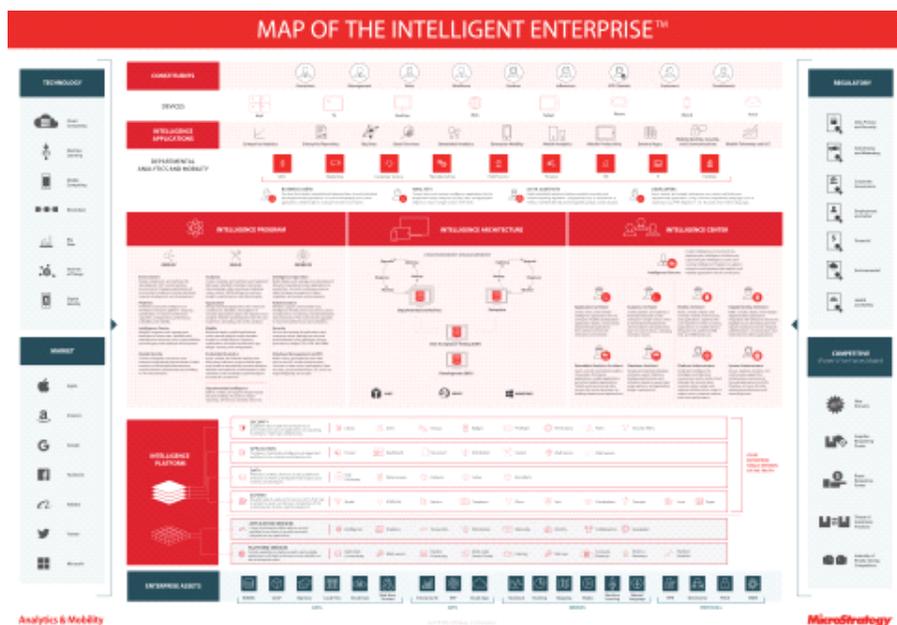


## MicroStrategy Unveils Holistic Map for Organizations to Build an Intelligent Enterprise™

LAS VEGAS--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today unveiled a map for the Intelligent Enterprise at its annual user conference, [MicroStrategy World™ 2018](#), taking place at The Cosmopolitan of Las Vegas. The map serves as a playbook that offers a collection of technologies and techniques to help organizations leverage existing investments and navigate toward a successful data-driven organization, which MicroStrategy refers to as the **Intelligent Enterprise**.

This press release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20180116006690/en/>



In today's keynote address, MicroStrategy CEO Michael J. Saylor highlighted the challenges companies face when confronted with constantly evolving pressures. To lead in their respective markets, companies should take the necessary steps to become Intelligent Enterprises. Shared with conference attendees, the map of the Intelligent Enterprise presents a comprehensive playbook of technology combined with techniques that modern businesses can adopt as they start their analytics journey. Companies can use the playbook to plan their analytics initiatives for 2018 and consider how each part impacts business constituents, from employees to customers and vendors.

"Organizations large and small can now use the map of the Intelligence Enterprise to identify solutions to meet regulatory, technological, market, and competitive

Map of the Intelligent Enterprise (Graphic: Business Wire)

challenges, and turn them into opportunity and profit," said Mr. Saylor. "The most successful organizations will be the ones that embrace a cohesive analytics framework to leverage all the different intelligence assets and deliver powerful analytics and mobility solutions across the enterprise. The map of the Intelligent Enterprise shows how an organization can make full use of our products and services, and deliver transformative insight to every department, device, and constituent."

### Assessments That Help Organizations Navigate Toward Success

The playbook offers organizations a detailed assessment that helps them evaluate the impact of external forces and catalog existing enterprise assets for every constituent across the organization. It helps plot a course to institute the teams, processes, and architecture required to build an Intelligent Enterprise and launch an organization's journey to success.

### Intelligence Platform for App Development

The map of the Intelligent Enterprise takes feedback from hundreds of MicroStrategy's leading customers and partners into account, and recognizes the need for a modern platform to build, deploy, and maintain intelligence applications. This playbook underscores the importance of being able to quickly overcome challenges and build applications on top of existing enterprise assets and data investments. It outlines the following components of an Intelligent Enterprise:

- 1 **Platform Services** encompassing critical capabilities to deploy analytics and mobility applications with high performance and scalability on top of enterprise assets.
- 1 **Application Services** comprised of a suite of enterprise-caliber add-on services available for architects to quickly and easily integrate into any application.

- | **Reusable Schema** captured in business terms that maps to enterprise assets and abstracts complexities of the underlying data to allow rapid development.
- | **Federated, Certified Data** published to enterprise architects, and departmental analysts, data scientists and developers.
- | **Applications** that are containers of actionable intelligence, packaged and published to the enterprise and departments.
- | **Security** that includes capabilities enabling the development of personalized and secured applications incorporating multi-factor, multi-layer authentication.

## Intelligence Applications for All Constituents

According to the playbook, in order to build a model where all constituents have instant access to intelligence, organizations depend on an intelligence platform that supports enterprise and departmental app development in concert with agile data discovery. Business users, analysts, data scientists, and developers in every department will require access to powerful clients to build ad-hoc, departmental and enterprise applications. The intelligence applications must be made available across a full range of devices in order for more people across the enterprise and beyond to benefit and act on insight.

## A Foundation to Deliver Business Success

In order to establish the foundation for the Intelligent Enterprise, the playbook recommends implementing the following intelligent techniques:

- | an intelligence architecture that supports ad-hoc and departmental analytics, as well as enterprise applications;
- | an intelligence center that comprises a team of expert architects who maintain the platform and intelligent processes; and,
- | an intelligence program that consists of enterprise best practices to build, deploy, and operate.

"Nearly every organization wants one set of information that its employees can easily access and trust. The map of Intelligent Enterprise gives organizations the knowledge and insight they need to make that a reality," said Tim Lang, Senior Executive Vice President and Chief Technology Officer, MicroStrategy Incorporated. "Becoming an Intelligent Enterprise is a journey and MicroStrategy is here to help prepare our customers to plan for and take on their analytics transformation. There is no better way to begin that journey than to download a copy of [MicroStrategy Desktop™](#) and get started today."

Join or follow the conversation on Twitter using the hashtag #analytics18.

## 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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