

Mobile apps powerful

enough for any job.

Secure enough for any data.

Enterprise mobility is changing the way that people work.

Increase productivity and get a competitive edge.

In less than a week, build and deploy a mobile workforce productivity app that's useful to everyone in your enterprise. MicroStrategy Mobile is the fastest, easiest and most affordable way to mobilize your existing enterprise operational and information systems. Connect to your employee credential systems to deliver personalized applications—with multi-factor security built in—to hundreds of thousands of your employees, partners and customers.

Secure, personalized, highly scalable mobile apps for the enterprise. Powerful enterprise capabilities. Unprecedented ease of use. That's the power of MicroStrategy.

Enterprise-grade security protects your most sensitive information.

MicroStrategy has invested in creating the most secure commercially available mobile app platform in the marketplace. For almost all mobile app security requirements, customers have everything they need within the MicroStrategy platform: encryption of data in transit and at rest, remote access revocation, support for certificate server, single sign-on, credential management, user-level security controls, and much more.

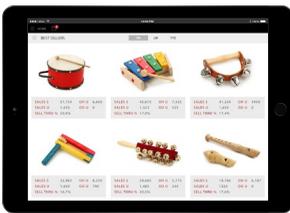
Apps for any industry.

Every business can benefit from the transformative power of enterprise mobility.



Apps for financial services.

Innovative apps that help wealth managers serve their clients, large banks monitor branch performance, and risk management departments keep an eye out for suspicious transactions.



Apps for retail.

Powerful mobile apps that keep retail store managers on the selling floor and help associates improve productivity, provide better service, and engage more effectively with customers.

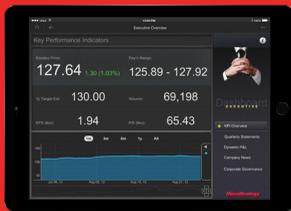


Apps for healthcare.

Mobile apps that enable healthcare organizations to reduce supply chain costs, help payers measure provider service quality, and empower pharmaceutical sales reps with the information they need to better engage with prescribers.

Apps for any role.

Apps that mobilize everyday processes, remove costly bottlenecks, and accelerate the business for every employee.



Apps for executives.

Mobile devices are revolutionary tools that are at home in the boardroom. Native mobile apps put information at the fingertips of decision makers and let executives take action from directly within the app.



Apps for sales.

Revolutionary mobile apps that completely change the way sales people work, increasing effectiveness and enabling a smarter sales team that outperforms the rest.



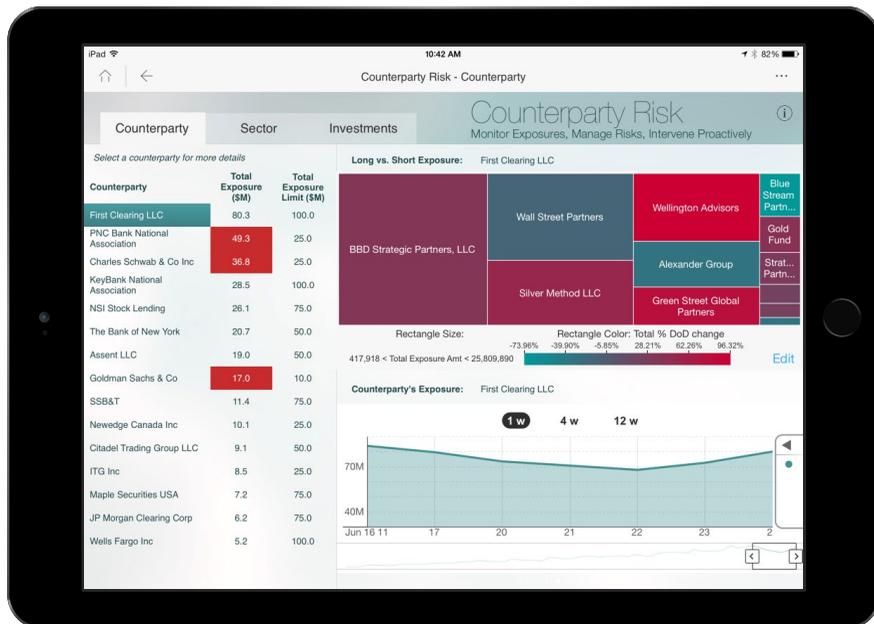
Apps for every employee.

