Providing a safe and secure environment with frictionless modern experience to visitors and staff is necessary for business. Getting insights into space utilization and user behavior is needed to make decisions for capacity planning, staffing for special events and securing access. Secure access to doors, gates, and other security entry points not only protect your facilities and its contents, but most importantly, human lives. Typically, physical access relies on outdated plastic badges built on outdated technology. Physical badges can be easily lost, stolen or counterfeited resulting in increased enterprise wide risk and complexity. Managing temporary and visitor access is burdensome. For large global facilities, facility managers need secure technology that is compatible with existing access control systems, deliver better user experience and ease the burden of managing multiple facilities.

MicroStrategy 10 is an integrated platform that allows for the replacement of outdated physical badges with frictionless digital badges on users’ existing smart devices called Usher. A user can now access any gateway in an enterprise facility through the ease of his/her smartphone device. The Usher digital mobile badge is built on industry’s best security standards to reduce risks to facilities and can integrate with existing physical access control gateways; also, it generates access control intelligence. MicroStrategy provides deep analytical insights into users’ behavior and resource activity so that all facility activities occurring can be better understood. It simplifies operations management and optimize workspace utilization and planning.

MICROSTRATEGY transforms facility access and workspace management with digital mobile badges.
APPLICATIONS FOR FACILITIES

- CORPORATE HEADQUARTERS
  - ANALYTICS
    - FACILITIES ACCESS MANAGEMENT
  - ANALYTICS
    - WORKSPACE UTILIZATION AND PLANNING
  - ANALYTICS
    - FACILITY CAPACITY FORECASTING

- EMPLOYEE ACTIVITY MANAGER
  - ushers
    - SECURITY
    - STAFF SAFETY AND EMERGENCY RESPONSE
  - ushers
    - SECURITY
    - ADMINISTRATOR BADGE
  - ushers
    - SECURITY
    - EMPLOYEE BADGE

- EMPLOYEE
  - ushers
    - SECURITY
    - TIME AND ATTENDANCE
  - ushers
    - SECURITY
    - EMPLOYEE BADGE

- VISITORS
  - VISITOR BADGE
  - ushers
    - SECURITY
    - DISTRIBUTED WORKFORCE MANAGEMENT

- SATELLITE OFFICES
  - ushers
    - SECURITY
    - STAFF COMMUNICATION
The challenge
Given the massive global competitive landscape, digitization of enterprise facilities brings tremendous pressure to manage multiple facilities, including global satellite offices, as well as provide secure access to vendors/suppliers to temporarily log in to designated facilities and IT systems. Facility management personnel face the challenge of lack of instant visibility across different facilities, and employees’ activities. Multiple badges for users, manual processes for timekeeping, and the lack of insights on access patterns can lead to increased security vulnerability and missed opportunities for productivity gains.

The solution
MicroStrategy’s Usher enables organizations to seamlessly and digitally control access to industrial warehouses, factories, offices, and related facilities, as well as to sensitive digital information. This is possible by issuing secure digital identity badges to each global employee and applicable vendors/suppliers and leverage users’ personal or business smartphones. With Usher, users can unlock doors and gates simply by walking up to them or tapping a digital key on their phone. It provides enterprises with highly configurable and convenient multi-factor authentication including push notifications, biometrics, one-time passwords, face-to-face validation, and Bluetooth proximity. It’s compatible with existing facilities’ systems and integrates with existing mobile application using APIs. Usher generates real-time location data on all users, letting management and facility administrators view where team members and vendors/suppliers are working to improve collaboration and communication across large global facilities.
**The challenge**

Today more than ever, real estate and facilities managers face increasing demands for more effective facilities management, including workplace flexibility and utilization, as well as optimizing investments.

**The solution**

Organizations can leverage MicroStrategy dashboards to effectively monitor, analyze, and manage workspace and resource utilization across multiple geographically located offices. Using a holistic view of peak usage versus average utilization, and total versus allotted numbers, it is now possible to track and compare space usage and office resources. Facility managers can easily control and significantly reduce overspend and wastage.

This interactive data discovery application enables facility managers to track the utilization of cubes, offices, and parking spaces within enterprises. With selectors, they are able to switch between multiple office locations to view and identify which offices are being underutilized. Similarly, the same dashboard also shows the total number of phone lines that are not being used so that managers can cut costs and control unnecessary spend.

These dashboards can be automatically updated and tied to corporate employee directories to ensure consistent updates delivering the most current information.

