

# MICROSTRATEGY 2019™

THE PLATFORM FOR THE INTELLIGENT ENTERPRISE

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#### Patent Information

This product is patented. One or more of the following patents may apply to the product sold herein: U.S. Patent Nos. 6,154,766, 6,173,310, 6,260,050, 6,263,051, 6,269,393, 6,279,033, 6,567,796, 6,587,547, 6,606,596, 6,658,093, 6,658,432, 6,662,195, 6,671,715, 6,691,100, 6,694,316, 6,697,808, 6,704,723, 6,741,980, 6,765,997, 6,768,788, 6,772,137, 6,788,768, 6,798,867, 6,801,910, 6,820,073, 6,829,334, 6,836,537, 6,850,603, 6,859,798, 6,873,693, 6,885,734, 6,940,953, 6,964,012, 6,977,992, 6,996,568, 6,996,569, 7,003,512, 7,010,518, 7,016,480, 7,020,251, 7,039,165, 7,082,422, 7,113,993, 7,127,403, 7,174,349, 7,181,417, 7,194,457, 7,197,461, 7,228,303, 7,260,577, 7,266,181, 7,272,212, 7,302,639, 7,324,942, 7,330,847, 7,340,040, 7,356,758, 7,356,840, 7,415,438, 7,428,302, 7,430,562, 7,440,898, 7,486,780, 7,509,671, 7,516,181, 7,559,048, 7,574,376, 7,617,201, 7,725,811, 7,801,967, 7,836,178, 7,861,161, 7,861,253, 7,881,443, 7,925,616, 7,945,584, 7,970,782, 8,005,870, 8,051,168, 8,051,369, 8,094,788, 8,130,918, 8,296,287, 8,321,411, 8,452,755, 8,521,733, 8,522,192, 8,577,902, 8,606,813, 8,607,138, 8,645,313, 8,761,659, 8,775,807, 8,782,083, 8,812,490, 8,832,588, 8,943,044, 8,943,187, 8,958,537, 8,966,597, 8,983,440, 8,984,274, 8,984,288, 8,995,628, 9,027,099, 9,027,105, 9,037,577, 9,038,152, 9,076,006, 9,086,837, 9,116,954, 9,124,630, 9,154,303, 9,154,486, 9,160,727, 9,166,986, 9,171,073, 9,172,699, 9,173,101, 9,183,317, 9,195,814, 9,208,213, 9,208,444, 9,262,481, 9,264,415, 9,264,480, 9,269,358, 9,275,127, 9,292,571, 9,300,646, 9,311,683, 9,313,206, 9,330,174, 9,338,157, 9,361,392, 9,378,386, 9,386,416, 9,391,782, 9,397,838, 9,397,980, 9,405,804, 9,413,710, 9,413,794, 9,430,629, 9,432,808, 9,438,597, 9,444,805, 9,450,942, 9,450,958, 9,454,594, 9,507,755, 9,513,770, 9,516,018, 9,529,850, 9,563,761, 9,565,175, 9,608,970, 9,640,001, 9,646,165, 9,680,908, and 9,697,350. Other patent applications are pending.

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## Current Landscape

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Over the last decade, the enterprise analytics landscape has dramatically transformed. Vendors have come and gone, and platforms have continually expanded their offerings to include new functionality and keep pace with the demands of the businesses they serve. Originally envisioned as an IT-centric tool for enterprise reporting, analytics today has evolved into a business solution—empowering a range of users across every line of business, including front-line employees, field personnel, and executives.

The rise of self-service analytics over the past decade has played a key role in promoting a data-driven mindset within every business function. However, this practice is limited to a skilled few. The vast majority of business professionals lack the time, analytical skills, or inclination to conduct their own analyses, and fail to effectively use analytics on a day-to-day basis. The result? Despite decades of investments, BI adoption at most organizations remains at 30%.

The failure of existing tools to achieve truly widespread adoption begs the question: Is there a breakthrough user experience that could succeed in driving the adoption of data and intelligence to 100% of the workforce?

To achieve this type of breakthrough and foster truly data-driven cultures within organizations, it is necessary to think about analytics from the perspective of the consumer—who lacks the time, skill, or inclination to rely on data for day-to-day decision making. Simply attempting to make these consumers become more 'data literate' is clearly not the answer; instead, organizations need to find intelligent, natural ways to make data pervasive. To do this, it's necessary to inject concise, targeted information into every step of workflows that users are familiar with, which requires building consumer-grade experiences across devices and applications that people use every day.

