

Map of the  
Intelligent  
Enterprise™  
for the CSO

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**MicroStrategy**<sup>®</sup>  
Analytics and Mobility

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

# 1 EVALUATE

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

# 2 CATALOG

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

# 3 EMPOWER

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

# 4 PLOT A COURSE

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

# MAP OF THE INTELLIGENT ENTERPRISE FOR THE CSO

## TECHNOLOGY

### HARNESSING DIGITAL DISRUPTORS

Today's competitive sales environment demands that companies leverage technology to optimize operations, maximize performance, and provide powerful sales enablement tools that help teams sell more efficiently. Mission-critical sales systems must be easily accessible from any location. It's imperative that sales reps have real-time access to sales data and analytics so they can make accurate pipeline forecasts, identify potential upsell opportunities, and drive meaningful conversations with customers and prospects.

- Cloud Computing
- Machine Learning
- Mobile Computing
- Big Data
- Robotics
- Internet of Things
- Digital Identity

## MARKET

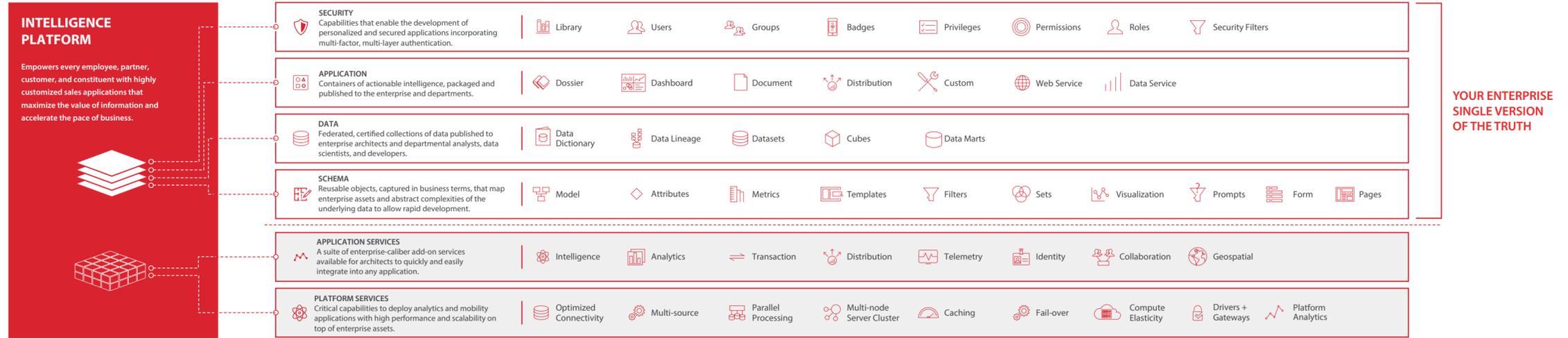
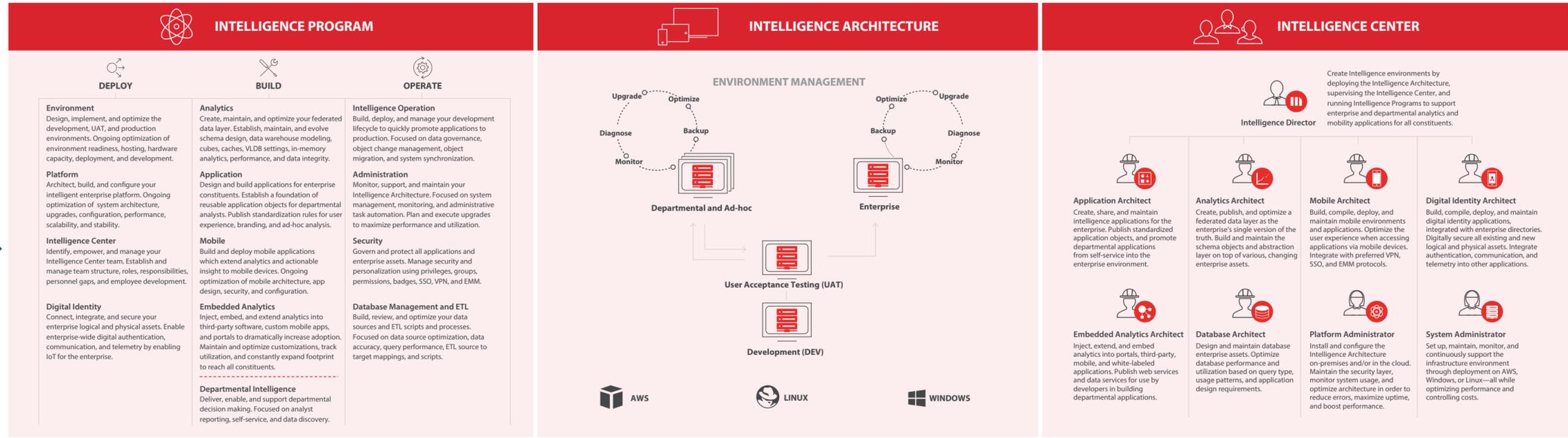
### ENSURING AN INFORMED SALES TEAM

New external forces in the market are radically transforming the status quo and reshaping entire industries. Consumers are extremely informed and expect instant answers to their questions. It's crucial that sales teams are armed with on-the-go access to their entire book of business, empowering them with personalized, interactive discussions with their accounts. Unprepared sales teams risk losing revenue, customer loyalty, and market share.

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



- SALES PERSONNEL**  
Optimize operations, maximize performance, and leverage sales enablement tools to empower teams.
- SALES ANALYSTS / BUSINESS PARTNERS**  
Leverage data analysis to power sales strategies, engage with customers, and drive revenue.
- DATA SCIENTISTS**  
Build and publish reports and develop models that generate actionable sales related insight.
- DEVELOPERS**  
Inject, extend, and embed intelligence into custom and third-party sales applications.



## REGULATORY

### ANTICIPATING COMPLEX REQUIREMENTS

Multi-national organizations face constantly shifting legal and regulatory environments. Whether these relate to international trade rules, compliance, data privacy regulations, or financial reporting requirements, a modern sales organization is challenged to anticipate and quickly react to changing statutes and laws that affect their business model. The Intelligent Enterprise built on a unified analytics and mobility platform empowers the CSO to accomplish this in a comprehensive manner.

- Data Privacy and Security
- M&A
- Corporate Governance
- Employment and Labor
- Financial
- Tax
- International Trade

## COMPETITIVE

### MAXIMIZING OPPORTUNITIES

Competitive intelligence is critical to any sales organization in order to make better decisions and enhance performance by uncovering risks and opportunities before they become readily apparent. To close deals, sales teams must have easy access to the latest intelligence about products, customers, competitors, and market trends. By harnessing their enterprise intelligence, companies can boost the effectiveness of their sales teams, optimize their supply chains, improve their negotiating power, and refine their marketing efforts.

- New Entrants
- Supplier Bargaining Power
- Threat of Substitute Products
- Buyer Bargaining Power
- Intensity of Rivalry among Competitors