Mobile technology is transforming nearly every aspect of our lives. From e-commerce and social media apps like Starbucks and Twitter, to productivity and business applications like Google Drive and Evernote, our mobile devices give us instant access to the information and conveniences we care about. The most popular consumer apps give users a highly-personalized, context-optimized experience, and empower them to take immediate, on-the-spot actions.

Using the MicroStrategy Mobile platform, organizations can inject the proven efficiency and convenience of consumer apps into their own internal operations and business processes. By deploying role-specific mobile workflow apps, organizations can put timely, relevant, and trusted information directly into the hands of every employee, enabling them to make better decisions, take immediate action, and boost the overall efficiency and productivity of the business.

MICROSTRATEGY enables organizations to transform their businesses by empowering their employees, partners, and customers with role-specific mobile workflow apps.
Solutions tailored for every role and business process within your organization.

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

**EMPLOYEE ENGAGEMENT**
Give employees an integrated and interactive control point for managing their relationship with the company.

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

**FIELD SERVICES**
Equip field personnel with real-time data so they can rapidly identify and resolve problems.

**DISTRIBUTED FACILITIES**
- Factories | Warehouses
- Networks | Transportation
- Stores | Restaurants | Hotels
- Hospitals | Banks | Offices
- Supervisors
- Site Managers
- Inspectors

**OPERATIONAL EFFICIENCY**
Deliver real-time KPIs to supervisors and site managers so they can quickly identify and resolve critical issues.

**AUDIT AND INSPECTION**
Transactional features enable inspectors to take immediate actions from any location, reducing administrative delays.

**CUSTOMERS**
- Consumers
- Business Partners

**FIELD PERSONNEL**
- Sales Reps
- Field Services

**CORPORATE**
- Executives
- Employees

**B2B/B2C MOBILE APPS**
Produce new offerings and enhanced services by providing your business partners and customers with mobile apps.
EXECUTIVE INSIGHTS
Executives across every industry share the common objective of making their organizations more profitable, by increasing productivity, reducing costs, or eliminating inefficiencies. However, in large organizations with globally distributed workforces and a variety of ongoing activities, executives must often wait for other people to run reports in order to get critical details on business performance.

**MicroStrategy Executive Insight** solutions consolidate, analyze, and transform massive volumes of enterprise data, giving executives instant access to a clear, consistent, and actionable view of their overall operations. Armed with this information, executives can make faster, more informed business decisions without having to wait on others.

**BENEFITS**

**Instant insight**

With intuitive visualizations and threshold-based KPIs, executives can quickly assess the performance and status of their organization’s most critical activities.

**Easy exploration**

Using familiar native gestures, executives can drill down into multi-level dashboards to uncover the root causes of operational irregularities.

**Actionable**

Executives can take action on the spot using write-back features to approve actions, adjust orders, and signoff on requests, eliminating paper work delays.

**Always available**

With MicroStrategy’s sophisticated mobile caching technology, executives can stay on top of their business while on the move—even when they’re offline.
MOBILE SOLUTIONS: EXECUTIVE INSIGHTS

Healthcare

Using MicroStrategy, healthcare executives can quickly digest KPIs and trends related to revenue, profitability, and patient satisfaction (PSAT). With this insight, executives can quickly uncover shortcomings, explore the underlying details, and identify areas for performance improvement.

Insurance

MicroStrategy gives insurance executives instant insight into the financial performance of all their insurance lines, so they can make data-driven adjustments on the fly. With a single, integrated reporting tool, executives can seamlessly access critical financial information related to profit and loss, solvency, risk, claims, and expenses.
MicroStrategy combines agency data from multiple disparate systems, giving senior government officials a single version of the truth across their organization. Interacting with intuitive visualizations and threshold-based KPIs, officials can quickly assess the performance of their most critical programs and identify potential areas of concern.

Integrated dashboards provide real-time insight into program performance

Multiple tabs provide granular-level insight for specific programs

Interactive visualizations make it easy to gauge performance against agency benchmarks and historical trends

Colored threshold indicators draw immediate attention to potential problem areas
MOBILE SOLUTIONS: EXECUTIVE INSIGHTS

Human resources

Using MicroStrategy, HR executives can monitor hiring, attrition, retention rates, employee satisfaction, and compensation benchmarks from within a single, user-friendly interface. With greater insight into key HR metrics and processes, executives can proactively target issues like understaffing, poor employee performance, and high turnover rates.

