

Map of the  
Intelligent  
Enterprise™  
for the CIO



**MicroStrategy®**  
Analytics and Mobility

The Intelligent Enterprise™ is the ultimate data-driven organization. It anticipates constantly evolving regulatory, technological, market, and competitive challenges and turns them into opportunity and profit. It delivers a single version of the truth and agility. Scalability and speed. AI and data discovery. Enterprise analytics and mobility. It connects to any data and distributes reports to thousands. An Intelligent Enterprise goes beyond business intelligence, delivering transformative insight to every user, constituent, and partner. Becoming an Intelligent Enterprise is a journey, but you can get up and running faster than you think. **Let's get started.**

# 1 EVALUATE

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Assess how external forces impact your organization and incorporate them into your enterprise strategy and roadmap.

# 2 CATALOG

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Categorize your enterprise assets and identify constituents who would benefit from access to information and enterprise systems.

# 3 EMPOWER

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Arm individuals and teams with powerful tools to explore data on their terms, while establishing a foundation for a single version of the truth across the enterprise.

# 4 PLOT A COURSE

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Map out the people, processes, and architecture required to build an Intelligent Enterprise and launch your journey.

# MAP OF THE INTELLIGENT ENTERPRISE FOR THE CIO

## TECHNOLOGY

**STAYING AHEAD WITH DIGITAL DISRUPTORS**

Faced with today's rapidly evolving marketplace, staying ahead means quickly adopting new technologies. CIOs face the challenge of leveraging AI, machine learning, robotics, blockchain, and more to enhance internal applications and operations. In exploring and deploying new technologies, they must also be mindful of learning curve timelines, potential security breaches, and risks stemming from edge devices.

