

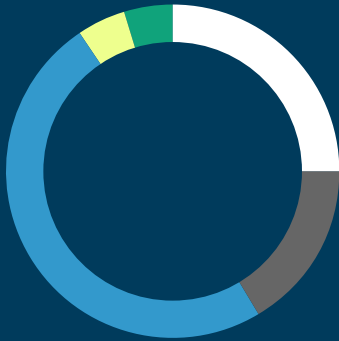
The Total Economic Impact™ Of The MicroStrategy Platform

FORRESTER®

Through five customer interviews and data aggregation, Forrester concluded that the MicroStrategy Platform has the following three-year financial impact.

SUMMARY OF BENEFITS

Three-year risk-adjusted



- Enhanced B2C storefront productivity: **\$6.3M**
- Boosted sales team effectiveness: **\$4.1M**
- Cut manufacturing & supply chain costs: **\$12.2M**
- Improved finance & accounting productivity: **\$1.2M**
- Simplified IT operations: **\$1.1M**



THE MICROSTRATEGY CUSTOMER JOURNEY

Manufacturing & supply chain cost savings



MicroStrategy's platform can be used to identify waste in production processes. This allows companies to optimize production and minimize unsold inventory saving **\$12.2M** annually.

Enhancing B2C storefront productivity



B2C storefront managers receive insights from MicroStrategy data on sales, inventory, and customer preferences. These insights drive **\$6.3M** in revenue uplift.

Boosting sales team effectiveness



MicroStrategy's mobile solution allows salespeople to access data which can help them identify leads that are more likely to close. This increased effectiveness results in **\$4.1M** in additional sales.



“[With MicroStrategy,] we are able to go on the same journey together and be able to scale the usage of analytics as we are growing.”

Senior director business intelligence & mobile, retail



Read the full study

This document is an abridged version of a case study commissioned by MicroStrategy titled: The Total Economic Impact Of The MicroStrategy Platform, November 2019.

© 2019 Forrester Research, Inc. All rights reserved. Forrester is a registered trademark of Forrester Research, Inc.

MicroStrategy