Marketing

MicroStrategy enables CMOs to track the effectiveness of their marketing spend across all channels. This application lets marketing leadership more strategically manage their programs and campaigns to improve lead generation, drive brand loyalty, and deliver the highest possible ROI.
OPERATIONAL EFFICIENCY
MOBILE SOLUTIONS:
OPERATIONAL EFFICIENCY

Most large enterprises rely on geographically distributed facilities and infrastructure for the delivery of goods and services (such as retail stores, factories, warehouses, hospitals, restaurants, or telecommunications networks). Inefficiencies or problems with these resource and labor intensive environments can ripple through the entire organization and adversely impact the bottom line.

**MicroStrategy Operational Efficiency** solutions put real-time KPIs into the hands of supervisors and site managers so they can quickly identify issues, take action, assess site performance relative to goal, and boost staff performance.

**Prioritized attention**
Threshold-based alerts and KPIs keep personnel focused on high-priority issues such as inventory, resource utilization, quality control, equipment maintenance, and safety issues.

**Goal driven**
Benchmark site performance against peer facilities to foster a goal-oriented environment and healthy internal competition that boosts employee productivity.

**Instant action**
Using transactional features, supervisors can change orders, approve requests, and adjust workflows on the fly helping to avoid operational disruptions and delays.

**Supervisor engagement**
With data at their fingertips, supervisors can move “onto the floor” where they can focus on streamlining operations, coaching staff, and driving business.
MOBILE SOLUTIONS:
OPERATIONAL EFFICIENCY

Retail stores

MicroStrategy apps enable store managers to quickly access real-time sales, inventory, and customer information so they can analyze buying trends, evaluate promotional success, and benchmark their store performance against peers. These comprehensive apps help store managers make better decisions, improve productivity, and increase their focus on serving customers, coaching associates, and driving sales.

Distribution centers

MicroStrategy apps put operational data and productivity tools directly into the hands of distribution center supervisors. Through the app, supervisors can scan barcodes for item details, initiate backstock pulls, and easily adjust shipping and receiving process workflows. These solutions increase supervisor productivity, streamline operations, and improve employee engagement through side-by-side supervision.
MOBILE SOLUTIONS: OPERATIONAL EFFICIENCY

Energy and utilities

MicroStrategy apps give facility managers a comprehensive view of operational data, helping them optimize performance, ensure safety, and better adhere to regulations. Facility managers can monitor and analyze complex plant operations with real-time insight into product quality, energy consumption, workforce performance, safety and regulatory compliance, equipment maintenance, materials balances, and the receipt and shipment of goods.

- Alerts for high priority issues related to system or equipment malfunctions, quality, and safety
- Compare product quality to regulation standards
- Access finished or refined production information
- Analyze chemical and contaminant data
**MOBILE SOLUTIONS:**
**OPERATIONAL EFFICIENCY**

### Hospitals

Using MicroStrategy, medical facilities can mobilize key systems so the entire staff is aligned, from the boardroom down to frontline clinicians. This leads to increased productivity, significant cost savings, and a better overall patient experience. With operational data at their fingertips, clinicians can act proactively to minimize patient wait times, optimize hospital resources, and prepare for emergency visits.

- Confirm that patient wait times for emergency and other services are within expected norms
- Monitor average length of stay (LOS) as an indicator of patient satisfaction
- Assess staff productivity by comparing actual hours worked against budgeted hours
- Leverage combo charts for insight into bed utilization across specialty areas

### Food and beverage

MicroStrategy helps restaurant and store managers deliver excellent customer service and ensure food quality while simultaneously controlling costs. Through a mobile app, managers can instantly access food safety information, customer reviews, corporate communications, and more. Data-driven ‘smart alerts’ keep personnel focused on high-priority issues related to food expiration dates, out-of-stock products, and labor management.

- Enable regional, district, and local managers to view real-time KPIs to track performance
- Incorporate peer comparisons and gamification to help boost performance
- Closely monitor food costs and waste
- Manage payroll and employee scheduling
- Access customer data related to survey scores, order accuracy, speed of service, social media, and more
SALES ENABLEMENT
Field sales teams are the critical path for driving revenue, so keeping them efficient and productive should be a top concern for any organization. In today’s fast moving business climate, it is increasingly difficult to get prospect meetings, so sales reps need to maximize the impact of every conversation and be responsive to every request, or else risk losing business to more nimble competition.

