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## **MicroStrategy Brings Governance, Scalability, and Security to Data Discovery Users with New Connectors for Microsoft Power BI, Qlik Technologies, and Tableau Software**

### **Newly Released Connectors Underscore Commitment to Deliver Intelligence Everywhere**

LAS VEGAS--(BUSINESS WIRE)-- [MicroStrategy](#)<sup>®</sup> Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced the availability of new connectors to data discovery vendors Microsoft Power BI, Qlik Technologies, and Tableau Software at its annual user conference [MicroStrategy World™ 2018](#). With this announcement, MicroStrategy is inviting users of the market's data discovery tools to leverage MicroStrategy 10™, our leading enterprise analytics and mobility platform.

These new connectors help promote a more open and powerful analytics ecosystem by enabling business users of different discovery tools to bridge applications across their enterprise. Users of Power BI, Qlik, and Tableau can now connect to their MicroStrategy systems and experience the best of both worlds: the individual features they want from data discovery tools and a robust enterprise environment with governance, security, and scalability for their analytics applications.

"We see business users buying data discovery tools just like they purchase a commodity on Amazon," added Tim Lang, Senior Executive Vice President and Chief Technology Officer, MicroStrategy Incorporated. "While they can begin a conversation about their data, these conversations all too often turn into dead ends because no one can trust all of the different answers that come from having multiple applications and data silos. With these new MicroStrategy connectors, users can keep using their data discovery tools and fully leverage MicroStrategy 10 to get one version of the truth, in a more secure, scalable, and governed environment."

### **New Connectors Eliminate Silos and Deliver Governed Data Discovery to Departmental Teams**

By using MicroStrategy reports and dossiers as data sources for Power BI, Qlik, and Tableau, organizations can leverage certified and tested data models with their existing investments. Without requiring new training, existing users of Power BI, Qlik, and Tableau can easily tap into the semantic model of MicroStrategy and benefit from the security features of an enterprise BI solution and system of record data. The new connectors can eliminate fragmented silos across the organization and tie teams together, allowing users to benefit from a single version of the truth with trusted analytics.

### **Power BI, Qlik, and Tableau Users Can Scale to Meet Enterprise Needs**

With the new connectors to MicroStrategy, users of these data discovery solutions can gain access to a significantly broader range of reusable objects. Users can securely reuse foundational objects like metrics and dimensions, all the way to reports, dashboards, and even mobile apps hundreds of times across multiple applications. Changes to applications easily and automatically proliferate to dependent and underlying objects, eliminating the need to manually update those changes across the deployment, which is particularly critical for large-scale BI projects. MicroStrategy's highly reusable model offers faster development times, increased platform scalability, and more efficient management for users of Power BI, Qlik, and Tableau.

### **New Connectors Available for Download Today**

Visit the [MicroStrategy Community](#) to download these new connectors as well as access MicroStrategy reports, dashboards, and other applications. The MicroStrategy connectors for Power BI, Qlik, and Tableau will be showcased this week at MicroStrategy World 2018 taking place at The Cosmopolitan of Las Vegas. Join or follow the conversation on Twitter using the hashtag #analytics18.

MicroStrategy is one of four vendors participating in the Gartner "BI Bake-Off: The Modern BI and Analytics Platform". The three other vendors are Microsoft Corporation, Qlik Technologies, Inc., and Tableau Software UK. Hosted by Gartner Research VP Cindi Howson, the BI Bake-Off will take place on Sunday, March 4, at the Gartner Data & Analytics Summit 2018, in Grapevine, TX. MicroStrategy is also a Premier sponsor at the event.

### **About the Gartner Data & Analytics Summit**

Data and analytics leaders are fueling digital transformation, creating monetization opportunities, improving the customer

experience and reshaping industries. The [Gartner Data & Analytics Summit](#) provides the tools to build on the fundamentals of data management, business intelligence (BI), and analytics; harness innovative technologies such as artificial intelligence (AI), blockchain, and the Internet of Things (IoT); and accelerate the shift toward a data-driven culture to lead the way to better business outcomes.

### **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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