Digital Transformation of Executive Solutions with MicroStrategy
The challenge
Executives are responsible for making decisions that can make or break a company. Yet, they have little time to dig through and make sense of data sitting in spreadsheets and databases. To lead well, they need to be able to keep both the big picture and the details of day-to-day operations in mind. They need tools that can give them quick, easy, and secure access to accurate, up-to-date information on business performance so they can make more informed decisions that positively impact their organization.

The solution
MicroStrategy presents data beautifully across multiple devices to suit the needs of executives. Our platform empowers executives with dashboards that pull together information from different areas of departmental focus for a holistic view of that function. These customized dashboards can be used to drill down into the data, enabling executives to quickly and easily analyze data and more confidently manage their line of business. Executives can securely monitor sensitive information such as financial activity, sales and marketing effectiveness, and employee productivity. They can use these dashboards to draw connections across datasets and develop strategic plans that help drive growth and inspire change.

MICROSTRATEGY enables executives to digitally transform their businesses.
APPLICATIONS FOR EXECUTIVE SOLUTIONS

- SALES
- MARKETING
- HUMAN RESOURCES
- FINANCE
- PRODUCT
- OPERATIONS
- LEGAL
- COMMAND CENTER

VPs, SVPs and CXOs

USHER/SECURITY
WORKFORCE OVERSIGHT

MOBILE/ANALYTICS
MOBILE/ANALYTICS
MOBILE/ANALYTICS
MOBILE/ANALYTICS
MOBILE/ANALYTICS
MOBILE/ANALYTICS
ANALYTICS
The challenge
Modern organizations are complex entities. They are composed of a large number of people, departments, and processes. To effectively run their function, executives need to be able to bring together disparate information and report on the organization as a whole—something that has proven difficult historically due to departmental data silos.

The solution
A command center enables the executive suite to easily digest KPIs from across departments and keep their finger on the pulse of the business. Leaders can take action immediately and strategically drive meetings by asking probing, data-driven questions regarding the state of the organization.

MicroStrategy makes monitoring the business via a command center quick and easy by seamlessly blending data from across platforms and disparate sources. Real-time analytics displayed in a single place offers executive leadership an opportunity to engage with the big picture numbers each day.

Actively engage with all areas of the business and gain a holistic view of daily operations through a single display.
The challenge
The Chief Technology Officer and other technology executives rely on their teams to share reports on product research and customer feedback. Traditionally, these reports come from various individuals across the organization and are collected independently of one another. As more and more companies embrace agile product development processes, this old method becomes increasingly untenable. Executives need a way to gather and access all of this content in a single place, so they can make better informed decisions regarding project scope and roadmaps.

The solution
There are many different teams involved in product development. MicroStrategy dashboards empower executives with up-to-date information on the wide spectrum of product development processes, including information on metrics such as R and D costs, average time to market, on-time launch percentages, and the number of engineering hours spent on each project. With a product overview dashboard, executives, product owners, and other stakeholders are able to aggregate data that measures and tracks product development and management processes alongside feedback and product enhancement request from customers.

Measure and track all aspects of product development, quality, profitability, and customer feedback.

Easily navigate through key product performance areas
Compelling visualizations enable executives to quickly identify issues and opportunities for improvement
Explore product trends related to revenue, inventory, development, customer sentiment, and more
Sales KPIs immediately call attention to areas that need executive guidance.

The challenge
For organizations with a large, distributed sales force, keeping tabs on performance at the overall, regional, and country level can be tough. Sales executives need a tool that allows them to collect and group individual reports, track performance, and view trends in a single, easy-to-use interface. They need this information so they can get better visibility into performance, demand higher levels of accountability among their sales force, and provide guidance that can help their reps sell better and close more deals.

The solution
MicroStrategy arms sales executives with information they need to run their business. With MicroStrategy, they can quickly access real-time data on key metrics like conversion rates, sales pipeline, and lost deals, and easily drill down to the country, region, or individual level to get more detailed information. This flexibility helps them answer questions like, “Which regions are slow this quarter? What are my top territories? Or more importantly, who is my lowest performing rep in each territory?”