**MicroStrategy Sales Enablement** solutions equip field sales people with specialized, data-driven apps that help tailor their interactions with prospects, prioritize their visits, and maximize their time while on the go.

### Tailored interactions
Equip reps with analytics and visualizations of customer purchase history, product preferences, and competitor offerings so they can have more informed sales meetings.

### Prioritized visits
Geospatial and predictive analytics help sales reps prioritize their account visits based on geographic proximity, likelihood to purchase, and risk of losing an opportunity to a competitor.

### Offline productivity
Leveraging transactional features, reps can capture notes, conduct surveys, approve orders, and tend to administrative matters while on the go—even while they’re offline.

### Current content
With access to embedded multi-media content, sales reps can study product documentation and review the latest market and competitive intelligence to better prepare for sales meetings.
MOBILE SOLUTIONS: SALES ENABLEMENT

Biotech and pharma

Using MicroStrategy, life sciences organizations can deploy highly specialized field enablement apps that boost the efficiency and effectiveness of commercial teams. These apps help sales reps tailor their interactions with physicians by giving them on-the-go access to analytics and information about customers, accounts, competitors, and products.

Insurance

Using MicroStrategy sales enablement apps, insurance companies can arm their sales representatives with the essential information they need to make fast, informed recommendations while on-site with brokers or clients. Reps can instantly view their entire book of business and analyze real-time information related to quotes, buying patterns, demographics, and products which help drive more meaningful conversations with prospects.
Retailers use MicroStrategy to equip their store-based employees with sales productivity apps, giving them instant access to sales tips, merchandising best practices, information on featured brands, and details on individual products. With these tools, retailers can ensure that store personnel are consistently well-informed and trained so they can better interact with customers and drive more revenue.

Retail clienteling apps arm store sales associates with a complete catalogue of information on customers, products, and promotions so they can provide a superior, personalized customer shopping experience. With access to customer purchase history and loyalty status, store associates can provide personalized product recommendations and service, leading to improved customer loyalty, increased customer conversion rates, and a lasting competitive advantage.
MOBILE SOLUTIONS: SALES ENABLEMENT

Manufacturing and CPG

MicroStrategy empowers manufacturers and CPG companies with mobile sales enablement solutions that help sales people work more effectively and efficiently when in the field. Reps can instantly access sales analytics to make more accurate pipeline forecasts and identify potential upsell opportunities in their existing accounts. They can also inspect product promotion displays in stores, compare results with guidelines, as well as capture and upload photos.

Banking

MicroStrategy wealth management solutions give financial advisors instant access to client portfolios, market activity, and business news, enabling them to have more informed and interactive discussions with their clients. With embedded transactional input capabilities, wealth managers can rebalance assets, capture key client information, or submit client approval signatures on the spot.
AUDIT AND INSPECTION
Many large organizations, such as insurance companies, restaurant chains, convenience stores, manufacturing firms, and government agencies employ teams of inspectors and auditors to validate, approve, or enforce concerns like insurance claims, service quality, health codes, workplace safety, regulatory compliance, or construction permits. Payments, forward progress, and customer satisfaction often hinge on timely approvals, so these organizations must strive to keep inspectors as efficient as possible.

**MicroStrategy Audit and Inspection** solutions put analytics and real-time transactional capabilities directly into the hands of field inspectors, so they can take immediate action from any location and avoid administrative delays.

### On-site data collection
Transactional capabilities allow inspectors to submit survey ratings, photos, and notes while on-site, which reduces paperwork delays and expedites approvals.

### Prioritized schedules
Map visualizations help inspectors schedule and prioritize site visits based on geographic proximity, level of importance, or current wait times.

### Essential content
Embedded multi-media features give inspectors easy access to past inspection results, policy information, safety regulations, building codes, and other related materials.

### Inspector performance
With KPIs for customer wait times, permits issued, and pending visits, inspectors can manage their own performance versus organizational benchmarks.
MOBILE SOLUTIONS:
AUDIT AND INSPECTION

Insurance claims
Using MicroStrategy mobile apps, insurance adjusters can instantly access policy information, police reports, and medical information while at a claims site. Through the app, adjusters can input photos and notes from accident scenes, auto repair shops, or other relevant locations which reduces paperwork delays, expedites settlements, and increases customer satisfaction.