## The Future of Analytics

Today, organizations are striving for 100% analytics adoption. However, in a landscape defined by major skill gaps, hectic schedules, and ever-shortening attention spans, it takes both technology and technique to arm everyone with the data and intelligence they need to thrive.

While determining the best technique for driving adoption is subjective and often time-consuming, the technology to enable data-driven decision making is rapidly improving. Today, technology makes it possible to customize analytics—expanding its potential reach within an organization and delivering pervasive, tailored experiences for everyone. With the addition of AI, these tools can become even smarter, further reducing the skill needed to benefit from analytics. Finally, with an open architecture, analytics can be woven into the very fabric of the tools and workflows that users are already familiar with.

### **Pervasive Experiences – Bringing modern intelligence to people, devices, and applications**

In an Intelligent Enterprise, everyone benefits from intelligence, not just the data literate. Developing pervasive analytical experiences is the key to breaking through the 30% adoption barrier and delivering intelligence to 100% of an organization's workforce, as well as their external constituents like customers or partners.

Analysts and data scientists aren't the only ones that can benefit from the use of data in their day-to-day lives. A broader set of users, particularly business users, can benefit greatly from targeted, workflow-based insight—so long as the experience is naturally integrated into the tools and processes they routinely rely on. For instance, imagine a scenario where a store associate has to choose which of two customers to serve first. The associate could certainly benefit from immediate access to information, e.g., which customer has a higher average lifetime value, or who is more likely to share a positive experience on social media. But the associate does not have the time to calculate answers to these questions on their own. In this scenario, and thousands like it, a device or workflow that actively presents contextual information would save time and enable more informed decisions.

### **Brilliant Insights that Scale – Using trusted AI to automate the discovery of insights to the enterprise**

Machine learning and natural language processing (NLP) have made it possible to realize a new class of AI experiences in the workplace. Today, it is possible to automate the generation of insights and "translate" complex analytical content into conversational, workflow-based recommendations and personalized answers. By leveraging AI-driven analytical experiences through mobile devices, chatbots, digital screens, and even voice-activated assistants like Alexa and Google Home, organizations can overcome the skill gap that exists in today's workforce and revolutionize the way people act by delivering proactive, trusted insights at the exact moment of a decision.

### **Open Architecture – Deploying fast and embedding everywhere**

When organizations have the ability to leverage technological investments, existing data sources, and infrastructure, it greatly reduces institutional impediments to the adoption of analytics. Platform interoperability enables people to use the tools and applications they love and gives everyone in an organization the ability to access a common set of digital assets that can grow and change with the organization—future-proofing the organization's investments. An open, extensible, and technologically-agnostic platform (cloud, on-premises, or hybrid) arms developers, analysts, and data scientists with access to the APIs they need to create, customize, and deploy applications everyone can use.

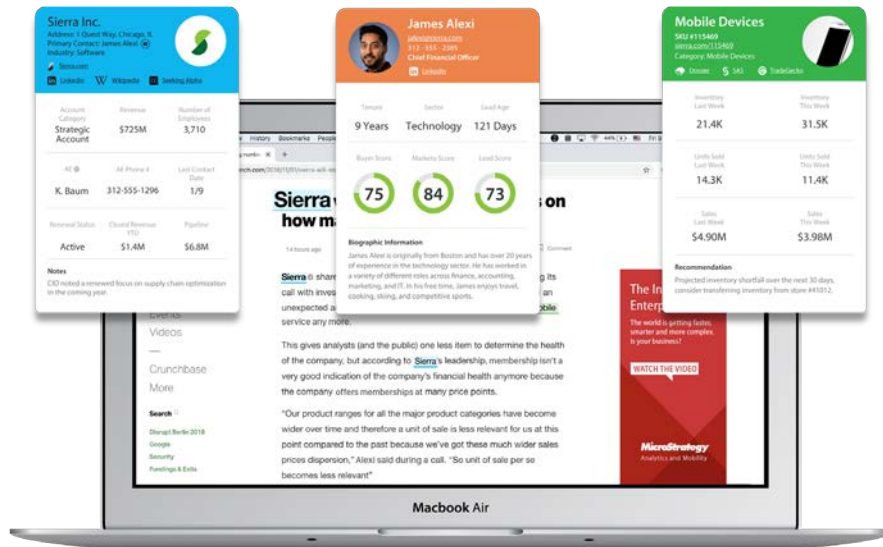
## **Introducing MicroStrategy 2019 – The industry's first modern analytics platform**

MicroStrategy 2019 is the world's first and only modern analytics platform. Designed for business leaders who want to rethink and elevate the role of data and analytics, MicroStrategy 2019 delivers HyperIntelligence, federated analytics, and transformational mobility—all built on top of the industry's only Enterprise Semantic Graph.