Empower facility managers to analyze utilization of facility resources for workspace optimization.
The challenge
Large facilities such as amusement parks and airports often face long wait times which result in service issues, customer dissatisfaction, and lost sales.

The solution
MicroStrategy’s solution reads and analyzes key factors for queue development, such as real-time queue and dwell time measurements from Bluetooth / Wi-Fi sensors, passenger forecasts vs actual, as well as how the process of opening lanes complies with the expected plan and production per lane. These insights enable airports, and other large facilities that experience a high-volume of visitors, such as amusement parks and grocery stores, to evaluate why queues evolve like they do and to analyze what to focus on for future resource improvements. Using this information, facilities management personnel are able to pinpoint the culprits of poor performance such as inaccurate forecasting or lack of staff. It enables facilities personnel to optimize plan staffing patterns and promptly respond to less efficient operations and disruptions, preventing bottlenecks. The facilities management team can collect and analyze real-time feedback – providing valuable insight to identify procedural operational enhancements to maximize service to customers using automated survey features. The image above shows an incident command center, where MicroStrategy’s dashboards reveal real-time information obtained by collecting data from facilities across the country. It enables facility managers to assign specific security officers, personnel, and other key resources to specific locations ensuring they are at the right place at the right time. Security teams at amusement parks, airports, and similar facilities can now more effectively manage resources and reduce wait times by receiving more accurate and timely forecasts, based on ticket sales.
Get visibility into staff location to instantly communicate and respond to emergencies.

**The challenge**
Envision an emergency scenario: there is an active shooter, a bomb threat, or a gas leak. Depending on the specific situation, emergency responders need to be dispatched and specific facilities need to be evacuated or locked down. When the appropriate response has been determined and is being executed, facility managers at industrial manufacturing warehouses, factories, and facilities face various challenges. How will everyone affected be notified? If an armed ex-employee is roaming the facilities and pursuing several employees, how do you locate the employees who are fleeing the pursuer? During an evacuation, do you know if individuals in the enterprise made it out of all hazardous facilities? If not, where are the remaining employees located and who is still in danger?

**The solution**
Usher Professional gives facility managers at industrial warehouses, factories, offices, and other facilities the ability to take fast, targeted action during emergencies. When facilities are evacuated, the entire workforce can receive a push notification letting them know to stay away from dangerous areas. Similarly, people who are still inside an evacuated building can be quickly identified, located, and rescued. Regardless of the type of incident, Usher's instant visibility into the facilities' employee location tremendously increases emergency response capabilities. Management personnel can get a 360° view of employee behavior/activities and take the necessary steps to optimize productivity by analyzing Usher data on location, resource utilization, and systems access. During an emergency situation, real-time maps of user activity can be viewed and facilities management personnel can now communicate with their dispersed teams instantly at the touch of a button.
The challenge
Given the massive global competitive landscape, digitization of enterprise facilities brings tremendous pressure to manage multiple facilities. Plus, facilities management personnel use separate forms of identities for employees across their enterprise and for IT systems access leading to a fragmented approach to managing identities and access control. Access cards, passwords and hardware tokens continue to be cumbersome to personalize, issue, manage and revoke. The fragmented identities result in increased risk for security breaches and unauthorized access and lack of audit trail and compliance.

The solution
MicroStrategy’s Usher enables organizations to seamlessly and digitally control access to industrial warehouses, factories, offices, and related facilities, as well as to sensitive digital information. This is possible by issuing a secure digital identity badge to each global employee and leverage the user’s personal or business smartphones. With Usher, users can unlock doors and gates simply by walking up to them or tapping a digital key on their phone. It provides enterprises with highly configurable and convenient multi-factor authentication including push notifications, biometrics, one-time passwords, face-to-face validation, and Bluetooth proximity. It’s compatible with existing facilities' systems and integrates with existing mobile application using APIs.

Empower employees by providing a digital ID badge for enterprise access using smartphones.
The challenge
Temporary plastic/paper visitor ID cards used for physical access are easily lost, stolen, or counterfeited—problems that can go days without being discovered. Physical ID cards grant entry based on possession, without regard to the card holder’s identity; no identity verification is provided. It is imperative to provide a differentiated and modern visitor experience for facility managers enabling them to effectively and efficiently support business.

