

Artificial Intelligence Advisory

Looking to use predictive analytics to extend your Intelligence platform and create transformative insights?

Leverage MicroStrategy Consulting to learn how our platform's predictive analytics and machine learning features can improve your enterprise's decision making. Our consultants will show you how to move beyond backward-looking, historical analyses and use predictive analytics to deliver better outcomes.

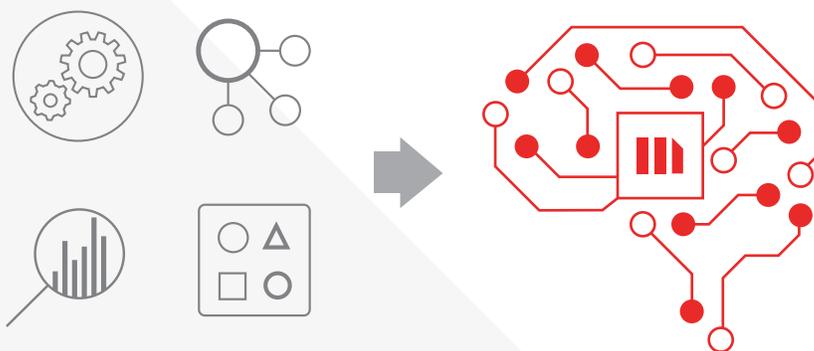
TYPICAL TIMELINE AND STAFFING

Two weeks with a Predictive Architect, UI/UX Designer, and Engagement Manager from MicroStrategy Consulting.

WHAT IT IS

We provide a team with our platform expertise to evaluate your business needs, environment, and data. We conduct collaborative workshops that bring together relevant stakeholders—IT, data analysts, business users, and executives—to identify key areas where predictive analytics can create value. We then develop a detailed roadmap for how to build and implement a solution. We also educate your team on our best practices, so they're empowered to use MicroStrategy's powerful advanced analytics features. Our AI Advisory engagement delivers:

- Collaborative workshops to discover opportunities where predictive analytics can solve a business problem or create new value
- A customized roadmap with details on how to use MicroStrategy native analytics, R, and third-party integration features to build a predictive solution
- Education and documentation on best practices so that you will understand the options for building and deploying predictive analytics solutions on MicroStrategy



WHY YOU NEED MICROSTRATEGY

An understanding of historical data is a prerequisite for informed decision making. Businesses that don't take the next step—using historical data to model, predict, and understand what is going to happen—risk missing opportunities and revenue.

Our experts can help. Our consultants will ensure you have a clear and concise understanding of practical solutions to respond to your 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 or visit us online at 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