuracy. By leveraging our platform’s transactional functionality, FB&A teams, executives, and business stakeholders can input comments and provide feedback as financial and operational performance is monitored, predicted, and compared to target. Furthermore, MicroStrategy provides analysts with the tools they can use to more easily compare budget forecast amounts to actual results as they provide a secondary check during the accounting financial close process.
The challenge

The regulatory environment for organizations has become increasingly complex in recent years. The internal reporting structures of many companies have struggled to keep up with the growing demands of ensuring compliance with complex regulations.

The solution

MicroStrategy provides companies with an enterprise analytics solution that can enable them to more effectively manage corporate governance, risk, regulatory compliance, and audit processes. Our solution can integrate data from various enterprise sources and provides real-time visibility into data that companies need to help ensure regulatory compliance.

Organizations can build comprehensive compliance dashboards that immediately highlight areas of concern. Our data discovery tool can enable compliance and audit groups to quickly and easily analyze data on suspicious behavior, and threshold-based alerts can be incorporated into apps to immediately call attention to risky or noncompliant behavior. By leveraging our powerful mobile solutions, companies can accelerate the auditing process by giving auditors convenient, secure access to financials on their mobile devices. This information can serve as a common base of discussion and helps ensure users have the data that’s appropriate for the task at hand. With these tools, reviewers can collaborate, upload supporting materials, obtain sign-offs, and more.

By providing a more holistic view of organizational risk, MicroStrategy can help companies manage regulatory and disclosure requirements in a more consistent, streamlined manner.

Increase the effectiveness of compliance and audit teams by helping them understand activities and trends related to audit, regulatory, and disclosure issues.
The challenge

Today, companies are tasked with managing a large variety of risks related to finances, fraud, operations, regulations, and more. Further complicating matters, they must find ways to effectively leverage surging structured and unstructured data to better quantify risk and make more informed decisions.

The solution

MicroStrategy can deliver the scale, performance, and flexibility needed for efficient risk reporting while also providing the self-service capabilities managers need to investigate problems. The platform allows companies to efficiently produce analytical reporting across huge volumes of structured and unstructured data, distributed across multiple systems and domains. With these applications, risk managers can leverage sophisticated tools to uncover suspicious or hazardous trends before they become problems.

MicroStrategy can enable organizations to replace multiple, disparate point solutions with a single, common analytics platform, so they can maintain a governed, consistent enterprise data environment.

Manage the requirements associated with internal, strategic, and external risk mitigation.
EXECUTIVE INSIGHTS

Empower finance executive leadership to make data-driven decisions and help run a more profitable business.

Evaluate the financial performance of various lines of business and view information related to balance sheets, funds flow, interest rates, and more.

Utilize powerful data visualization and mapping capabilities to identify financial performance trends.

Identify financial risks that need immediate attention.

Explore how various financial decisions could impact profitability through what-if analysis.

The challenge
Executives need access to real-time information on spending, budgeting, and financial performance in order to run their business units more effectively. But for many executives, digging through individual spending reports and budgets can be overwhelming. That is why they need a single tool that can give them instant insight into a wide range of important financial metrics.

The solution
Finance departments are not only responsible for a company’s past and present financial situation, they also play a key role in setting business strategies that will determine a company’s financial future. CFOs and others in the executive suite need to be able to easily get a grasp on high-level corporate financials so they can more confidently plan, budget, forecast, and report.

With MicroStrategy, organizations can easily combine financial data from across the enterprise through data blending and hierarchical reporting. By putting this information in a single, user-friendly mobile interface, executives can quickly aggregate financial data across department or quarter, dig into budget and spending KPIs, and get an overall view of financial and operational performance. The MicroStrategy platform can help ensure the accuracy and timeliness of critical data provided to the finance executive team so they can better perform their controllership, treasury, and economic strategy and forecasting responsibilities.
## The challenge

Companies have traditionally relied on separate types of credentials to control employee access to offices and enterprise IT systems, resulting in a fragmented approach to identity management and access control. Organizations need a way to deploy a single type of credential that can provide secure, frictionless access to both offices and sensitive IT infrastructure. Providing this type of enterprise access and authentication is key to avoiding data breaches, improving employee productivity, and enhancing the overall user experience.

## The solution

Usher’s digital identity badges can enable authorized employees to securely and seamlessly access corporate offices and critical information systems by leveraging their smartphones. With Usher, institutions have a variety of options to protect enterprise information through strong, flexible multi-factor authentication including push notifications, biometrics, one-time passwords, face-to-face validation, and Bluetooth proximity. Usher can provide visibility into user behavior, helping to enable organizations to optimize asset utilization, improve productivity, reduce risk, and digitally transform their business operations.