The solution
With MicroStrategy’s Usher, users can rely on their smartphone or Apple Watch to securely access authorized facilities, specific areas, and VIP events/meetings during an assigned time period. The digital security badge offers the market leading security features such as out-of-band communication, encrypted certificates, as well as a public and private key infrastructure that never breach a user’s sensitive corporate credentials. There are multiple ways a user can authenticate themselves into an access point: QR Code, Biometric, Push Notification, one-time passcode, and much more.

For hands-free door entry, Usher uses Bluetooth to automatically unlock the door without the user needing to remove the smartphone from a pocket or purse. Usher uses Bluetooth to transmit the user’s identity to the physical access control system, which unlocks the door if the user is authorized to enter. With Bluetooth Low Energy (BLE), Usher minimizes battery consumption. Issuing and revoking these digital badges is quick and easy, making enforcement and administration simple and effective to support overall facility security.

Additional services:
• Access to Special Facilities’ Concierge Services
• Credentials to access special visitor kiosks
• Personalized experience and communication with visitors across the facility
• Hospital Facilities or Insurance

Provides temporary frictionless experience to facilities using a digital ID badge from a user’s smartphone.
Application

Computer passwords have been in use since the 1960s, RFID cards since 1973. These methods of enterprise authentication have remained virtually unchanged since their inception half a century ago. Not only are they now obsolete, they are increasingly putting organizations’ facilities and information systems at security risk. Usher’s system of digital identity badges is more convenient and significantly more secure than existing authentication solutions.

The Gathering Spot is an elite club that needed a solution for limiting access to members and their guests at their club’s location. Usher was the perfect solution for The Gathering Spot’s young, tech-savvy members because it allows for a sleek and secure alternative to physical badges. Using Usher, The Gathering Spot provides a secure and digital means of easily verifying their members’ identities. Each Usher badge is branded by the issuing organization and personalized with a user’s name, title, and photo. Badges are dynamically and securely linked to an individual’s privileges and access rights. Administrators have a variety of authentication options to choose from when configuring badges, including: Bluetooth proximity, digital keys, QR codes, and biometrics.

Temporary visitor badges can be easily forged, lost, or stolen. Usher can replace these outdated forms of identity with digital security badges. These temporary digital Usher badges can now be issued to visitors for events and configured to provide temporary access to parking, specific facilities, and services. Issuing and revoking these digital badges is quick and easy, making enforcement and administration simple and effective, while enhancing the customer experience.

PROFILE

Industry Specifics: Hospitality – Members-Only Club
Location: United States
Products: Usher
Core Capabilities: Usher
Universities have long relied on plastic physical ID cards for building and event access, and for on-campus purchases like food, books, and educational supplies. In emergency situations, these ID cards establish a student’s identity and prove membership of the university community. To put it simply, the ID card serves as the center of a student’s on-campus world.

As with all physical objects that we use daily, problems arise when ID cards are lost, stolen, or counterfeited. On a university campus, a stolen student ID card poses a major security threat, giving an unauthorized user access to buildings, events, and even payment methods. And, physical cards provide no intelligence or analytics, since simply showing an ID card to an official can’t be tracked. With no insight, security threats can easily go undetected and take longer to be addressed.

King Saud University (KSU) sought a way to track their students’ attendance, as well as to provide physical access controls to their campus. To tackle both of these goals, KSU turned to MicroStrategy Usher as a solution. It provides secure physical access to university buildings, as well as tracks student behavior. With the data collected by Usher, administrators can also analyze and report on their students’ behavior as well. One of KSU’s goals was to increase the efficiency of its internal processes while maintaining its status as one of the top universities in the Arab region; Usher allowed them to do just that. It was selected by KSU for its ability to help the university achieve efficiency in areas of student enrollment and records, resource management, and access control. Usher now enables new levels of academic collaboration and is key to maintaining KSU’s high-ranking position through staff improvements and student satisfaction.
Hospitals around the country, including NHS Forth Valley, face challenging capacity issues as patient demands and the complexity of cases increased sharply for a variety of demographic reasons. With a much larger volume of patients and a strict "seen within four hours" waiting policy, it was crucial for NHS Forth Valley to allocate beds in the most efficient way possible to effectively cope with demand and patient flow. Before MicroStrategy, NHS Forth Valley was required to undertake an in-person ward-by-ward check of bed and flow status. This was not only time consuming and inefficient but often, by the time it was completed, the staff would find that the provision of beds around the hospital had changed, leaving the reports out of date. NHS Forth Valley wanted a clear, easy-to-understand system that would allow staff to see whole system capacity, flow, and access in near to real-time.