Store and restaurant
Inspection teams for retailers and restaurant chains use MicroStrategy apps to streamline their facility inspection processes by eliminating paperwork delays and time-intensive spreadsheet preparation. These solutions incorporate transactional input forms that allow inspectors to submit survey ratings, photos, and notes while on-site, freeing more time to review inspection results with facility managers and provide any necessary coaching.
Federal government

Whether assessing combat readiness, workplace safety, or regulatory compliance, MicroStrategy helps government auditors and inspectors increase efficiency, eliminate paperwork, and reduce administrative delays. These workflow applications put analytics and real-time transactional capabilities directly into the hands of field inspectors, so they can take immediate action from any location.

Municipal government

With MicroStrategy, municipal auditors and inspectors can boost efficiency, eliminate paperwork, reduce bureaucratic delays, and increase overall citizen satisfaction. Inspectors can also review and manage their own performance versus departmental benchmarks by reporting on metrics like customer wait times, permits issued, and pending inspections.
Many organizations employ large field services teams to maintain critical internal infrastructure, such as telecommunications, utilities, or manufacturing systems, or to provide assistance directly to subscribers for the installation, repair, or maintenance of equipment and services. Ultimately, these personnel have a direct influence on customer satisfaction, either by ensuring the uptime of their company’s systems, or by providing timely and effective customer service.

**MicroStrategy Field Service** solutions equip field personnel with real-time alerts, KPIs, and customer information, enabling them to rapidly identify and resolve problems with internal systems and to have more informed, professional customer interactions.

### BENEFITS

**Trouble alerts**

Field technicians receive real-time mobile alerts if service levels drop below acceptable standards, enabling them to rapidly prioritize and address potential problems.

**Subscriber history**

Equip field agents with details related to their assignments, such as installed equipment, software versions, crash reports, and customer account status.

**On-site data collection**

Transactional features enable field techs to order parts, adjust service settings, capture notes, and conduct surveys while on site.

**Manuals and repair guides**

Using multi-media features, organizations can equip field agents with product manuals and training videos that provide step-by-step repair guidance.
MOBILE SOLUTIONS: FIELD SERVICES

▲ Energy and utilities

MicroStrategy enables utility companies to combine key field services workflows into a single streamlined mobile app, which technicians can access regardless of connectivity. These apps provide field technicians with scheduling and route optimization and detailed information about equipment, parts inventory, billing, and individual customer accounts.

▲ Telecommunications

Telecommunications companies use MicroStrategy to give their network and field technicians instant visibility into the status and performance of their wired and wireless networks. Field techs can access critical KPIs and receive real-time alerts if service levels drop below acceptable standards, enabling them to rapidly address potential network problems.
MicroStrategy Mobile gives healthcare professionals access to critical information at their fingertips, allowing them to deliver superior levels of care no matter their location. Mobilized doctors and nurses can assess patients, diagnose illnesses, provide treatment options, and educate their patients remotely without the need for an office visit.

**MOBILE SOLUTIONS:**

**FIELD SERVICES**

- Develop and adjust personalized care plans based on patient scores
- Leverage transactional features to conduct on-site patient evaluations
- Calculate cost-of-care projections based on patient surveys for submission to coverage providers

**Healthcare**
EMPLOYEE ENGAGEMENT
Today’s employees are accustomed to the convenience of mobile apps in their personal lives and now expect to interact with their employers and corporate systems in a similar, self-service fashion. However, employee information is often distributed across multiple internal systems, making it difficult to deliver an integrated employee experience.

**MicroStrategy Employee Engagement** solutions provide employees with an integrated and interactive control point for managing benefits, training, and their overall relationship with the company, fostering a work environment that is more transparent and better aligned.

### Unified view
Using MicroStrategy’s multi-source capabilities, these solutions can condense a broad range of data such as past performance reviews, salary and bonus history, promotion history, benefits status, and areas of expertise.

### Interactive
Transactional features enable employees to create and modify their personal profiles, while managers can quickly review and approve expenses, time-off requests, equipment orders, purchase orders, and maintenance requests.

### Training
Leveraging embedded multi-media, employees can access the information they need to be successful in their roles, such as training presentations, videos, and competitive information.

### Employee performance
Depending on the employee’s role, these apps can incorporate performance and productivity metrics, so employees can measure themselves against peers and internal benchmarks.
**MOBILE SOLUTIONS: EMPLOYEE ENGAGEMENT**

### Training and education

Using MicroStrategy, HR organizations can equip employees with the information they need to be successful in their roles. Employees can access presentations, videos, competitive information, and complete course certifications — all from their mobile devices. By investing in training, organizations can reap the benefits of higher employee satisfaction, lower turnover costs, and a better-run business.