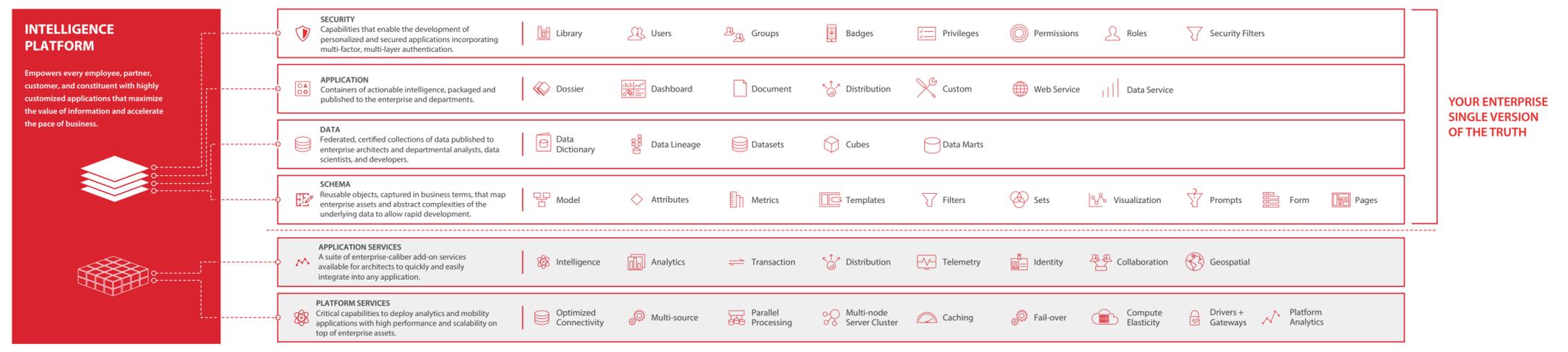
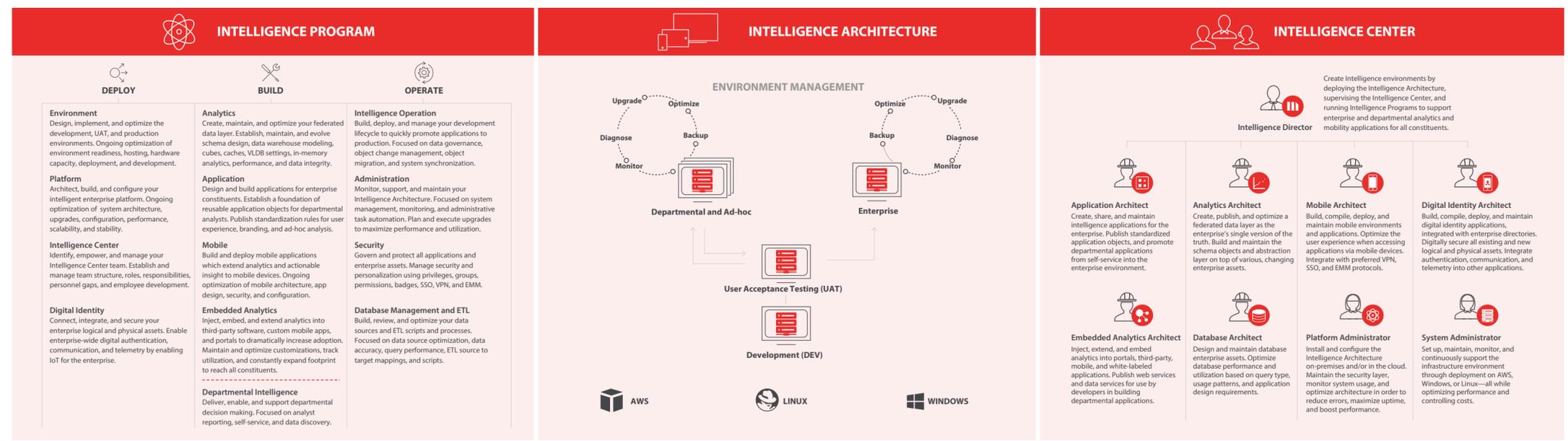
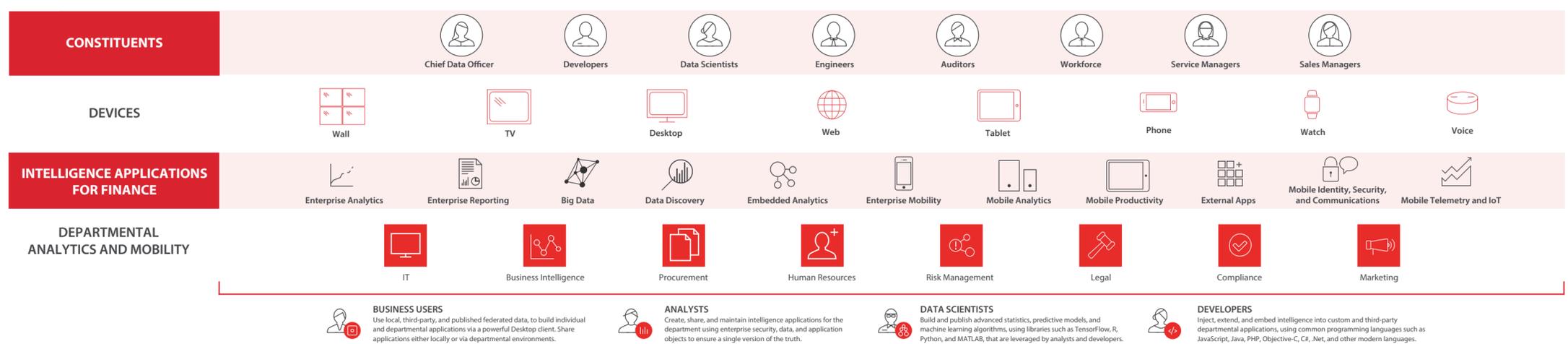
- Internet of Things
- Digital Identity
- Mobile Computing
- Blockchain
- Cloud Computing
- Machine Learning

## MARKET

**INNOVATION LEADERSHIP**

Today's CIOs are expected to take a leading role in growing the enterprise. In the Intelligent Enterprise, CIOs drive constant innovation within IT to improve both internal operations and external offerings. By leveraging departmental intelligence and maintaining a motivated, inspired workforce, the CIO can exert outsized influence to boost the company's bottom line.

- Apple
- Amazon
- Google
- Facebook
- Alibaba
- Twitter
- Microsoft



## REGULATORY

**ENSURING COMPLIANCE IN COMPLEX ECOSYSTEMS**

CIOs must ensure that the organization meets all compliance needs. They must prioritize both privacy and security as they oversee the data infrastructures throughout their organization. The Intelligent Enterprise quickly deploys apps and leverages real-time data from multiple data sources. Empowered with data, the CIO can foster growth in the organization while meeting all regulatory requirements.

- GDPR
- HIPAA
- ISO 27001
- GLBA
- FedRAMP
- PCI DSS
- SOX
- FISMA

## ORGANIZATION

**IMPROVING BUSINESS ALIGNMENT**

CIOs are challenged to align their department goals with overall company objectives. Meeting strategic business requirements demands seamless communication between IT and business leaders. Within an Intelligent Enterprise, the CIO can track IT goals in relation to company KPIs—all on a single dashboard. With these insights on hand, the CIO can easily translate technical aspects into benefits for the whole organization.

- Talent
- Capabilities
- Skills
- Agility
- Security