MicroStrategy Showcases Next-generation Analytics Platform at Gartner Symposium/ITxpo 2018

October 15, 2018

Spotlights Customer Presentations on Analytics, Mobility, Cloud, AI, and Augmented Analytics

ORLANDO, Fla.--(BUSINESS WIRE)--Oct. 15, 2018-- MicroStrategy® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced it will showcase real-world examples of its award-winning mobile product and unveil numerous innovations with cloud, AI and augmented analytics at the Gartner Symposium/ITxpo 2018 taking place this week. MicroStrategy customer and partner speakers will demonstrate how MicroStrategy can fuel AI experiences for various roles, devices, and applications, helping organizations transform into a more Intelligent Enterprise™.

WHEN:	October 15-18, 2018
WHERE:	MicroStrategy booth #827, Walt Disney World Resort, Orlando, Florida
ABSTRACT:	Attendees will see demonstrations of MicroStrategy's next-generation analytics platform, including live applications on augmented analytics, mobile analytics, natural language generation, integration with Alexa, and connectors to data discovery tools Microsoft Power BI, Tableau Software, and Qlik Technologies. Attendees will also learn how they can easily bring personalized intelligence to various roles, devices, and applications.

Details on MicroStrategy customer and partner sessions are below.

SESSION:	Augmented Analytics: 100% Adoption of Your Enterprise
WHO:	Jim Butz, General Manager, MicroStrategy practice, Perficient
WHEN:	Monday, October 15, 12:40 p.m. (ET)
WHERE:	ITxpo Stage 3, Pacific Hall, Walt Disney World Dolphin Resort
ABSTRACT:	Go beyond conventional dashboards and leverage modern technology to proactively bring insights to users. Demos will include ideas on how to implement augmented analytics, chatbots, voice, and natural language technology.

SESSION:	Seizing the Moment: Real-time Data Drives Fanatics' Growth
WHO:	Amit Jain, Director of Engineering – Data Visualization, Data Engineering and Enterprise BI, Fanatics
WHEN:	Tuesday, October 16, 3:45 p.m. (ET)
WHERE:	Pelican Room, Swan Hotel, Walt Disney World Resort
ABSTRACT:	The global leader for licensed sports merchandise has stayed ahead of the competition by overhauling its IT architecture and implementing MicroStrategy as part of its core technology platform. Learn how Fanatics embedded MicroStrategy into its retail partner portal and watch a demonstration of the technology, highlighting real-time visualization.

About Gartner Symposium/ITxpo

Gartner Symposium/ITxpo is the world's most important gathering of CIOs and senior IT executives. This event delivers independent and objective content with the authority and weight of the world's leading IT research and advisory organization, and provides access to the latest solutions from key technology providers. CIOs and IT executives rely on Gartner Symposium/ITxpo to gain insight into how their organizations can use IT to address business challenges and improve operational efficiency. For more information, please visit www.gartner.com/us/symposium.

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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