### Corporate employee/Manager

*Functionality provided:*
- Connect to workstations/enterprise applications
- Access to sensitive digital and physical assets
- Access to MicroStrategy Desktop
- Access to employee parking, lounge, and gym

### Satellie office employees

*Functionality provided:*
- Unlock workstations/enterprise applications
- Access to sites, facilities, and garage
- Timekeeping
- Peer-to-peer authentication
Customer case studies

Learn how our customers are using MicroStrategy to digitally transform their business.
CITY OF AUSTIN: BUDGETING, CAPITAL EXPENDITURE, AND FINANCE APPLICATION

PROFILE
Industry Specifics: Government - Executive office
Location: United States
Products: Architect, Mobile, Server, Web
Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps, Enterprise Data Discovery

Application
In 2012, the City of Austin’s Financial Services Department received national recognition for developing an integrated financial portal that gave citizens and staff access to summary and detailed information about the city’s financial operations. Although the portal provided consolidated vendor information and unprecedented levels of information accessibility, internal users were still having trouble accessing the data they needed. Despite the efforts of the IT department, every departmental group was attempting to do BI on their own. This was extremely costly from both a maintenance and service perspective and led the City of Austin to look into purchasing an off-the-shelf analytics platform.

With MicroStrategy, the City of Austin has a standardized reporting platform that provides citywide data integrity. Through the use of MicroStrategy’s visual data discovery tool, Visual Insight, the organization has been able to push ad hoc reporting down into the workforce. Empowered to quickly and easily satisfy their own reporting needs, users are happier and the IT department is free to focus on other critical tasks. Business users are able to take analytics into their own hands to quickly respond to citizen and city council requests.

The City of Austin has many MicroStrategy projects underway to improve a wide variety of processes throughout the city that are expected to lower costs and improve services. The organization is building an HR application that will use dashboards to increase employee visibility among executive users. The Permits and Planning team is also implementing a MicroStrategy application. Additionally, the City of Austin is experimenting with MicroStrategy Mobile functionality to enable field employees to collect code compliance infraction data on properties.

“We see MicroStrategy as an integral piece to help us achieve that best managed city goal that we continually strive for.” – Greg Canally Deputy Chief Financial Officer, City of Austin, Texas.
EXELON: RISK MANAGEMENT MOBILE APP

Application
Exelon, a leading energy provider, used MicroStrategy to build an interactive mobile risk dashboard. This app supports risk identification, analysis, mitigation, and monitoring by providing near real-time insight into key risk indicators. These indicators concern everything from regulatory and market developments, to credit risk, reputational risk, and environmental events. In the app, users can quickly get an overview of current risk, as plotted on an Enterprise Risk Heatmap, and determine a starting point for further investigation. Next, users can proceed to dashboards devoted to each individual risk indicator. For example, users can view asset locations on a map, select a specific site, and view environmental event logs for that facility. With this mobile app, company leaders can minimize the unexpected and make better risk management decisions in an environment that’s defined by uncertainty.

PROFILE
Industry Specifics: Energy provider
Location: United States
Products: Mobile, Web, Server, Architect
Core Capabilities: Enterprise Analytics, Mobile Productivity Apps, Mobile Analytics
PPL ELECTRIC UTILITIES: PAYMENT AND INVOICING SOLUTION

PROFILE

Industry Specifics: Electricity distribution
Location: United States
Products: Web, Server, Architect
Core Capabilities: Enterprise Analytics

Application

This leading electric distribution company employs over 2,300 people and serves over 1.4 million customers in 29 counties across central and eastern Pennsylvania. PPL is a regulated utility that delivers electricity to homes and businesses through a network of over 48,000 miles of power lines and related infrastructure. As a Default Service Provider, they are required by law to provide energy to customers who do not choose an electricity supplier. In this role, this company buys wholesale energy on an open market from a variety of suppliers and delivers it to customers. The company pays suppliers on a monthly basis and the procurement and payment processing of these transactions—which are often as much as $50M—is tightly controlled.