MicroStrategy 2019 is a breakthrough technology that will completely transform the way organizations think about the use of data and analytics. It's the most open and complete offering on the market today and is designed to help make every enterprise more intelligent, from the boardroom to the factory floor.

## HyperIntelligence™ – Answers that find you

MicroStrategy 2019 introduces HyperIntelligence—the most impactful innovation in analytics since Mobile. HyperIntelligence delivers Zero-Click Intelligence™ experiences that inject insights and contextual answers directly into the tools, websites, devices, and screens that people use every day, letting 100% of an organization's stakeholders easily tap into personally relevant data.



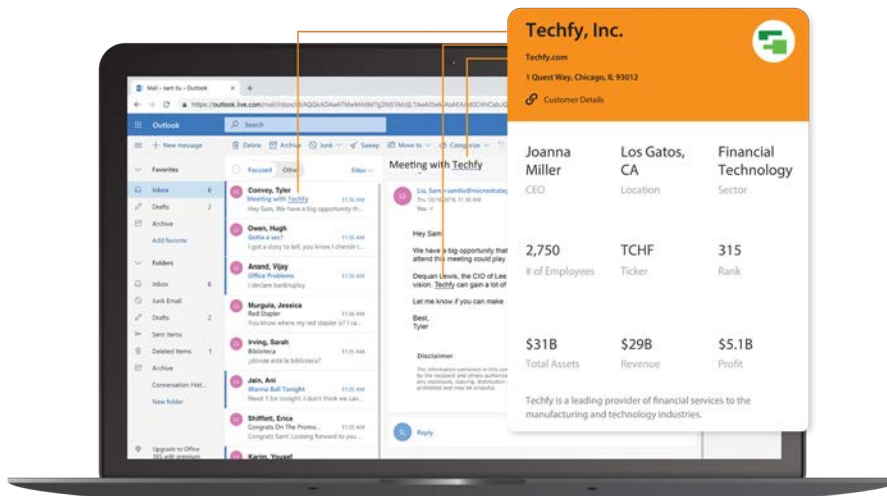
*Cards inject intelligence directly into the tools and applications people use every day.*

According to the recent report *The Effects of Multitasking on Organizations*, “workers can lose up to 40% or 16 hours per week of productivity due to multitasking and switching between multiple software applications, resulting in a cumulative corporate loss of \$450 billion per year.” HyperIntelligence solves this challenge by bringing analytics directly into the tools and workflows that people are already using, greatly reducing the cost associated with constantly switching applications. HyperIntelligence provides answers to the questions you didn’t know to ask, before you ask them—making every person, application, and device across the enterprise more intelligent.

HyperIntelligence provides organizations with mechanisms for driving the universal adoption of analytics. Because HyperIntelligence provides natural, familiar ways to surface the latest KPIs, contextual information, and recommended next actions to a wide range of users, it stands apart from traditional analytics and even drag-and-drop self-service data discovery tools. HyperIntelligence requires absolutely no training and instantly delivers enterprise data to everyone.

### HyperIntelligence Cards™ – Zero-Click Intelligence™ for everyone

HyperIntelligence Cards completely change the way business users consume data. No longer do they have to manually log in to a BI environment, find the right report, and locate relevant information. Using cards, MicroStrategy brings answers directly to users through contextualized analytics that’s as simple as hovering over a highlighted word. Whether it’s a business development representative researching contacts, a busy executive catching up on the latest industry news, or even a Human Resources professional evaluating a candidate on SmartRecruiters, cards have the power to inject analytics directly into a user’s familiar workflows.



Surface trusted, enterprise information into applications like email, Excel, Salesforce.com, and Slack.