Mobile access to this information helps sales executives be more agile, and because MicroStrategy works regardless of internet connectivity, sales leadership can confidently dig into their data regardless of where they are.

Obtain a comprehensive view of sales metrics to effectively manage pipeline and team performance.
The challenge

Most companies realize the importance of managing customer relationships, but surprisingly few are able to meaningfully measure and analyze customer interactions throughout the buying process. CMOs and other marketing executives need a tool that can help them track the effectiveness of their marketing spend across all channels, so they can more strategically manage their programs and campaigns, generate more leads, and deliver the highest possible ROI.

The solution

Modern marketing is a data-driven discipline, and MicroStrategy dashboards help arm CMOs with accurate, up-to-date information on marketing performance across different channels. With MicroStrategy, it is easy to blend data from sources like Google Analytics, Twitter, Facebook, Salesforce, and more to create a single interface for keeping tabs on a wide variety of marketing activities. MicroStrategy dashboards and reports can help marketing executives dig into their data to tweak in-progress campaigns, determine marketing-driven ROI, and identify new opportunities for targeted marketing based on customer profiles. This information is critical to better serving customers, driving brand loyalty, and maximizing customer lifetime value.

Strategically manage marketing activities to improve effectiveness and return on investment.
The challenge
Employees are a company’s greatest asset. Hiring, retaining, and investing in employee development is a critical, continuous task for every organization. But attracting the best talent is difficult. Quality hires are hard to find, and those who stay for the long term are even harder — a big problem because it costs between 6 and 9 months’ salary to replace an employee. That’s why it is so important for HR executives to stay plugged in and up-to-date on industry benchmarks like employee compensation and satisfaction as well as internal HR performance metrics like yield, interview-to-offer ratios, and quality of hire.

The solution
A business is not just a product or service, it is also a collection of individuals who together define corporate culture and make an organization a cutting-edge, vibrant place to work. Finding the right team is critical to the long-term success of any organization, and MicroStrategy gives HR executives the analytical tools they need to help get the job done.

With MicroStrategy, executives can track hiring, attrition, retention rates, employee satisfaction, and compensation benchmarks from within a single, user-friendly interface. With greater insight into key HR metrics and processes, executives can more proactively target issues like understaffing, poor employee performance, and high turnover rates.

Better understand the state of your workforce and identify opportunities to improve employee engagement and satisfaction.
**The challenge**
Finance requires both high-level oversight and incredible attention to detail. An organization’s executive suite needs to be able to access 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 executive leadership teams need a single tool that can give them instant insight into a wide range of important financial metrics.

**The solution**
Without finance, key organizational functions like product development, marketing, and business development would fall flat. 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, and forecast. With MicroStrategy, organizations can easily combine financial data from across the enterprise through data blending and hierarchal reporting. By putting this information in a single, user-friendly mobile interface, executives can quickly aggregate financial data across department orquarter, dig into budget and spending KPIs, and instantly get an overall view of financial performance.
The challenge
Organizations are constantly trying to get the most out of their limited resources and budgets, but it can be difficult to get an overall view of business performance and efficiency. Executives need a tool that combines data from various sources in a single location, so they can measure, analyze, and evaluate processes, and identify opportunities for improvements across the business.

The solution
A MicroStrategy dashboard allows executives to combine operations information from across various departments and processes to get a high-level overview of both day-to-day operations and long-term efficiency.

An operations dashboard consolidates various performance benchmarks for internal projects in a single place. This helps operations executives identify opportunities for process optimization, cost reduction, and increased employee productivity. The application allows executives to easily access a wide range of information on customer and user needs, revenue, costs, efficiency, and performance, and quickly compare these key metrics to industry standards and internal benchmarks. With instant mobile access to this type of information, executives can more easily monitor corporate performance, identify bottlenecks, and drive process changes to help boost efficiency and productivity.
The challenge
Every organization has complex business relationships with other parties. And each one of these relationships generates agreements and contracts that need to be managed. Tracking these documents can be difficult and time consuming, but getting a consolidated view of the legal relationship between entities is critical to the long-term success of any organization.