In 2015, PPL was preparing to retire the legacy system that governed their payment and invoicing processes. They needed a technology solution that could facilitate a fast, effective, and auditable approval process for all payments. They chose MicroStrategy because it offers the scalable architecture and transactional, self-service capabilities needed to support these functions. This organization deployed a MicroStrategy transaction-based application that helps payment validators and approvers support the invoicing and service level agreements (SLAs) involved in the process of reimbursing wholesale suppliers. Powered by MicroStrategy Transaction Services, the application features an interactive interface that lets users directly input adjustments to vouchers, approve or cancel invoice records, and immediately update the underlying database. Using a series of pre-defined reports, users can look up invoices by supplier name, view transaction histories, review invoice status, and drill into payment details. Once invoices are approved, a PDF is uploaded to a separate portal system where suppliers may download and view the file. The Cash Operations team automatically receives a report that allows them to settle the invoices.

The application helps PPL to control and manage over half a billion dollars a year. It has enabled them to reduce the risk associated with manual processes, saving time and resources. With this application, PPL is able to help ensure that their invoices are built correctly and has optimized their operational costs by reimbursing suppliers every month with minimal disruption.
SONIC AUTOMOTIVE: EXECUTIVE FINANCIAL REPORTING

Application
Sonic wants to ensure that their executives and management have 24/7 access to daily KPIs via a mobile platform. To achieve mobility, the company is investing heavily in Apple technology, deploying iPads and iPhones to the executive team, regional management, and dealership management. 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. With this app, Sonic replaces large binders of spreadsheets and saves significant time by eliminating the need to perform manual analysis of the data.

The iPad app built for Sonic is focused on delivering an overarching view of business performance that touches on internal sales, service, finance, and insurance functions, as well as external market data. The 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 to evaluate daily sales performance at its 100+ dealerships in 26 major U.S. metropolitan markets. Executives, including the VP of Operations, CFO, President, CIO, Controller, and VP of Corporate Accounting, leverage the app to analyze daily operating costs and month-to-date results compared to forecasts and previous results. 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.

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

PROFILE
Industry Specifics: Retail - automotive
Location: United States
Products: Mobile, Server, Web, Architect
Core Capabilities: Enterprise Analytics, Mobile Productivity Apps
Application
Monitoring the bank’s business was of paramount importance for OCBC NISP’s Board of Directors and regional coordinators. Management needed insight into the bank’s financial and operational performance to help sharpen its competitive edge and ensure regulatory compliance. Business users wanted to be able to know how the bank was performing at any given moment, and have the flexibility to review reports on the go.

A lack of real-time access to operations information was one of the biggest challenges facing the bank. The finance department relied on traditional consolidation and reporting tools, often depending on manual queries of the bank’s disparate databases to extract the necessary information. This process was time-consuming and often left management reviewing outdated reports.

OCBC NISP deployed MicroStrategy in 2011. The deployment has allowed OCBC NISP management to harness the power of their data and make more informed, fact-based business decisions. Management can now monitor branch operations and product sales more efficiently and cost-effectively. MicroStrategy can enable them to act quickly to keep the bank on track to hit its revenue targets and maintain regulatory compliance. Reliable information is now available without incurring the hefty costs associated with gathering, formatting, and distributing reports to various parties.
MULTINATIONAL ENERGY COMPANY: EXECUTIVE FINANCIAL REPORTING APP

PROFILE

Industry Specifics: Multinational energy
Location: United States
Products: Mobile, Web, Server, Architect
Core Capabilities: Mobile Analytics

Application

This American multinational energy company produces, refines, transports, and sells oil and natural gas. They are one of the largest integrated energy companies in the world, with over 64,000 employees and revenues in excess of $129 billion in 2015.

In 2010, this company conducted an internal study that revealed they were spending a tremendous amount of time building a large set of management reports focused on financial performance. Their executives were forced to rely on binders full of these reports to make strategic and operational decisions. The IT and finance organizations recognized an opportunity to drastically simplify the process of arming these key decision-makers with timely, relevant information.

They decided to build and deploy a financial reporting mobile app developed specifically for the Chairman and his direct reports. The organization went through a significant vendor evaluation process to select the right solution. They ultimately chose MicroStrategy because of its high-performance capabilities, security functionality, and ability to seamlessly deliver reports on web and mobile. The team then built a mobile dashboard application that brought critical financial information together in a single location.

They were able to successfully integrate MicroStrategy Mobile with their existing Oracle Workspace implementation and deployed a comprehensive financial reporting application to their entire C-suite—empowering these key decision-makers with instant access to critical information from anywhere in the world. With MicroStrategy, they were able to achieve sub-second response times on top of a large and complicated data ecosystem, and they delivered a familiar, intuitive user experience by designing mobile workflows that reflect the structure of existing paper reports. The app has been extremely successful, and the company has already expanded the user base to include executives outside of the C-suite.