### Manager portal

This app enables managers to easily access and manage employee information such as contact details, job skills, benefits, payroll, and performance data. In addition, managers can quickly review and approve expenses, time-off requests, equipment orders, purchase orders, and maintenance requests. As a result, managers can be more productive, corporate processes can move more quickly, and employees can benefit from better, more consistent career development.
Employee self-service

With MicroStrategy, HR organizations can help keep employees engaged, productive, and satisfied by deploying self-service applications that condense multiple systems into a single app. This application lets employees create and modify their personal profiles, monitor their individual benefits and payroll information, and contact specific departments if they have questions.

Employees can view their current benefits profile and send requests to make modifications.

Users can review their current paycheck and deductions at a glance and easily contact payroll to change allocations.

Employees can easily access their personal information and leverage transactional features to make modifications.
B2B/B2C MOBILE APPS
In today’s tech-savvy business environment, your partners and customers expect to interact with your brand in a state-of-the-art fashion. With branded, feature-rich mobile apps, you can deliver an elevated level of service to your partners and customers, strengthen your relationships, and differentiate your brand.

**MicroStrategy B2B/B2C Mobile Apps** enable organizations to easily produce and deploy branded, high-performing native apps, equipped with the cutting-edge features needed for delivering an exceptional user experience.

**Sophisticated features**
With integrated support for transactions, multimedia, collaboration, and geospatial analytics, MicroStrategy mobile apps give customers an intuitive and compelling tool for interacting with your brand.

**High scale performance**
The enterprise-grade performance and security of the MicroStrategy platform enables your mobile apps to support 100,000s of users and massive data volumes while maintaining fast response times.

**Branded experience**
Using the MicroStrategy SDK, organizations can easily customize their mobile apps to match their corporate look and feel, reinforcing their brand image with customers and partners.

**Flexible deployment**
Deploy MicroStrategy mobile apps to customers and business partners via public or private app stores. App modifications propagate automatically to end users, avoiding the inconvenience of reinstalling applications.
MOBILE SOLUTIONS:
B2B/B2C MOBILE APPS

Retail customer engagement
Enable retail customers to request sales assistance, view past purchase history, loyalty program data, merchandise recommendations, and more.

Wealth management clients
Improve communication and provide wealth management clients with instant access to information such as market analysis, portfolio performance, and financial documents.
# MOBILE SOLUTIONS: B2B/B2C MOBILE APPS

## Business banking customers

Help business banking customers manage their cash flow, gain a comprehensive understanding of their daily business activities, and view detailed insights on their customers and targets.

- Give your merchant customers an at-a-glance view of their sales activity.
- Analyze spending patterns by time-of-day and day-of-week.
- View sales performance and trends by location.
- Use embedded maps for directions to physician’s practice locations.

## Government agency transparency

Make government services convenient and accessible to citizens. Collect real-time feedback from citizens via surveys and polls, and use apps to maintain an open line of communication with constituents.

- Citizens can easily explore physician credentials.
- Evaluate the quality of care delivered at hospitals where physician provides services.
MicroStrategy enables organizations to dramatically transform their businesses by empowering people with role-specific mobile apps. Whether they’re on-the-go executives, supervisors in a remote facility, sales people in the field, or customers looking for information, virtually every corporate stakeholder can operate more effectively with reliable information and decision-making power at their fingertips.

MicroStrategy Mobile integrates a powerful set of capabilities that enable organizations to develop, deploy, and maintain sophisticated workflow apps with functionality tailored to the role-specific needs of their users. Moreover, the platform provides the scalability, performance, and polished look and feel expected of enterprise-caliber mobile apps.
GET STARTED WITH ENTERPRISE MOBILITY
MicroStrategy offers several options to help you get started with enterprise mobility:

▲ 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: https://www.microstrategy.com/us/services/education/jump-start-classes#.


Today’s enterprise leaders know that role-specific mobile apps can boost the overall productivity of their business, but the level of effort and ongoing commitment required to successfully develop, deploy, and maintain a portfolio of enterprise-caliber mobile apps is less understood. This paper draws on MicroStrategy’s extensive experience helping large, global organizations deploy enterprise mobile apps and reviews the features and infrastructure attributes essential for a successful mobile app deployment. Download the white paper here: https://www.microstrategy.com/mobile/greatmobileapps.

▲ Have Us Contact You.

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: https://www.microstrategy.com/us/go/contact-me.