Enterprise Mobility

Native Mobile Apps that Transform Business Processes and Boost Productivity

MicroStrategy
MicroStrategy enables companies to quickly build impactful, high-quality native mobile apps that mobilize information and operational systems.

The MicroStrategy platform delivers capabilities that go well beyond basic mobile BI. MicroStrategy Mobile apps aren’t just tools for consuming data; they generate data, they enable transactions, and they allow business users to communicate, take action, and use data to solve business problems.

Discover a new way to do business with transactions, multimedia, geospatial analysis, security, and more—all delivered via a single mobile app development platform.
MOBILE SOLUTIONS FOR EVERY ROLE AND BUSINESS PROCESS

From on-the-go executives, to supervisors in remote facilities, salespeople in the field, or customers looking for information, every corporate stakeholder can operate more effectively with reliable information and decision-making power at their fingertips.

**EXECUTIVE INSIGHT**

Give executives a clear, consistent, and actionable view of their overall operations so they can make more informed business decisions.

**HUMAN RESOURCES**

Boost the efficiency of field recruiting teams and increase employee engagement with corporate resources.

**SALES ENABLEMENT**

Equip field sales people with specialized, data-driven apps that help tailor their interactions with prospects.

**B2B/B2C MOBILE APPS**

Produce new offerings and enhanced services by equipping your business partners and customers with branded mobile apps.

**CORPORATE**

- Executives
- Employees

**FINANCE**

Accelerate reporting processes, make more informed investment decisions, and better manage risk and complex regulatory requirements.

**CUSTOMER SUPPORT**

Analyze support metrics across multiple channels to narrow the gap between customer expectations and service delivery.

**FIELD SERVICES**

With on-site information access and data entry capabilities, field personnel can rapidly resolve problems and improve customer service.

**CUSTOMER ENGAGEMENT**

Increase customer engagement and loyalty with mobile apps that provide more convenient and personalized interactions with your brand.

**FIELD PERSONNEL**

- Sales Reps
- Field Services

**CUSTOMERS**

- Consumers
- Business Partners
TRANSFORMATIVE APPS FOR EVERY INDUSTRY

MicroStrategy Mobile brings exceptional value to organizations across every industry by boosting employee productivity, reducing administrative delays, and enhancing the customer experience.

INDUSTRIES
- Banking
- Energy & Utilities
- Federal Government
- Food & Beverage
- Healthcare
- Higher Education
- Hospitality
- Insurance
- Life Sciences
- Manufacturing & CPG
- Media
- Municipal Government
- Retail
- Technology
- Telecommunications
- Transport & Logistics

BUSINESS ROLES
- Customer Support
- Executive
- Facilities
- Field Services
- Finance
- Human Resources
- Information Technology
- Marketing
- Sales
$10M
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%
DOLLARS INCREASE IN SALES REP DEAL SIZE.
Leading Fortune 1000 software company.

38%
INCREASE IN PRODUCT SALES.
Fortune 500 automotive retailer.

40%
MORE TIME SPENT IN THE FIELD SELLING TO CUSTOMERS.
Leading US beverage distributor.

56%
INCREASE IN AVERAGE TRANSACTION AMOUNT.
Global luxury brand retailer.

60%
INCREASE IN PRODUCTIVITY OF STORE AUDIT INSPECTORS.
Large fast casual restaurant chain.
MicroStrategy mobile apps do what others cannot—they deliver insight and enable action.

Tightly integrated with the native capabilities of mobile devices, MicroStrategy apps deliver advanced capabilities that empower mobile users to take decisive actions while on the move.

**EXCEPTIONAL MOBILE CAPABILITIES**

**NATIVE INTEGRATION**

MicroStrategy mobile apps fully integrate with the native capabilities of iOS and Android devices, including GPS, cameras, sensors, notifications, and more. By leveraging native functionality, MicroStrategy apps deliver an immersive user experience and can incorporate powerful capabilities, such as personalized alerts and transactional workflows.

**OFFLINE ACCESS**

**COLLABORATION**

Annotate screen and share via email

**ANALYTICS / VISUALIZATIONS**

**OPTIMIZED CONNECTORS TO YOUR ENTERPRISE SYSTEMS AND DATABASES**

**PUSH NOTIFICATIONS**

Data-driven, smart alerts based on thresholds

**MULTIMEDIA**

**SOCIAL MEDIA FEEDS**

**TRANSACTIONS / WORKFLOWS**

**OTHER FEATURES**

View dynamic data relevant for each user

Preferred language and regional settings

Branded with look and feel of company

Native apps for 🍎 Apple
TRANSACTIONAL WORKFLOWS

Transactional workflows let mobile users write back to systems of record (e.g., ERP and CRM systems) from within the app, allowing them to take action from anywhere, which eliminates bottlenecks and boosts overall productivity.

EMBEDDED MULTIMEDIA

With embedded multimedia content, mobile users in the field can instantly access the resources they need most, such as product brochures, sales presentations, instructional videos, and training manuals—all from within their app.

PERSONALIZED ALERTS

Data-driven smart alerts proactively inform users of potential business problems through the mobile device’s native push notification features, such as badges and banner notifications, enabling them to take immediate, corrective actions.

