



MicroStrategy Named a Technology Innovation Leader by Dresner Advisory Services for the Second Consecutive Year

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MicroStrategy Wins for Analytics Leadership in Embedded BI, Location Intelligence, IoT Intelligence and Collective Insights®

TYSONS CORNER, Va.--(BUSINESS WIRE)--Feb. 11, 2019-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that the renowned industry research firm Dresner Advisory Services has recognized MicroStrategy with four Technology Innovation Awards. This is the second year in a row that MicroStrategy has won awards for technology leadership, as ranked in the Wisdom of Crowds® series of Business Intelligence thematic market reports.

"MicroStrategy is a consistent winner in our Technology Innovation Awards, and this year they achieved this distinction in twice as many categories as they did last year," said Howard Dresner, founder and chief research officer at Dresner Advisory Services. "We congratulate MicroStrategy for winning four awards in this year's Technology Innovation program."

"We are proud of this recognition from industry leader Dresner Advisory Services, as it validates our mission of making every enterprise a more Intelligent Enterprise™," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "MicroStrategy 2019™ delivers modern analytics on an open, comprehensive enterprise platform. Organizations can now implement our latest platform to drive business results with Federated Analytics, Transformational Mobility, and HyperIntelligence™."

As a top-ranked provider, MicroStrategy was awarded for its 2018 technology leadership in the following categories:

- **Embedded BI** – the technological capability to include business intelligence features and functions as an inherent part of another application.
- **Location Intelligence** – a specific form of business intelligence where location or geography are the primary dimensions used for analysis and are conducted predominantly by viewing data points overlaid onto an interactive map.
- **IoT Intelligence** – technologies and capabilities required to analyze Internet of Things (IoT) data collected through a network of physical objects such as electronics, home temperature controllers, cars, and sensors in every category of consumer and industrial device.
- **Collective Insights** – insights from business intelligence data combined with collaborative and governance capabilities to facilitate shared organizational decision-making in a managed fashion.

The annual Dresner Technology Innovation program awards those vendors who rank in the top three positions in any of the 9 Wisdom of Crowds Series of Market Studies. The Studies – and resulting Wisdom of Crowds thematic reports – are based on rankings by a large global sampling of end-users in the business intelligence and analytics industry. In addition to the performance ratings of all analytics vendors, the Reports provide comprehensive and detailed assessments of each market, including current product usage, key buying drivers, technology priorities, and user buying intentions for the coming year.

This award is the latest in a line of new industry recognition for MicroStrategy, which also received Dresner Advisory Services 2017 Technology Innovation Awards in the categories of Embedded BI and Big Data Analytics. Start a 30-day trial of [MicroStrategy 2019](#) today.

About Dresner Advisory Services

[Dresner Advisory Services](#) was formed by Howard Dresner, an independent analyst, author, lecturer, and business adviser. Dresner Advisory Services, LLC focuses on creating and sharing thought leadership for Business Intelligence (BI) and related areas.

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, visit [MicroStrategy](#) online, and follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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Source: MicroStrategy Incorporated

Claudia Cahill
MicroStrategy Incorporated
703-270-2207
ccahill@microstrategy.com