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MicroStrategy Wins 2018 NetworkWorld Asia Information Management Award

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CIOs, CISOs, IT Directors, Data Center Heads & Editors in Asia Pacific Choose MicroStrategy as the Clear Winner in the Advanced Analytics Solution Category

SINGAPORE--(BUSINESS WIRE)--Jun. 6, 2018-- MicroStrategy® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that it has won a 2018 NetworkWorld Asia Information Management award in the Advanced Analytics Solution category.

After a review of numerous analytics vendors in the market, MicroStrategy was selected the winner by a panel of Questex Media editors and regional CIOs, CISOs, IT directors, and data center heads representing organizations across a variety of industries. MicroStrategy, which secured the top spot for the only award related to analytics, will be honored today at the 7th annual NetworkWorld Asia Information Management Awards taking place at the Singapore Marriott Tang Plaza Hotel.

"We're proud to receive this award as it underscores our enterprise analytics and mobility leadership position in the market," said Eric Sin, Vice President, Sales APAC, MicroStrategy Singapore Pte. Ltd. "With the Asia Pacific region speeding down the digital highway, we're thrilled that our customers in this region are unlocking tremendous value with MicroStrategy's leading analytics and mobility platform. Leading enterprises are utilizing our roadmap of the Intelligent Enterprise™ to build intelligence applications that help their constituents make data-driven decisions that can cut costs, increase revenues and improve productivity."

"MicroStrategy has demonstrated its strong ability to help organizations in Asia Pacific transform into an Intelligent Enterprise through data-driven innovation with its enterprise analytics and mobility platform," said Victor Ng, Enterprise Group Editor, Questex Asia. "We were especially impressed by the testimonials from MicroStrategy's customers in this region who have digitally transformed their businesses to meet the real needs of the digital economy."

Here are what some of our customers have to say about MicroStrategy 10™ and how it has helped them solve business problems and drive real results:

"Our decision makers have access to sophisticated, personalized visualizations that pull data from multiple data sources and present that data into meaningful, top-level views of our organization. With MicroStrategy's interactive visualizations, our managers can take corrective action and make data-driven decisions easily and quickly. MicroStrategy visualizations make the decision-making process simple, interactive and actionable," said Hendrix Pramana, Director, PT Astra Graphia Tbk.

"With MicroStrategy, our business users are able to easily analyze consumer purchasing behavior and preferences, and get real-time insight into the effectiveness of our marketing campaigns and spend. By having the ability to make adjustments, we are able to understand which campaigns are succeeding, identify those that need adjustments, and those that should be discontinued, giving us a real competitive advantage in the market," said Nam-Seok Kim, Director of Data Engineering Division, SK Planet.

"Our goal is to prepare our students to lead data conversations that are taking place in every corner of an enterprise. Introducing the MicroStrategy 10 platform to our coursework will unleash critical thinking skills in our students that will make their learning experience richer, prepare them to be data fluent in any career, and help them stand out as data savvy in a competitive workforce," said Professor Gill Dobbie, Director of Auckland ICT Graduate School.

Download the free MicroStrategy Desktop ™ tool today to learn more about how your organization can get started on its journey to become an Intelligent Enterprise.

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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