# Mobile Start Up

Build a production-ready app and develop your mobile roadmap.

Leverage MicroStrategy Consulting to mobilize your business—deploy a mobile application that will deliver mobile analytics and digital transformation across your enterprise.

## TYPICAL TIMELINE AND STAFFING

Three weeks with a Mobile Architect, Analytics Architect, Mobile Analyst, UI/UX Designer, and an Engagement Manager from MicroStrategy Consulting.

## WHAT IT IS

We provide a team equipped with our proven methodology and enterprise platform expertise to analyze your most pressing business challenges and design a mobile solution to address your needs. We conduct collaborative workshops to assess your business strategy, goals, and requirements to design your ideal application storyboard. We design and develop a deployment strategy to ensure your mobile application will exceed your expectations in functionality and experience. We enable transaction services within your application to empower your users to be independent get the information they need, anytime. Our Mobile Start Up engagement delivers:

- A customized, user centric future state pilot with tailored deployment recommendations based on business requirements
- Tailored mobile application design and prototyping to guarantee a pleasant user experience
- Collaborative workshops to transfer best practices for deploying your application and enabling transactions services
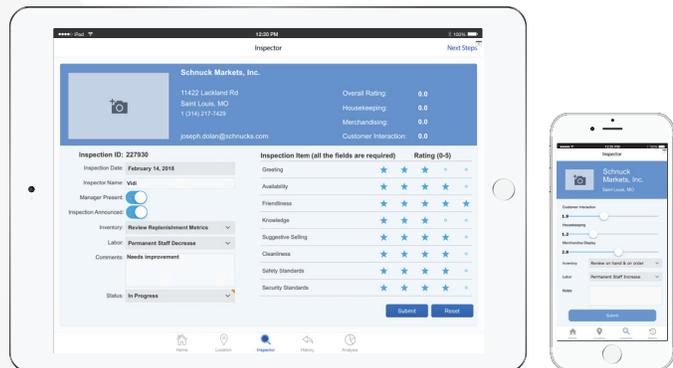


*Figure 1: Our Mobile Start Up helps you leverage industry-leading MicroStrategy mobile productivity features and services, and delivers your enterprise-grade future state pilot in just three weeks.*

## WHY YOU NEED A MOBILE START UP

Creating a successful mobile application for your enterprise that matches the usability and high adoption rate of a consumer application can be a daunting and seemingly impossible challenge.

Our experts bring to bare your mobility vision. We share best practices for your mobile solution to ensure your success. We design your wireframes and white label your application to create a flawless user experience. We document custom design requirements to support your ideal mobile application. We deliver a pilot-ready mobile application for you to start your mobile transformation.

**MicroStrategy**

# 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