



Kasasa Reimagines Its Insight Analytics Platform with MicroStrategy to Simplify Business Intelligence for Community Banking

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Banking Organizations Enhance Customer Service and Consumer Engagement

TYSONS CORNER, Va.--(BUSINESS WIRE)--Apr. 2, 2018-- [MicroStrategy](#)[®] Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that [Kasasa](#) has integrated MicroStrategy 10™ into Insight, its BI platform, enabling an even higher performing analytics solution for its customers. With its headquarters in Austin, Texas, Kasasa is a fintech and martech provider, supporting community banks and credit unions in their outreach to consumers and communities across the nation. Watch this [video](#) to learn how Kasasa enriches financial reports with MicroStrategy.

MicroStrategy 10 serves as the engine for Kasasa's new analytics solution, Insight, a powerful analytics application that delivers product, marketing and consumer data for its banking clients. Using a data-backed analytics solution enables Kasasa's community financial institution clients to have a comprehensive, up-to-date view of their product and marketing performance, and better understand consumer portfolios as well as current market conditions. Along with a compelling suite of research and tools to drive stronger consumer engagement, Kasasa clients are also able to adjust their product offerings accordingly to meet consumer needs.

"Delivering the most practical and impactful insights to our clients is a top priority. Looking at a range of other business intelligence platforms, only MicroStrategy offered the full range of powerful analytics capabilities needed to set our clients up for success," said Gabe Krajicek, CEO of Kasasa. "Our goal is to help community institutions build stronger relationships with their customers so they can win new business and better serve their existing customers. MicroStrategy provides Kasasa Insights with a critical competitive edge to help us accomplish our goals."

New adaptive layout capabilities and a bootstrap framework help Kasasa developers easily update the design of relevant applications so environments can be reflected consistently on a variety of mobile devices, including tablets, phones and laptops. Leveraging the latest in MicroStrategy's powerful suite of tools helps Kasasa become an even more data-minded, intelligent enterprise. "Our analytics platform now allows us to see the entire consumer base of the fifth-largest banking network in the country," added Mr. Krajicek. "We can extract actionable insights from large amounts of consumer data to increase the profitability of their customers."

"We are pleased to see the MicroStrategy platform provide Kasasa clients with the technology needed to work smarter and more efficiently," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "This integration allows financial institutions to have a single version of the truth that provides the insight needed to identify new opportunities and drive profitability."

Get started with your journey to become an Intelligent Enterprise™ by downloading [MicroStrategy Desktop](#)™ today.

About Kasasa

Kasasa is an award-winning financial technology and marketing technology provider. Based in Austin, Texas, with 350 employees, Kasasa helps more than 750 community financial institutions establish long lasting relationships with consumers residing in their local markets through its branded retail products, world class marketing capabilities, and expert consulting. The company reinvented checking and is now reinventing lending through its latest patent-pending offering, the Kasasa Loan™. Learn more about Kasasa's innovative products and services: [Reward Checking Accounts](#), [Kasasa Loan – The only loan with take-backs™](#), [Marketing & Technology - Connect](#), [Websites That Sell](#), and [Consulting & Insights](#). For more information, please visit www.kasasa.com, or visit them on Twitter [@Kasasa](#), [Facebook](#), or [LinkedIn](#).

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a worldwide leader in enterprise analytics and mobility software. A pioneer in the BI and analytics space, MicroStrategy delivers innovative software that empowers people to make better decisions and transform the way they do business. We provide our enterprise customers with world-class software and expert services so they can deploy unique intelligence applications. To learn more, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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