MicroStrategy Showcases Next-Generation Analytics Platform at Gartner Symposium/ITxpo 2018 in Barcelona

November 2, 2018

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

BARCELONA, Spain--(BUSINESS WIRE)--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 next week. Turkish Airlines, a MicroStrategy customer, will also demonstrate how MicroStrategy can fuel AI experiences for various roles, devices, and applications, helping organizations transform into a more Intelligent Enterprise™.

WHEN:	November 4-8, 2018
WHERE:	MicroStrategy booth #413, Barcelona International Convention Centre (CCIB)
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 and customer sessions are below.

SESSION:	Transforming Turkish Airlines
WHO:	Ibrahim Emul, Business Intelligence Manager, Turkish Airlines
WHEN:	Monday, November 5, 3:15-4:00 p.m. (CET)
WHERE:	Room 117, CCIB
ABSTRACT:	Attendees will see how one of the world's largest carriers uses MicroStrategy across their organization to turn data into actionable insights—from providing real-time operational intelligence to executives to rapidly developing transaction-based mobility apps that support a myriad of teams, from maintenance to marketing.

SESSION:	Driving 100% Adoption with Augmented Analytics
WHO:	Vijay Anand, Vice President of Product Marketing, MicroStrategy
WHEN:	Tuesday, November 6, 12:40-1:00 p.m. (CET)
WHERE:	Stage 1, ITxpo Hall, CCIB
ABSTRACT:	Attendees will learn how to 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.

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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