The solution
MicroStrategy can encourage the intelligent alignment of legal resources to key business transactions in order to increase business velocity through analytical tracking and management of legal operations. Transform the legal arm of an organization with analytics to help mitigate risk and maintain long-term business viability.

Analytics can help effectively balance legal workload between the internal team and outside counsel. Reporting on project progress can improve coordination among business teams. The Chief Legal Officer and leading legal executives can help improve legal processes and strategy concerning record management and documentation surrounding workforce and workplace topics, product development and intellectual property, and sales processes.

Leverage analytics to help clarify liabilities, mitigate risk, avoid immense legal burdens, and maintain long-term business viability.

Easily navigate to analysis of contracts, workload, records management, risks, and more

Rapidly understand costs related to intellectual property, product development, and other legal processes

Dig into the details of your legal operations to improve processes and strategies
**USHER/SECURITY APPLICATION:**

**WORKFORCE OVERSIGHT**

Gain visibility into staff location, workforce productivity, and resource utilization across the organization.

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**The challenge**

Organizations spend a tremendous amount of money on various information systems and applications, but lack a true sense of how their employees are interacting with these systems. The data generated from these systems is often locked away in siloed databases, resulting in an incomplete — or nonexistent — analysis of enterprise resource utilization.

**The solution**

By putting Usher on top of existing enterprise systems and applications, organizations are able to build a unified view of identity intelligence. That means organizations no longer need to deal with siloed access and authentication data, and can get real-time insight into workforce distribution, resource utilization, and systems access. Because Usher Professional can give organizations a more complete view of employee transactions during the workday, executives can more easily analyze data and identify strategies for enhancing employee productivity, improving resource utilization, and cutting costs.
Customer case studies

Learn how our customers are using MicroStrategy to digitally transform their business.
Campofrio, one of Europe’s largest food processing companies, faced the challenge of keeping its executive leadership informed on business operations in a timely manner. Top decision-makers had to be in front of their computer to access relevant information, and communication was difficult between countries and throughout the production/distribution line.

Campofrio partnered with MicroStrategy to develop a corporate analysis application called ‘Spider.’ The application was designed to keep executives informed by providing easy access to up-to-date, comprehensive information.

According to Risk Management and Market Analysis Manager Regis Lefaucheur, Campofrio selected MicroStrategy Mobile for its technical reliability, the responsiveness of the account team, and because only MicroStrategy met their expectations in terms of app functionality and user experience.

Spider empowers company leadership with mobile access to sales, marketing, manufacturing, product, employee, and financial data. It can quickly access Campofrio’s large database and allows users to move effortlessly from one data set to another. With the application successfully improving workflow and business operations, Campofrio now plans to expand the application to the director level, effectively adding 150 additional users. New metrics and KPIs are being added to provide real-time data for daily sales, deliveries, orders, and quality of service.

PROFILE

Industry Specifics: Food and beverage - Meat processor

Location: Spain

Products: Architect, Mobile, Server, Web

Core Capabilities: Enterprise Analytics, Mobile Analytics, Big Data, Mobile Productivity Apps, Enterprise Data Discovery
Coach began using business intelligence solutions some twenty years ago after an investment in SAP. Reporting required both IT and business users to manually stitch together information. The level of detail available was limited, and the report creation process was time-consuming. Without the flexibility of reporting and ability to increase user self-sufficiency, Coach decided that it was necessary to make a platform switch.

Coach now uses MicroStrategy to make informed decisions across several departments with applications for in-store event analysis, international reporting, and executive dashboards. Coach has an organizational culture where individuals want to immediately answer any question when asked. This was not easily supported by carrying around large binders full of disparate information. Not only was MicroStrategy able to fulfill their current reporting needs, but MicroStrategy also provided a level of flexibility and governance that was not available with other solutions. When an executive wanted to understand what MicroStrategy could do for Coach, their Business Intelligence team could easily show him. “We were actually very quickly able to log onto our laptops, drag and drop some metrics, put in some filters, and within about five minutes we had his top products across a given region,” explained Danielle Schmelkin, VP of BI and Customer Engagement, “and he said, ‘That is exactly what I want.’”

