



## ESC Clermont Graduate School of Management Leverages the MicroStrategy Academic Program to Teach Business Intelligence & Analytics

July 19, 2018

### One of the World's Most Iconic Management Schools Receives Free Analytics Resources to Propel the Next Generation of Entrepreneurs

TYSONS CORNER, Va.--(BUSINESS WIRE)--Jul. 19, 2018-- [MicroStrategy](#)<sup>®</sup> Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that ESC Clermont Graduate School of Management in Clermont-Ferrand, France is participating in the [MicroStrategy Academic Program](#). Through the program, ESC Clermont students and teachers will receive free analytics resources, including MicroStrategy Desktop™ licenses and training, for classroom instruction so the students can graduate with bona fide data analytics skills needed in today's business landscape.

"In 2016, ESC Clermont became convinced that the world's top enterprises would have a high demand for professionals who could bridge the knowledge gap between functional and technical skills in the fields of data and analytics. This is why we created the Master of Science in Business Intelligence & Analytics discipline," said Sébastien Douaillat, head of the Business Intelligence program at ESC Clermont Graduate School of Management. "With access to MicroStrategy Desktop, we're able to train our students and academic staff on the most powerful and robust technology in the industry so they can power the next generation of business innovation."

ESC Clermont Graduate School of Management is a member of the Conférence des Grandes Écoles and AACSB accredited for international recognition. The school was created in 1919 and has produced 12,000 graduates that work in more than 80 countries across diverse roles such as marketing, finance, law and journalism. During the 2017-2018 academic year, The Financial Times ranked ESC Clermont Graduate School of Management in the top 100 management schools for its success in training the decision makers of tomorrow.

Through the MicroStrategy Academic Program, students at ESC Clermont can receive core skills in data analytics and visualization that build practical analytical skills and increase their marketability, even before they enter the workforce. Likewise, instructors can receive training on the MicroStrategy platform and teach BI and data analytics through hands-on exercises. Faculty and students at ESC Clermont will additionally gain access to an active network of MicroStrategy users, via the online community and at the numerous worldwide events hosted by MicroStrategy, allowing opportunities to network with leading professionals and analytics experts from the top organizations around the world.

"To meet the market's demand for graduates with enterprise analytics mastery, universities such as ESC Clermont Graduate School of Management are taking steps to incorporate the MicroStrategy Academic Program into their existing curriculum," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "By adding our powerful tools and resources to classroom learning, job seekers can gain the valuable analytical and critical-thinking training needed to take advantage of broader employment opportunities and increase their earnings potential."

To learn more about how universities and schools can enrich their BI curriculum with an industry-leading enterprise analytics software and training resources, visit the [MicroStrategy Academic Program](#).

### 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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