

# Application Design Advisory

Looking to rapidly design an impactful enterprise application solution?

Leverage MicroStrategy Consulting to define your end-to-end web solution—delivering a development-ready enterprise application design in just weeks.

## TYPICAL TIMELINE AND STAFFING

Three weeks with an Application Architect, a UI/UX Application Architect, and an Engagement Manager from MicroStrategy Consulting.

## WHAT IT IS

We provide a team equipped with our proven methodology and enterprise platform expertise to analyze your most pressing business challenges and design an optimal web application to address your unique needs. We conduct best practice workshops to storyboard and wireframe a comprehensive solution that utilizes the robust suite of MicroStrategy features, capabilities, and services. We then deliver a development-ready enterprise application design strategy to help you effectively develop and implement your ideal web solution. Our Application Design Advisory engagement delivers:

- A customized enterprise application design based on validated requirements
- An optimized, user-centric web solution that boosts productivity and expedites business decision-making
- Facilitated, collaborative web design workshops to define your ideal solution and accelerate your development timeline



Enterprise Application Wireframe

Enterprise Application Design

Figure 1: Our Application Design Advisory delivers your optimized web application design in just three weeks.

## WHY YOU NEED AN APPLICATION DESIGN ADVISORY

Applications that inadequately address business needs, lack intuitive functionality, or have a disjointed look-and-feel can generate user community confusion, degrade trust in intelligence capabilities, and diminish solution adoption.

Our experts design an end-to-end enterprise application that enhances user experience and productivity, empowering you to confidently develop and deploy a user-centric solution that facilitates decision-making and accelerates adoption. We also help you avoid typical design challenges by executing a streamlined and precise engagement that aligns validated requirements with your specific business needs.

# About MicroStrategy Consulting

## OUR PROVEN METHODOLOGY

Our MicroStrategy Consulting team has extensive hands-on experience helping clients determine project design and scope. We leverage a proprietary methodology that we've applied to help thousands of organizations around the world build a solid foundation for successful enterprise analytics and mobility initiatives.

Our comprehensive suite of Intelligence Program offerings is created with one goal in mind: to help you successfully build, deploy, and operate your unique Intelligent Enterprise. Each engagement we offer is structured to address your needs and deliver outcomes tailored to your unique goals. Scoping each offering around your key objectives allows us to rapidly deliver impactful strategies and enterprise-grade solutions while giving you the flexibility to streamline how you scale capabilities across your organization. Our comprehensive four-phase approach helps accelerate your time-to-value and drive your journey to an Intelligent Enterprise.

### ASSESS

Conduct an Assessment to baseline your Intelligent Enterprise maturity

### ADVISE

Recommend strategies to improve and optimize solutions through Advisory engagements

### ARCHITECT

Execute Start Up or Implementation initiatives to build future state pilots or deploy enterprise-grade solutions

### ADOPT

Conduct knowledge transfer and engage Education to further facilitate constituent adoption

*Figure 2: Our delivery process leverages our proven four-phase methodology to help you implement powerful and transformative enterprise analytics and mobility solutions.*

Contact your MicroStrategy Consulting representative, email us at [services@microstrategy.com](mailto:services@microstrategy.com) or visit us online at [microstrategy.com/consulting](https://microstrategy.com/consulting) today.

## WHO WE ARE

We're a team of over 500 experienced consultants with a proven track record helping large, global organizations solve some of their toughest information challenges—and we're committed to helping you get the most out of your MicroStrategy investment.

## WHAT WE DO

We don't just fix short-term problems—we help organizations build a foundation for long-term success.

With every engagement, we seek to boost user and functional adoption, accelerate time-to-value, and arm our customers with the best practice frameworks and skills needed to become truly self-sufficient.

## WHAT WE MEAN BY SELF-SUFFICIENCY

We want to help organizations achieve independence on two fronts:

- IT independence from the outside: We help organizations develop the architectural foundation, skills, and processes they need to keep their enterprise analytics and mobility environment healthy and efficient without indefinitely relying on an army of contractors and consultants
- Business independence for self-service analytics: We help organizations deliver on the promise of self-service analytics—giving business users the autonomy to conduct their analysis and find answers while enabling IT to maintain a governed, trusted and reliable environment

## WHY WE'RE DIFFERENT

There are four key differentiators when it comes to setting ourselves apart from the competition:

- We have skin in the game—our success depends on our customers' long-term success
- We work with the engineers who build the MicroStrategy Intelligence Platform—every day
- Our team is rigorously trained and certified to utilize the latest and greatest MicroStrategy capabilities
- Our consultants work with the backing and expertise of the entire MicroStrategy engineering, support, and account teams