MicroStrategy has also helped Coach realize the benefits of quick time-to-insight and enhanced visibility with reusable report templates and an Executive Dashboard application available via mobile. Ultimately, Coach was drawn to MicroStrategy because of how seamless it felt. According to Schmelkin, “It feels seamless, whether I’m on my iPad, on my laptop, or receiving a report from a printer. It really is one solution at the end of the day.”

**PROFILE**

**Industry Specifics:** Women's handbag and purse manufacturing  
**Location:** United States  
**Products:** Architect, Mobile, Server, Web  
**Core Capabilities:** Enterprise Analytics, Mobile Analytics
eHARMONY: MARKETING, CUSTOMER, AND WEBSITE ANALYSIS

PROFILE

Industry Specifics: Media – Personal services
Location: United States
Products: Architect, Mobile, Server, Web
Core Capabilities: Enterprise Analytics, Mobile Analytics, Mobile Productivity Apps, Enterprise Data Discovery

Application

eHarmony constantly strives to enhance its eHarmony.com and Jazzed.com sites and the services it provides to its customers. Critical to this effort is effectively engaging customers, encouraging new site visitors and subscribers, and continuing to provide a high level of service. Another important component is understanding how website visitors interact with those websites, analyzing prevalent trends, and identifying what drives visitors to subscribe to those.

To this end, eHarmony executives need constant access to these critical touch points of the business.

To meet these needs, MicroStrategy is used at eHarmony by its executive management team, managers, and business analysts to monitor key performance metrics. With user-friendly reports, scorecards, dashboards, and an intuitive mobile application, MicroStrategy enables the analysis of customer satisfaction, marketing initiatives, and new product features in order to help drive business growth. The MicroStrategy-based application gives eHarmony a high-level view of performance data and trends, as well as the ability to drill down into the metrics to identify areas for improvement.

MicroStrategy provides eHarmony managers and analysts with a reliable platform and an interface where they can get actionable and close to real-time information from a multi-terabyte data warehouse.

The company’s C-level executives, directors, and managers of marketing and product teams use the app daily to track prevalent site trends and take steps to improve the user experience. Customer, marketing, and user engagement analyses are the focus of the app. Marketing managers, in particular, are interested in seeing how changes to eHarmony.com and Jazzed.com websites and associated marketing promotions are affecting site traffic, registrations, subscriptions, and personal profile completion. A critical element is evaluating marketing campaign performance. eHarmony uses the app to gauge campaign performance. This enables eHarmony to identify the campaigns which are most effective in drawing visitors to the websites. eHarmony also performs customer analysis to gain insight into their customer base, and how customers are interacting with eHarmony.com and Jazzed.com websites. All of this insight is available to business users at any time, anywhere, via eHarmony’s app.
SONIC AUTOMOTIVE: EXECUTIVE FINANCIAL REPORTING

**Application**

Sonic wants to ensure that their executives and management have 24-7 access to daily business tracking metrics via a mobile platform. To achieve mobility, the company is investing heavily in Apple mobile 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.

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

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

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. With this app, Sonic replaces large binders of spreadsheets and saves significant time by eliminating the need to perform manual analysis of the data.
Application

Herbalife relies on MicroStrategy to better manage its worldwide operations. Approximately 500 Herbalife employees, including end users in sales, finance, HR, and marketing, use MicroStrategy dashboards to gain a clear understanding of global sales performance. With MicroStrategy, sales management is able to closely monitor customer attrition and retention by analyzing the amount of active customers each month. Marketing can easily identify opportunities for improvement and determine which promotions, rewards, and events are the most appropriate for each. The HR team can effectively manage human relations processes related to recruiting new employees and assessing supervisor quality. In addition, vice presidents and executives use MicroStrategy to analyze budgets and related trends. Herbalife end users across the company rely on MicroStrategy to help them uncover insight and capitalize on opportunities.

