7 CARD USE CASES FOR THE INTELLIGENT ENTERPRISE
HyperIntelligence™ introduces the concept of Zero-Click Intelligence™—an entirely new class of analytical applications that have the potential to radically transform the way people consume and interact with information in their day-to-day lives.
Why HyperIntelligence?

Today, despite massive investments in data, IT infrastructure, and analytics software, the adoption of analytics continues to lag behind. In fact, according to Gartner, most organizations fail to hit the 30% mark. That means that more than 70% of people at most organizations are going without access to the critical information they need to perform to the best of their abilities.

What's stopping organizations from breaking through the 30% barrier and driving the pervasive adoption of intelligence? Simple. The majority of existing tools only cater to users who are naturally analytically inclined—the analysts, data scientists, and architects of the world. The other 70%—the people making the operational decisions daily within a business—simply lack the time, skill, or desire to seek out data and intelligence on their own.

HyperIntelligence helps organizations operationalize their existing investments and arm everyone across the organization with intelligence. Whether it's a salesperson looking to close a deal, a hospitality executive reviewing the performance of their territory managers, or even a retail store associate looking for the information they need to spark a connection with a client—the goal should be the transformation of information into actionable intelligence with technology.
Introducing Cards

Cards are a brand-new object in MicroStrategy 2019 that power HyperIntelligence. They consolidate a variety of enterprise data into bite-sized views of information that are injected directly into the websites, applications, and tools you already use. Whether you’re browsing a website, using a CRM system, composing an email, or searching on your favorite iOS device, cards bring contextual answers to you in the right moment.
The following examples highlight some of the top use cases for cards across a variety of different industries and functional roles including sales, HR, retail, insurance, financial services, and telecommunications.

**Employee Card**

**Use Case**
Arm HR professionals with the information they need to make more effective staffing decisions for employees and contractors.

**Users**
Staffing managers, project coordinators, HR professionals

**Business Value**
HyperIntelligence arms HR professionals with the information that they need to better allocate resources—improving utilization rates and profitability of ongoing engagements and projects and helping to ensure that businesses are getting the most out of their employees.

**Applications Made HyperIntelligent**
Zoho People, Workday, Workforce Now, Paycor Perform, BambooHR, Zoho Recruit, Branch, Zenefits, Kronos, Talentlink, Office 365, email
**Telecommunications Call Center Case Card**

**Use Case**
Arm call center representatives with the information they need to handle cases in an efficient, customer-centric manner.

**Users**
Call center agents or managers

**Business Value**
Customer retention is one of the biggest challenges facing telco organizations today due in large part to poor customer service. By arming customer service reps with the information they need to quickly and efficiently handle calls, HyperIntelligence enables reps to deliver a better overall customer experience—resulting in happier customers who are less likely to churn.

**Applications Made HyperIntelligent**
Avaya, LiveAgent, RingCentral, Five9, Rally, Salesforce, Twilio Flex, Genesys Purecloud, Office 365, email

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**B2B Sales Card**

**Use Case**
Provide salespeople with a comprehensive view of their customer or prospect accounts instantly within the applications they use every day.

**Users**
Sales directors, business development managers, sales development reps, account reps

**Business Value**
Arming account reps with easy access to account information allows them to respond to customer issues faster, recommend better products and services, and increase the success of their customers’ applications—resulting in greater long-term customer success and a higher average customer lifetime value.

**Applications Made HyperIntelligent**
DiscoverOrg, SalesLoft, Salesforce, Microsoft Dynamics, LinkedIn, Wikipedia, Office 365, email
Retail Product Card

Use Case
Provide retailers with easy access to inventory and purchasing data for different items in a store, helping them proactively monitor inventory and act to avoid costly stockout situations.

Users
Store associates, store managers, buyers

Business Value
By arming store associates, managers, and buyers with instant access to intelligence on inventory, they can reduce stockouts, sell more, enhance the customer experience, and ultimately drive higher average customer lifetime value.

Applications Made HyperIntelligent
Marketing 360, Fishbowl, Lightspeed POS, Netsuite, ShopKeep, monday.com, TradeGecko, Zoho Inventory, inFlow Inventory, Office 365, corporate website, email

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Insurance Claims Card

Use Case
Help claims adjusters and processing clerks expedite the claim resolution and payment processes.

Users
Claims handlers, audit investigation specialists, claims adjusters, claims processors

Business Value
By arming workers with instant access to claims data, insurance providers can shorten the amount of time it takes to process a claim and get payments in the hands of customers.

Applications Made HyperIntelligent
Guidewire, Salesforce, Patch, Waystar, Office 365, SharePoint, email, call center applications
Hospitality Management Card

Use Case
Give hotel managers and regional directors the ability to quickly assess the performance of a specific property or location.

Users
Executives, directors, hotel managers, event coordinators

Business Value
By providing hospitality professionals with a 360-degree view of their properties, organizations can make more informed decisions to tackle challenges associated with revenue generation, seasonality, and staffing.

Applications Made HyperIntelligent
Salesforce, Office 365, email, dashboards and reports, websites, web applications

Wealth Management Client Card

Use Case
Help wealth managers and other customer-facing professionals better understand the disparate elements of an existing client relationship.

Users
Financial advisors, wealth management consultants, portfolio managers

Business Value
Give wealth managers instant access to information on their high-net-worth clients so they can make more informed investment decisions, resulting in better outcomes and happier, more satisfied clients.

Applications Made HyperIntelligent
Office 365, SharePoint, Salesforce, Facebook, LinkedIn, investment management platforms
These cards demonstrate the types of applications that are possible with HyperIntelligence—and this is just the start. MicroStrategy gives organizations the power to quickly build and deploy cards suited to their own unique corporate lexicon. Each one can be used to build a card that eliminates friction and empowers people with greater access to information.

To get started, request a free pilot by visiting: microstrategy.com/us/get-started/microstrategy-2019