

# Application Blueprint

## MicroStrategy Professional Services

**Start your application initiative right by engaging MicroStrategy Professional Services to design, scope, and plan a successful project. Let our MicroStrategy experts help you deploy your next enterprise analytics and mobility project using our proven methodology.**

“Nearly one in three projects fail due to inadequate vision or goal for the project.”

—PMI 2016 Survey

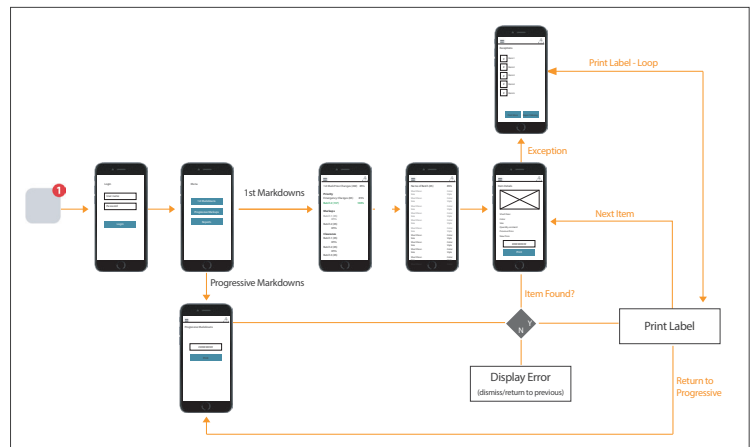
Contact your Professional Services Director or email [services@microstrategy.com](mailto:services@microstrategy.com)  
Visit us online at [microstrategy.com/services/professional-services](http://microstrategy.com/services/professional-services)

## WHAT IS IT

The Application Blueprint delivers a targeted design spec and roadmap to solve a high-priority business need.

This Service engagement delivers:

- A clear understanding of scope
- A high-level project plan, solution mockup, and resource plan



## WHY YOU NEED AN APPLICATION BLUEPRINT

Using our application blueprint methodology, organizations can avoid many of the common challenges that could derail your project's deployment—costing your organization time and money. Set your organization up for success by leveraging our best practices that ensure an optimized design, execution, and higher levels of customer adoption.

Avoid these common application development challenges:

- Low adoption rates
- Failure to meet the needs of the business
- Costly rework that delays time to market

## TYPICAL TIMELINE AND STAFFING

2-4 weeks blended team

2 Expert-level and 1 Master-level consultants

## OUR PROVEN METHOD

Our services professionals have extensive hands-on experience helping clients determine project design and scope. MicroStrategy uses a proprietary methodology that has helped thousands of organizations around the world build a solid foundation for successful business intelligence deployments.

### 1 Define Audience and Key Features

Identify business requirements and end user personas by conducting interviews.

BI MANAGER PERSONA



**DAVID SMITH**

“I feel like I am successful in my role when the system is up, running and responsive.”

**ABOUT ME**

I am the guy in charge of the BI/MicroStrategy implementation.

I selected MicroStrategy over Business Objects which I knew very well.

My job/reputation is on the line if the implementation does not do what it is supposed to.

I grew into this role starting from the bottom of the ladder.

I have a technical/developer background but do not know MicroStrategy’s capabilities or implementation details.

**PAIN POINTS**

The system has some unexpected slowdowns I can’t track down with my team.

I have little to no visibility over the operational statistics of the MicroStrategy Servers (current memory usage, CPU, cubes executing, etc.)

I do not know how MicroStrategy can do what I hear it can do in my environment.

**GOALS/CARE ABOUTS**

I want to learn more about MicroStrategy.

I need to automate most of my MicroStrategy tasks to render them as less error prone as possible.

I want to know if the system is up and running and how it is performing.

I want to get SysOps to take on day-to-day monitoring of the MicroStrategy servers so my team can focus on developing new things.

### 2 Data Review

Identify potential gaps in the model by reviewing enterprise data assets.

### 3 Platform and Technology Selection

Ensure improved performance by evaluating current infrastructure and device functionality.

### 4 Storyboarding and Process Flows

Customize application workflows to align to your organization’s business processes.

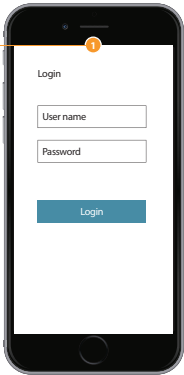
### 5 Wireframe Creation

Reduce scope creep by formalizing layout and content.

### 6 Mockups and Graphic Design

Create applications that follow and enhance your organization’s style guide by using visual design practices.

**Login** - user name and password should be standard corporate (i.e. LDAP) credentials. For store devices, the device ID may need to be acquired on this screen and then passed through to ensure the proper price changes are displayed.



**Menu** - displays a list of screens that the user can view. Menu items could show/hide based upon user security roles

## WHY CHOOSE MICROSTRATEGY PROFESSIONAL SERVICES?

We are a global organization with a local focus, delivering over 11,000 projects to more than 2,000 customers across all major industries. Using the MicroStrategy platform, we deliver world-class expertise to our clients, with the support of the MicroStrategy product engineering, technical support and account teams behind us.

## EXPERIENCE AND EXPERTISE

- Thousands of services customers worldwide across many industries
- We leverage our vast experience to ensure you consider all aspects of a solution and achieve the highest ROI for your investment
- Our rigorously trained and certified consultants know our product better than anyone else in the market

## THOUGHT LEADERSHIP

- We don’t just follow best practices, we create them
- We help accelerate and drive real business results that benefit your bottom line, enterprise wide
- We go beyond business intelligence and innovate to deliver the most advanced solutions

## ONE MICROSTRATEGY

- Our success depends on your success
- We work with the backing of the entire MicroStrategy product engineering, support and account teams
- We know your work starts when we deliver, so we continue to partner with you to ensure a high adoption rate, continued positive ROI, and increased BI maturity in the marketplace