Ventana Research Names MicroStrategy the Overall Value Index Leader in Mobile Analytics and BI

February 5, 2019

PHOENIX--(BUSINESS WIRE)--Feb. 5, 2019-- MicroStrategy® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that Ventana Research has released its 2019 Value Index for Mobile Analytics and Business Intelligence (BI), a quantified, research-based index evaluating both technology vendors and their products. The research identified MicroStrategy as the Overall Value Index Leader. Download a copy of the 2019 Value Index for Mobile Analytics and BI today.

"We are thrilled to be recognized as the Overall Value Index Leader in Mobile Analytics and BI by Ventana Research," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "Our customers are using mobile productivity apps to redefine how their employees work and to drive operational excellence. With analytics, transactions, multimedia, collaboration, and security delivered via a single mobile app development platform, MicroStrategy 2019™ empowers users to turn insights into action using their iOS and Android smartphones and tablets."

"The Value Index provides an in-depth analysis of the vendors that provide analytics and business intelligence that operates on mobile devices," said David Menninger, SVP & Research Director, Ventana Research. "We evaluated hundreds of criteria needed for success on mobile devices, including smartphones and tablets from each of the vendors, in order to provide the industry's most comprehensive assessment of analytics and business intelligence technologies. Congratulations to MicroStrategy for being the Overall Value Index Leader in the Mobile Analytics and BI Value Index, and for its dedication to providing a rich experience across devices that can be used out of the box or assembled into mobile applications that meet specific business and process needs."

Today at MicroStrategy World™ 2019MicroStrategy's 22 nd annual enterprise analytics and mobility conference, being held at the Phoenix Convention Center, MicroStrategy will showcase a series of product innovations in front of thousands of product experts, thought leaders, and data enthusiasts. The conference will feature MicroStrategy 2019, MicroStrategy's flagship platform that is designed to deliver transformational mobility to organizations through analytical applications targeted at the increasingly mobile workforce.

With MicroStrategy 2019, organizations can quickly deploy mobile productivity apps for a variety of business functions and roles on any standard device. Users can build apps using mobile dossiers that render beautifully on smartphones and tablets, no code drag-and-drop for branded customer apps that mobilize systems, processes, and applications, and customized development for iOS and Android that lets developers extend MicroStrategy content into their apps using XCode or JavaScript.

Organizations can use the Value Index as a guide to assess existing technology providers and determine if their provider best meets their needs today and in the future. The 2019 Value Index for Mobile Analytics and BI identifies the companies that deliver the highest value based on an overall weighted evaluation. It is based on a comprehensive examination of fifteen vendors' products in seven evaluation categories. Technology vendors that score in the top three in any category earn the designation Overall Value Index Leader; MicroStrategy has done so in three of the seven categories: usability, reliability, and capability. The Value Index is a fully independent, research-based undertaking, and is neither sponsored nor influenced by technology vendors.

About Ventana Research

Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. We provide insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including benchmark research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Our unparalleled understanding of the role of technology in optimizing business processes and performance and our best practices guidance are rooted in our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. This benchmark research plus our market coverage and in-depth knowledge of hundreds of technology providers means we can deliver education and expertise to our clients to increase the value they derive from technology investments while reducing time, cost and risk. To learn how Ventana Research advances the maturity of organizations' use of information and technology through benchmark research, education and advisory services, visit www.ventanaresearch.com.

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a leading worldwide provider of enterprise analytics and mobility software and services. Our mission is to make every enterprise a more Intelligent Enterprise™MicroStrategy 2019 delivers modern analytics on an open, comprehensive enterprise platform designed to drive business results with Federated Analytics, Transformational Mobility, and HyperIntelligence™. To learn more, visitMicroStrategy online, and follow us on LinkedIn, Twitter, and Facebook.

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