Herbalife selected MicroStrategy Mobile to build an app that delivers daily sales reporting to iPad users around the world. Called Herbalife Mobile Analytics, the app enables executives to track sales order trends for over one million orders, with visualized graphs and charts on how well sales orders are hitting targets by region, by country, or by warehouse. In addition, Herbalife is able to monitor the performance of its two million distributors, and track the success of its orders across Internet, phone, and walk-in channels.

With the iPad app, Herbalife can monitor how many customer orders are coming through its channels, like a particular sales center, for instance. “The Mobile app tells our management team how many orders are being fulfilled so we have an idea of the load on that center,” said Terry Adams, Senior Director of Development, Herbalife. “We can also compare that stat to walk-in orders and Internet orders, and monitor the sales effectiveness across the various channels.”
LIVERPOOL COMMUNITY HEALTH: PATIENT AND OPERATIONAL ANALYSIS

Prior to using MicroStrategy, LCH would have to prepare for board meetings by manually analyzing data and preparing reports in Excel. This process took several weeks so the information given to the board was usually a month old. Additionally, each month, staff was required to spend several days printing packages for each board member and sometimes if time delays the packages, they had to be hand delivered by courier. Now, with the implementation of MicroStrategy, the Board has near real-time information and can access that data anytime and anywhere on their iPads with their Organizational Performance Electronic Reporting Application (OPERA).

LCH is saving money several ways through the use of this application. First, they are greatly reducing printing costs that were required to create the paper packages each month. Secondly, they are now able to free up their staff's time that was previously spent manually creating reports and the packages. Finally, for the first time ever, the LCH Board is able to drill down into the data to find answers to their specific questions. They are able to research and analyze data on their own anywhere and at anytime thanks to the OPERA mobile application. This makes for more efficient board meetings and improves internal operations.

LCH believes that a mobile device is part of the tools necessary for all staff and will greatly improve the way they work. Also, from an information governance perspective, clinicians are able to more securely collect patient information and will no longer need to handle paper records. Another benefit of the OPERA iPad application is the ability of LCH to obtain patient feedback in a confidential manner. The staff is now able to hand the mobile device over to the patient, who can answer a survey and then hit submit and pass the device back over to a member of staff. This new approach provides greater confidentiality and ensures more completed surveys than the previous paper based one. Likewise, the mobile application provides instant analysis from the patients' feedback and acts a diagnostic tool, which allows the staff to focus on correcting any issues highlighted.
Application

With an extensive product portfolio to manage, DeRoyal was challenged to track orders, sales, and production data effectively. Most tracking was done using spreadsheets of one kind or another, supplemented by the occasional homemade system or static, hardcopy report. Those needing information had to ask the data owner to conduct the analysis and create the report. As a result, requests often took days to turn around, if they were answered at all.

This left DeRoyal managers to make business decisions that were too often based on old or anecdotal information.

MicroStrategy has given DeRoyal Industries greater agility and cost effectiveness by offering the following benefits:

- Superior data analysis: DeRoyal employees now have immediate access to accurate, timely data. Drawing from a central database, staff can break down sales, orders and production information by product line, individual products, parent customer, and specific customers.

- Empowered decision-makers: Access to DeRoyal’s business information is no longer exclusive to the individual who manages the data, and staff no longer has to request data analysis from the data experts. MicroStrategy Cloud empowers employees – from senior management to sales and product marketing – by making the same information directly accessible to everyone.

- Enhanced mobility: A mobile app enables employees to access DeRoyal’s cloud application everywhere they go. Senior executives sitting at the management table now conduct data analysis on their tablets, and sales and products representatives access data on their mobile devices while traveling to client sites.

By adopting MicroStrategy in a cloud environment, there was no need to invest in any hardware or infrastructure and the time to value was very fast. DeRoyal also avoided the need to invest in future software upgrades.