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## **MicroStrategy Recognized as the Sole Challenger in Gartner's 2018 Magic Quadrant for Analytics and Business Intelligence Platforms**

### **MicroStrategy Invited to Participate in the Gartner BI Bake-off at the Gartner Data & Analytics Summit 2018**

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)<sup>®</sup> Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that Gartner, Inc. has positioned MicroStrategy in the Challengers quadrant in the "2018 Magic Quadrant for Analytics and Business Intelligence Platforms."

According to Gartner, "By 2020, natural-language generation and artificial intelligence will be a standard feature of 90% of modern business intelligence platforms."<sup>1</sup> Through its portfolio of product capabilities and roadmap, MicroStrategy has significantly invested in building a platform that incorporates natural language generation (NLG) and AI capabilities, a direction that it believes is aligned with Gartner's strategic planning assumptions. Download a complimentary copy of the ["2018 Magic Quadrant for Analytics and Business Intelligence Platforms"](#) today.

MicroStrategy will be one of four vendors participating in Gartner's "BI Bake-off: The Modern BI and Analytics Platform." The three other vendors are Microsoft Corporation, Qlik Technologies, Inc., and Tableau Software, Inc. Hosted by Gartner Research VP Cindi Howson, the BI Bake-off will take place on Sunday, March 4, at the [Gartner Data & Analytics Summit 2018](#) in Grapevine, Texas. MicroStrategy is also a premier plus sponsor at the event.

"The pendulum of customer needs is swinging towards what we have always known: organizations want ease-of-use and fast insights for their business users as well as governance, scalability and high performance. With MicroStrategy, organizations get a single platform that delivers modern data discovery at scale and a single version of the truth that business users can trust," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "We believe a modern analytics platform should deliver both departmental and enterprise capabilities, a unique combination that is available today with MicroStrategy. We are excited to be one of four vendors participating in the Gartner BI Bake-off event next month. From our view, we look forward to sharing our vision of the Intelligent Enterprise™ and demonstrating our platform's powerful capabilities."

### **Massive Updates to Data Discovery Empower Business Individuals and Departments**

MicroStrategy 10™ is designed to empower business teams to confidently author, promote, and certify analytics content and operationalize dossiers, reports, and dashboards — delivering both agility and governance. As part of MicroStrategy's commitment to deliver the next generation of modern enterprise analytics to its customers, MicroStrategy 10.10™ introduced two exciting products — a completely redesigned and more powerful MicroStrategy Desktop™ and the new MicroStrategy Workstation. Available for both PC and Mac, the new products empower business users, analysts, and administrators to connect to more than 80 data sources and easily build, personalize and deploy powerful dossiers, reports, and dashboards. Download [MicroStrategy Desktop](#) today for free.

### **MicroStrategy Brings Governance with New Connectors to Other Data Discovery Tools**

To promote a more open and powerful analytics ecosystem, MicroStrategy recently announced the availability of new connectors to other data discovery tools — Microsoft Power BI, Qlik Technologies, and Tableau Software. With these connectors, MicroStrategy allows organizations to continue using other data discovery tools, while fully leveraging MicroStrategy's enterprise strength to get one version of the truth in a more secure, scalable, and governed environment.

### **Cutting-edge Natural Language Query Capabilities and Alexa Integration Available on the MicroStrategy Platform**

With the latest MicroStrategy platform, organizations can drive adoption of analytics to an extended user population by delivering NLG and natural language query capabilities as part of MicroStrategy's data discovery offering. With these capabilities, users can translate existing visualizations into intelligent text-based narratives via MicroStrategy's integration with leading NLG vendors such as [Automated Insights](#) and [Narrative Science](#). Additionally, analysts can perform natural language queries, making it incredibly easy to access data without any coding skills. The MicroStrategy platform also supports integration with voice-guided applications such as Alexa and Google Home, and chatbot applications such as Facebook and Skype.

## Leading Organizations Praise MicroStrategy

MicroStrategy customers, including Freddie Mac, 3M, and numerous other organizations, have lauded MicroStrategy.

"Freddie Mac and MicroStrategy have a relationship spanning two decades of demonstrated business value," said Dennis Tally, Director, Single Family Data Governance & Management at Freddie Mac. "MicroStrategy 10 delivers enterprise BI and mobile application development capabilities that Freddie Mac successfully deployed across our business, including two external facing applications in 2017. We have a strategic relationship, including access to the MicroStrategy executive team, allowing us to influence product development for matters critical to our business. We expect to achieve even greater benefits from our MicroStrategy investments in 2018."

"We have experienced a lot of success using MicroStrategy for over five years now. Our business deals mainly with protected health information so security is of utmost importance to our analytics applications," said Dan Cody, Application Manager, 3M Health Information Systems. "MicroStrategy is very user friendly and our training effort is nominal, with clients trained and running their own analysis within a day. MicroStrategy 10 is incredibly flexible and powerful, and has allowed us to fully automate many of our day to day tasks."

(1) Gartner "Magic Quadrant for Analytics and Business Intelligence Platforms" by Cindi Howson, Alys Woodward, Carlie J. Idoine, James Laurence Richardson, Joao Tapadinhas, Rita L. Sallam, February 26, 2018.

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### About the Gartner Data & Analytics Summit

Data and analytics leaders are fueling digital transformation, creating monetization opportunities, improving the customer experience and reshaping industries. The [Gartner Data & Analytics Summit](#) provides the tools to build on the fundamentals of data management, business intelligence (BI), and analytics; harness innovative technologies such as artificial intelligence (AI), blockchain and the Internet of Things (IoT); and accelerate the shift toward a data-driven culture to lead the way to better business outcomes.

### 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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