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MicroStrategy Reignites Collaboration with More Than 700 Channel Partners Worldwide

New Corporate & Field Support Structure Provides Extensive Opportunities for Channel Partner Success

LAS VEGAS--(BUSINESS WIRE)-- [MicroStrategy](#)[®] Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced the rollout of the MicroStrategy Partner Program, a new program for its vibrant ecosystem of more than 700 channel partners across the globe. At its annual user conference, [MicroStrategy World™ 2018](#), MicroStrategy unveiled the new program during Partner Day, highlighting the expanded marketing and revenue sharing opportunities for its global channel partner ecosystem.

The program will extend the Company's sales reach into new geographies and market segments and help channel partners develop and deploy new solutions on the MicroStrategy platform. MicroStrategy is also launching a new Partner Portal that will allow its channel partners to easily register new deals, manage leads and access a wide range of sales and marketing resources.

"Our channel partners are experts in navigating how to apply analytics and mobility functions for the modern business. Many leading systems integrators have implemented our software and thousands of channel partner consultants have been certified on MicroStrategy 10™," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "We are investing in resources, incentives and training so that our extensive channel partner network is well positioned to sell MicroStrategy in their respective geographies. We're pleased to roll out this new program that we believe will make it easier for our successful channel partners to take MicroStrategy to market."

The new program begins with support. MicroStrategy has invested in a Global Alliances Team, which places channel partner managers in every region around the world. The Global Alliances Team will engage directly with channel partners so they can be part of sales and account planning. The new team will help to identify and successfully close sales opportunities, recruit new channel partners, and support co-marketing opportunities for awareness building and lead generation.

MicroStrategy has also created new channel partner accreditations so channel partners can optimize their offerings. The new accreditations include MicroStrategy Certified System Integrator, MicroStrategy Certified Solution Provider, MicroStrategy Authorized Reseller, and MicroStrategy Managed Service Provider (MSP).

MicroStrategy's leading channel partners -- including Amazon Web Services, Automated Insights, Cloud Elements, Cloudera, Cognizant, MapBox, MapR, Microsoft, Pandera Systems, Snowflake and many more -- bring some of the most cutting-edge technology and solutions directly to organizations and institutions around the world.

"MicroStrategy has curated an ecosystem of best-in-class channel partnerships with companies that provide big data, analytics and value-added integration expertise," said Emmanuel Richard, Vice President, Global Alliances at MicroStrategy Incorporated. "Today's enterprise customers need the features that the best technologies have to offer. The MicroStrategy Partner Program has developed a successful road map along with an easy on-boarding process so our channel partners can redefine what's possible in the market."

Visit [MicroStrategy](#) to learn more about the new Partner Program.

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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