Apps that allow employees to complete any HR task from anywhere, such as submitting expenses, approving requests, accessing benefits and payroll information, or requesting time off.

Number
one

Our mobile
app platform is
rated number
one by analysts
for a reason.

What sets MicroStrategy mobile apps apart?



Native apps – provide users with the best experience.

Compelling workflows – gracefully present any process on iOS and Android devices.

Contextual apps – absorb contextual inputs like location (GPS), barcode (camera), device orientation (rotation), and user (personalization) to drive the app experience.

Highly secure apps – protect your data with a combination of sophisticated security capabilities—both as the data travels to and from the device and as it's stored on the device.

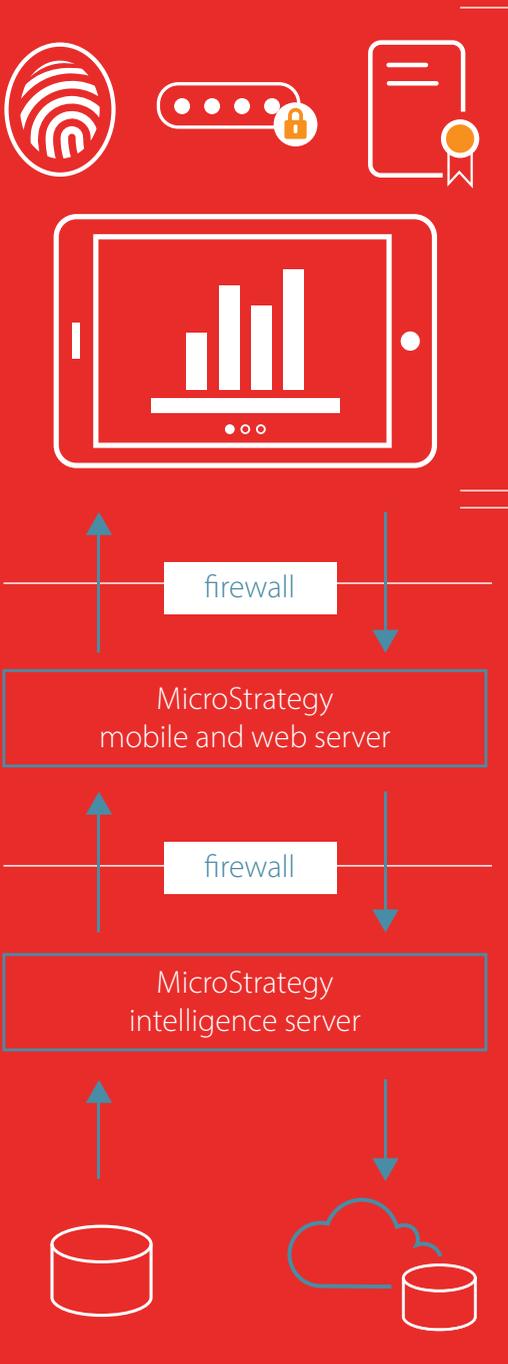
System apps – transact with any operational system, build compelling apps for any new or existing business processes.

Integrated native mapping – plot geo-locational data directly onto integrated native maps.

Fast apps – handle the most complex questions and transactions from thousands of users concurrently.

Offline, online capabilities – optimize the user experience for varying levels of connectivity.

Finally, a mobile platform secure enough to put highly sensitive data into the hands of your mobile workforce.



Authentication – Multi-factor authentication via Touch ID™, passcode and certificate.

Device security – Native hardware security including passcode, auto-lock, failed attempt limits.

Data protection – AES encryption for data at rest and TLS encryption for data in transit.

Authorization – Access managed dynamically based on profile and privileges.

Platform security – Multi-tier architecture to ensure integrity of mobile computing / BI data.

Our apps get results.

10M

dollars in incremental revenue in first 90 days.

Global leader in insurance broking and risk management.

17%

time savings for store managers.

Large global discount supermarket chain.

25%

time savings for internal reporting team.

Large European healthcare system.

30%

increase in sales rep deal size.

Leading Fortune 1000 software company.

38%

increase in product sales.

Fortune 500 automotive retailer.

60%

increase in productivity of store field inspectors.

Large fast-casual restaurant chain.



Don't delay. With MicroStrategy Secure
Cloud, you can start building mobile
apps for your enterprise **today**.

Learn more about how we can
help transform your business.
microstrategy.com/mobile

Call us
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