### HyperVoice™ – Ask questions, get instant answers

According to a recent Comscore forecast, “by 2020, 50% of all searches will be voice searches.” MicroStrategy allows organizations to plug into the rapidly growing voice-activated assistant ecosystem and deliver applications that boost productivity by blending analytics and intelligence into existing workflows. Developers can seamlessly integrate MicroStrategy 2019 with chatbots, Amazon Alexa, Google Home, and other voice-activated applications using REST APIs. Natural language processing and voice recognition capabilities allow users to ask questions in simple, natural language and immediately get answers. The new REST APIs available in MicroStrategy 2019 make it easier than ever to connect to and train these services to publish data in an extremely accessible way.

**HyperVision™ – A smarter way to see**

MicroStrategy 2019 also gives organizations the ability to build intelligence applications that make use of functionalities like image recognition that deliver augmented reality experiences. These apps provide an immersive analytical experience that overlays insights on the objects and places that surround a user and have the power to transform the way we see the world around us.



Use augmented reality to overlay information on the places and objects that surround us.

**HyperScreen™ – Personalized intelligence on every wall**

With MicroStrategy 2019, it's possible to turn any screen into a dynamic, intelligent display that presents a personalized view of information through proximity-based intelligence. By leveraging a user's digital identity and presence (via Bluetooth and the MicroStrategy Badge application) organizations can transform their offices and facilities into spaces that inspire data-driven collaboration and action.



Leverage Bluetooth and location-based intelligence to transform TVs into intelligent information displays.



## **Federated Analytics – Tools you love, platform you trust**

MicroStrategy 2019 is designed to empower everyone with trusted analytics, whether it's by accessing enterprise data using favorite third-party tools or interacting with apps and websites that have been enriched with HyperIntelligence. The platform is powered by the industry's only Enterprise Semantic Graph, a consolidated business glossary and index on every data source that is enriched by real-time usage and location telemetry. The Enterprise Semantic Graph can be adapted and reused by analysts and architects to build applications that surface relevant, contextual insights to end users when and where they need it—enabling an entirely new class of personalized enterprise applications. Analysts who rely on Tableau, Qlik, Power BI, or even Excel, and data scientists who leverage R studio or Jupyter Notebook, can now boost their productivity by using the MicroStrategy platform for trusted, federated analytics.

## **The Enterprise Semantic Graph – A Foundation for trusted AI experiences**

MicroStrategy 2019 introduces the industry's first Enterprise Semantic Graph—an evolution of the metadata foundation that has been at the core of the MicroStrategy platform for decades. It elevates the potential of enterprise data assets, makes federated analytics possible, and delivers personalized recommendations and insights based on who you are, where you are, and what you are doing.

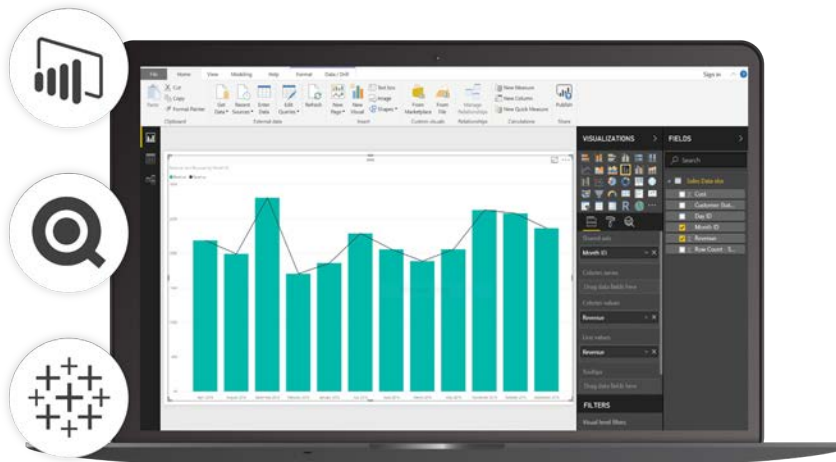
The Enterprise Semantic Graph provides a Google-like index on top of an organization's enterprise data assets. This gives businesses the ability to consolidate disparate sources of data, deliver a single version of the truth, and surface insights quickly. It categorizes and federates each data investment in real time, constantly enriches the index with location intelligence and usage telemetry, and enables AI-powered experiences through contextual recommendations and personalized insights that users can trust.

## **Governed Self-service for Analysts, Data Scientists, and Developers**

Until now, users were forced to choose between departmental data discovery and data science tools or a trusted, system-of-record BI platform. MicroStrategy 2019 eliminates the need to choose—offering the best of both worlds.