OFFLINE ACCESS

MicroStrategy mobile apps incorporate sophisticated caching algorithms that enable users to fully interact with their apps, even in areas with limited or no network availability, helping them to maximize their productivity while on the move.

SOPHISTICATED ANALYTICS

MicroStrategy Mobile is tightly integrated with the core MicroStrategy platform, so organizations can fully benefit from its sophisticated analytical capabilities, compelling visualizations, high performance, and scalability.

GEOSPATIAL ANALYSIS

MicroStrategy supports ESRI and Google Maps, as well as custom images as maps, enabling mobile users to easily navigate and visualize data at different levels of aggregation from country, to state, to county, to zip code, and even inside buildings.

COLLABORATION

Mobile users can interact with colleagues directly from within their apps using MicroStrategy’s “Annotate and Share” feature to draw shapes freehand or add comments and then share their annotated mobile screens via email.

OPTIMIZED CONNECTORS

With a vast library of native gateways and drivers, MicroStrategy mobile apps can easily access data from any enterprise resource, including databases, MDM systems, enterprise directories, cloud applications, and more.

“MicroStrategy has also been an early innovator in mobile BI, with some of the most-comprehensive, highly rated, and widely adopted mobile capabilities. Customers choose MicroStrategy for mobile more often than most other vendors.”

- Gartner

Critical Capabilities for Business Intelligence and Analytics Platforms

Published: 2 March 2017
SIMPLE APP DEVELOPMENT PROCESS

MicroStrategy’s industry-leading mobile solution enables organizations to rapidly deploy feature-rich, highly polished enterprise apps while avoiding the cost and complexity of custom coding.

RAPID, CODE-FREE DEVELOPMENT

The MicroStrategy platform’s object-oriented architecture enables developers to quickly build sophisticated mobile apps by dragging and dropping the desired functional elements—such as data visualizations, maps, multimedia content, and more—onto a click-to-configure development canvas.

BRANDED, HIGHLY-POLISHED APPS

MicroStrategy’s code-free capabilities simplify mobile app development, but not at the expense of your design freedom.

The MicroStrategy SDK gives developers tremendous flexibility to further refine and customize mobile apps and deliver a branded user experience that closely reflects corporate branding standards.

Pre-Built Widgets

- Analytics and visualizations
- Transactions
- Multimedia

Drag-n-Drop Canvas

1. Insert a widget
2. Set location, size, and color
3. Set properties
4. Save, Done

Build your mobile app

Rebrand with custom elements

Publish to public app stores (or internal app store)
EXCEPTIONAL PERFORMANCE AT SCALE

MicroStrategy mobile apps are bolstered by client-side features that boost performance and enhance the user experience. Sophisticated caching algorithms help deliver sub-second response times even when dealing with large volumes of data, numerous concurrent users, or slow, unreliable connectivity.

PERSONALIZED USER EXPERIENCE

The MicroStrategy platform tracks user preferences and role-based privileges on an enterprise-wide basis. Developers can build highly personalized mobile apps that automatically display analytical content and visualizations that reflect the user’s role and language preferences. Mobile users can spend less time applying filters and manipulating data to get what they need, and more time taking action.

APPS BUILT FOR THE ENTERPRISE

The MicroStrategy mobile app platform delivers more than exceptional user capabilities; it also incorporates the scalable performance, personalized engagement, lifecycle management, and robust security required of an enterprise-grade implementation.
CONTINUOUS MONITORING AND INSTANT UPGRADES

With embedded monitoring tools, MicroStrategy gives developers detailed insight into app usage patterns, enabling them to make more informed decisions about potential upgrades to app functionality, content, and workflows.

MicroStrategy’s object-oriented metadata enables an automated change management process where updates to any item are instantly reflected in all related apps, reports, and documents throughout the enterprise. With this capability, developers can instantly modify their enterprise mobile apps without the cost and disruption of having to recode, recompile, and redeploy them.

ENTERPRISE-GRADE SECURITY

The MicroStrategy platform incorporates robust security measures at every level of its architecture, including:

- **Authentication** – Multi-factor authentication via Touch IDTM, Usher, passcode, and single sign-on (SSO)

- **Mobile Certificate Server** - Configure and enable Certificate Server to validate the identity of mobile clients

- **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

- **Native EMM integration** – Native integration with AirWatch, MobileIron, and Blackberry Dynamics – Mobile SDK supporting AppConfig guideline
FREE EDUCATION IN A CITY NEAR YOU

Our Jump Start program features a full day of free training on enterprise mobility. Classes are held year-round all over the world. During these 8-hour sessions, attendees will learn to build basic mobile applications using MicroStrategy. The course covers the fundamentals of enterprise mobility and builds the knowledge base required to tackle the more advanced courses offered for analysts and designers, software developers, and administrators. The majority of this course is hands-on and attendees will perform basic mobile application design, development, and deployment.

Sign up for a free Jump Start session here:
microstrategy.com/us/services/education/jump-start-classes

CONTACT US

Our solution experts are standing by to answer any questions you have about our analytics and mobility platform, pricing, services and support offerings, and more.

Call us at 1-888-537-8135, or have us reach out to you by registering using the following link: microstrategy.com/us/go/contact-me