At the end of November 2012, MicroStrategy set up a project to create a detailed dashboard that pulls data from systems already in place at NHS Forth Valley and produces a real-time, overall picture of patient movement and bed availability. With its clear and intuitive front-end, MicroStrategy’s dashboard shows the previous day’s overall system status and enables users to view three-month trend data relating to demand and access. With various graphical layouts and an automated alerts system, MicroStrategy gives staff the information they need to understand how to best utilize beds to meet the pressure of the four-hour patient access targets. The dashboard is updated three times daily and allows key personnel across the system to see what is happening on other wards in the hospital. This process enables all parts of the system to work together effectively to maintain good patient process flow and care. It also provides the ability to look back and assess the focus of the previous day’s results and its efficiency. By collating data, MicroStrategy’s dashboard made it possible to understand, from a capacity perspective, what was happening throughout the hospital when patients were breaching the four-hour access target. Then, data is used to determine a cause, whether it is a high number of admissions or the high flow of patients, and draw out predictive patterns. The system is used in tandem with a comprehensive resilience and escalation policy, which utilizes the system triggers to define points for escalation of action, in a systematic and consistent manner, to ensure the most effective adherence to clinical governance.

**PROFILE**

**Industry Specifics:** Healthcare - Legislative Bodies

**Location:** United Kingdom

**Products:** Architect, Server, Mobile, Web

**Core Capabilities:** Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps
The Dallas/Fort Worth International Airport (DFW) is the third busiest airport in the world (in terms of aircraft movements). The airport was created in 1968, and is run by a Board of Directors who has the responsibility of managing all aspects of the airport. The process of accessing critical information was extremely cumbersome for DFW as they had a large amount of data on multiple platforms. Previously, over 50% of the staff’s time was spent compiling, transferring and inputting data. Then, many hours were required to proofread the data to make sure that it was accurate and that the manually created spreadsheet had all the correct formulas in each of the cells. The MicroStrategy-powered mobile app has allowed DFW management personnel to increase the level of accountability, transparency, and efficiency within the various business units. Their iPad app includes a variety of features including the ability to check crucial key performance indicators (KPIs) with the latest data. One of the most beneficial widgets within the app is the heat map as it allows users to focus on certain key areas of the airport. Kenneth Buchanan, EVP of Revenue Management shares, “we operate out of five different terminals and have over two hundred locations, and we manage over 200,000 square feet of concession-able space. I can’t cover all terminals all the time. So the heat map allows me an opportunity to really hone in on those areas that are of concern.” Further, with the new app, users are able to push a button and instantly see how a specific location in the airport is doing and how that location compares to the rest of the terminal. DFW’s app allows users to create reports, rank terminals, utilize data, and compare and contrast important data factors. The app enables all business units and helps them achieve their goals. One of the main areas of focus is parking, as it is the second largest revenue maker at DFW. Parking generated over $100 million dollars last year and DFW is looking for ways to increase this revenue. By using the MicroStrategy platform, DFW is able to analyze parking trends and customer behaviors to understand and provide services customers demand (i.e. valet parking).
Higher education institutions today face a wide range of challenges. But on a day-to-day basis, the security and safety of students, faculty, and staff are paramount. Because physical security and cybersecurity have traditionally been considered separate, most institutions turn to independent, disconnected solutions that sacrifice both security and ease of use. This is why one of the most elite universities turns to MicroStrategy Usher for a consolidated, intelligent, and comprehensive security solution that is easy for students to use.

Higher Colleges of Technology (HCT) is one of the largest institutions of higher learning in the United Arab Emirates (UAE). HCT requires stringent security and tracking for high profile students and faculty members, some of which include relatives of royalty. Administrators are also able to easily track student and staff time and attendance.

Using Usher, HCT can accurately track all student, faculty and staff activities on campus. It secures the most critical logical systems and physical access gateways for the school. By eliminating all staff and student ID cards and not using usernames and passwords, school administration can quickly know the location of all faculty, students, and visitors across 17 campuses throughout UAE, tracking up to 250,000 people.

Not only is HCT the first higher education institute to deploy this bleeding edge secure technology, they will also eliminate the cost of physical ID cards. Usher’s digital mobile badges make it a seamless and scalable solution to improving HCT’s time and attendance systems. It also provides HCT students and faculty members with an intuitive and secure solution to access critical logical access systems.
To learn more visit:
microstrategy.com
info@microstrategy.com