



MicroStrategy Wins 2018 BRWeek Awards

July 30, 2018

Retail Leaders Select MicroStrategy as the Winner in the Big Data and Business Intelligence Categories

TYSONS CORNER, Va.--(BUSINESS WIRE)--Jul. 30, 2018-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that it won two [Brazilian Retail Week \(BRWeek\) awards](#). MicroStrategy received the highest scores in both the Big Data and Business Intelligence (BI) categories.

Hosted by the Centro de Inteligência Padrão (CIP), the fourth annual BRWeek awards recognized retailers and suppliers that received the highest evaluations by Brazil's retail industry. Organizations were scored across a number of categories based on an exclusive methodology developed by the CIP and questionnaires completed by leading retailers operating in Brazil, including Avon, Pão de Açúcar, Walmart, and Carrefour. Scores were based on criteria that included user experience, continuation/recommendation of the supplier, system performance, cost versus benefit, quality of service and integration with other systems.

"We're proud to be helping many of the world's market leaders drive their businesses forward and become intelligent enterprises through their innovative use of analytics," said Cynthia Bianco, Country Manager of Brazil at MicroStrategy Incorporated. "Receiving these BRWeek awards underscores the competitive advantage, business process improvements and significant cost savings our customers are realizing with our award-winning enterprise analytics and mobility platform."

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.

"With MicroStrategy, we made a significant business breakthrough when we could personalize digital offers based on the specific behavior of our resellers visiting our site," said Raquel D'Anello, IT Director at Avon. "The digital team can now track all that browsing data as well as purchase history and turn all those interactions into real-time insights. Moreover, with MicroStrategy's ability to perform analysis of our big data, our analysts can pinpoint errors in our campaigns and make corrections in real-time, which frees us up to do more strategic campaign planning and create impactful digital campaigns that yield greater engagement."

"We built an impactful, high-quality MicroStrategy Mobile™ app that mobilizes our information and gives us a unique business advantage," said Betsy Ferreira, Information Systems Manager, at Ipiranga, the second-largest Brazilian fuel distribution company, and the largest in the private sector. "Our retail sales performance app provides approximately 300 employees with the ability to communicate and take action. While they're in the field, they can easily access sales data and enable transactions with accredited gas stations, convenience stores and oil change franchises, which comprise the Ipiranga network throughout Brazil. This powerful technology streamlines the decision-making process for our entire team and makes us highly productive round the clock."

Learn more about how MicroStrategy 10 can help your organization become an Intelligent Enterprise™ by downloading [MicroStrategy Desktop](#)™ today. Discover a new way to do business with transactions, multimedia, geospatial analysis, security, and more—all delivered via [MicroStrategy Mobile](#).

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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Source: MicroStrategy Incorporated

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