MicroStrategy 2019 reimagines self-service analytics by overlaying a powerful data discovery interface on top of trusted, governed data. What's more, users don't have to stop using the tools they love to benefit from the enterprise functionality and capabilities on the MicroStrategy platform. With MicroStrategy 2019, organizations can supercharge the tools their employees love and work with every day—including third-party visualization, data preparation, and analytical tools—with a single version of the truth, content recommendations, and audit-ready data governance.

Tableau, Power BI, and Qlik users can bring enterprise security, scalability, and performance to their applications by connecting to analytics via the MicroStrategy Enterprise Semantic Graph. For those who want to leverage a unified platform, MicroStrategy 2019 also offers a suite of data discovery capabilities, with connectors to over 200 data sources, as well as built-in data preparation, visualization, and sharing options—making it easy to quickly find insights without the need for IT support.



*Empower analysts with trusted data from MicroStrategy on top of the self-service tools they use.*

## Transformational Mobility – Insight to action

MicroStrategy 2019 provides organizations with even more ways to mobilize nearly any information system, business application, or web application that has historically been trapped on the desktop. Every company can reimagine how people work with mobile analytics and productivity apps tailored to any business function or role on both iOS and Android mobile devices. With MicroStrategy 2019, organizations can build transformational mobile apps using any one of three powerful development strategies:

1. Mobile Dossiers: allow users to quickly build interactive books of analytics that render beautifully on smartphones and tablets.
2. Code-free, Drag-and-drop Development: mobilizes existing systems, processes, or applications to build branded, enterprise mobility apps.
3. Customized Coding: leverages iOS and Android SDKs to let developers extend MicroStrategy content into their own apps using Xcode or JavaScript.



*Dossier™ in the Library App for iOS and Android*



*MicroStrategy Mobile SDK for iOS and Android*



*No Code Productivity Apps in MicroStrategy Mobile™*



*Build, deploy, and maintain dozens of apps on a single platform*

### Mobile Productivity Applications

Transform sales enablement, retail operations, customer engagement, and more with custom mobile productivity apps that deliver results.

- Deploy best-in-class native mobile apps that bring sophisticated analytics to your employees—no matter where they are
- Equip people to make better decisions on the fly with touch-optimized reports and dashboards that put critical information at their fingertips

- Go beyond mobile analytics with powerful apps for digital transformation

MicroStrategy's mobile app development platform empowers organizations to mobilize any information system, business process, or web application.

### Digital Identity Applications

MicroStrategy's digital identity applications, Badge and Communicator, help organizations unlock the potential of a fully connected Intelligent Enterprise through the power of a digital badge issued to users' smartphones. Users can seamlessly open doors, unlock workstations, log into applications and websites, scan QR and barcodes, record their locations, find other users, and more. These interactions generate powerful identity intelligence that gives enterprises unparalleled insights into how they can improve efficiency, deliver location and context-based information, and provide a personalized experience for every user.

## MicroStrategy 2019 – The only platform for the Intelligent Enterprise

MicroStrategy's mission is to make every enterprise a more Intelligent Enterprise. Today's rapidly evolving technological landscape presents huge opportunities for business, but also delivers its own set of challenges. Organizations that can harness these technological forces, deliver consumer-grade analytics experiences, and drive the pervasive adoption of intelligence are set to thrive in years to come.

However, in order to realize this potential, organizations need a platform, and a technology partner, that can keep up. MicroStrategy is committed to delivering modern analytical experiences, a truly open architecture, and a proven enterprise platform that is built to handle the world's toughest data challenges.



### Modern Analytics

MicroStrategy delivers an integrated suite of enterprise-caliber tools that provide consumer-grade experiences for developers, analysts, administrators, and business users.



### Open Architecture

MicroStrategy offers the multi-platform flexibility required to deploy across commercial and/or private clouds, coupled with an open, comprehensive API layer that allows developers to easily leverage emerging technologies.



### Enterprise Platform

MicroStrategy has the powerful tools and capabilities organizations need to deliver high-performance applications at scale.

### **Ready to take the next step?**

Only MicroStrategy has the programs in place that combine proven methodology, educational offerings, tools, and best practices for deploying HyperIntelligence, Federated Analytics, and Transformational Mobility across the enterprise. Let us help you get started today with a free pilot that will help you explore the potential of an entirely new class of analytics. Our experts will deliver three intelligence applications, built using real or sample data, to change how you run your business.

Visit <https://www.microstrategy.com/us/get-started/microstrategy-2019> to experience the power of MicroStrategy 2019 and request your free pilot today.

