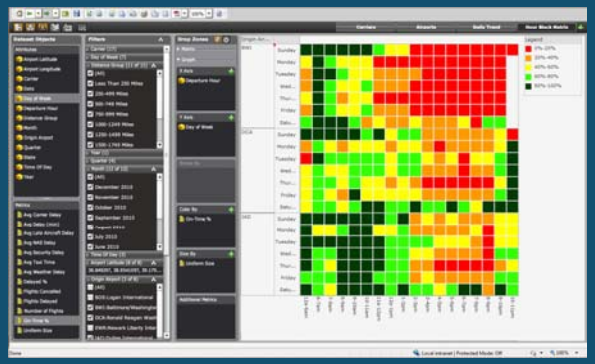
MicroStrategy 9.2

Introducing a Faster Way to Visualize Your Business Data



MicroStrategy

MicroStrategy 9.2

Introducing a Faster Way to Visualize Your Business Data

Agenda

- Visual Insight
- Dashboard Applications
- Mobile Intelligence
- Conclusion / Next Steps

MicroStrategy 9.2

Introducing a Faster Way to Visualize Your Business Data

Mark LaRow

Senior Vice President, Products at MicroStrategy

Mr. LaRow oversees all product management, product marketing, and market intelligence at MicroStrategy. He joined MicroStrategy in 2000 after a 17-year career at Cap Gemini Ernst & Young, where he was a Partner.

MicroStrategy 9.2

Introducing a Faster Way to Visualize Your Business Data

Brian Brinkmann

Senior Director, Product Marketing at MicroStrategy

Mr. Brinkmann is responsible for all aspects of product strategy and product marketing at MicroStrategy. He has been with the company since 1998, and has previously worked as a Senior Consultant for MicroStrategy in San Francisco.

MicroStrategy 9.2

Introducing a Faster Way to Visualize Your Business Data

Eric de Roos
Senior Director, Product Management at MicroStrategy

Mr. de Roos is responsible for all aspects of product management at MicroStrategy. He has been with the company since 2000, and has worked with MicroStrategy software since 1994.

MicroStrategy 9.2

Introducing a Faster Way to Visualize Your Business Data

Hugh Owen

Director, Mobile Marketing at MicroStrategy

Hugh Owen is responsible for directing MicroStrategy Mobile Product Marketing initiatives. Prior to joining Product Management, he worked for seven years in MicroStrategy Technical Services and MicroStrategy Premium Support. He has been with MicroStrategy since 2000.

Introducing …

MicroStrategy 9.2

…a Faster Way to Visualize Business Data

MicroStrategy MOBILE INTELLIGENCE

Information Technology is Experiencing the Biggest Series of Transformations in at Least Two Decades

Desktop	to	Mobile
Tabular	to	Visual
Physical	to	Cloud/Network
WWW	to	Social

From Desktop to Mobile

The Mobile Internet Wave Will Dwarf All Previous Waves

Mainframe Computing (1960-1980)	Mini Computing (1980-1990)	Personal Computing (1990-2000)	Desktop Internet (2000-2010)	Mobile Internet (2010-)
1M Users	10M Users	100M Users	1,400M Users	5,000M Users

Source: Morgan Stanley, The Mobile Internet Report

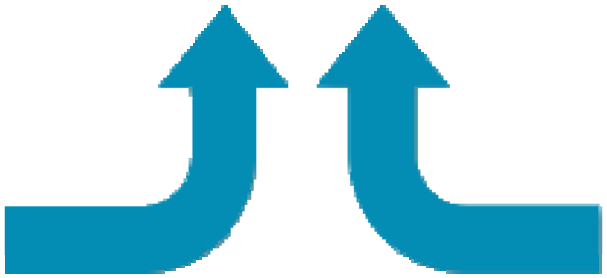
Mobile Has the Effect of “Wrapping” People in Software

Potentially Replacing Everything They Write, Carry, and Touch Today

Everything that People Write or Remember

- letters
- memos
- newspapers
- magazines
- cards
- junk mail
- bills
- Invoices
- sales reports
- account data
- financial reports
- balance sheets
- P&L reports
- expense reports

Replaced by Mobile Apps



Everything People Touch or Carry

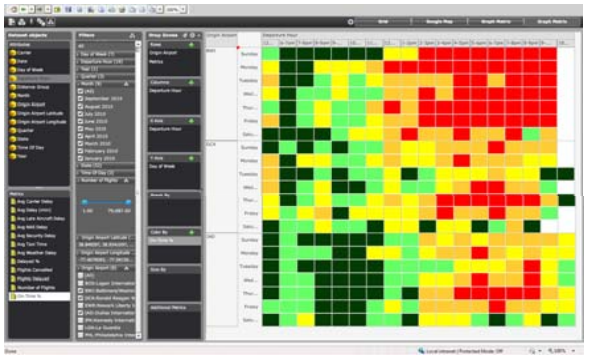
- credit cards
- security cards
- key cards
- keys
- camera
- radio
- receipts
- notes
- tickets
- loyalty cards
- insurance cards
- maps
- contacts book
- diary
- family photos
- walkman
- mp3 player
- driving license
- data storage
- watch/alarm
- calculator

From Tabular to Visual

NEW BI

Highly Visual

Dashboard Apps



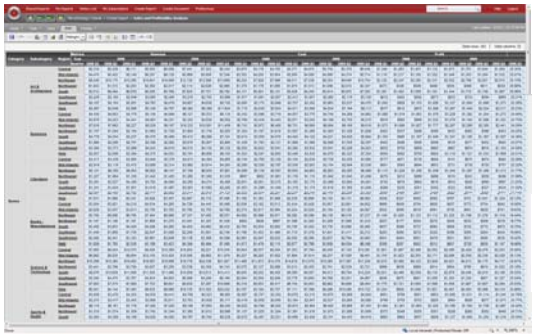
Visual Insight

OLD BI

Highly Tabular

Published Reports

OLAP Reports



MicroStrategy 9.2

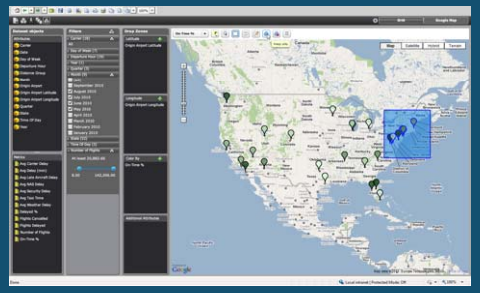
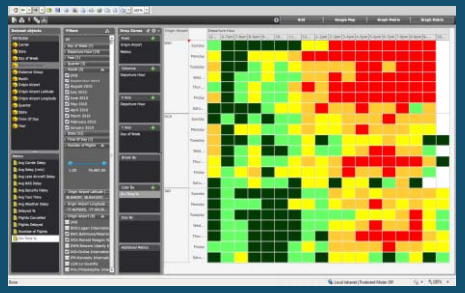
MicroStrategy is Committed to Making Sure That Our Customers Flourish and Profit Through These Transitions

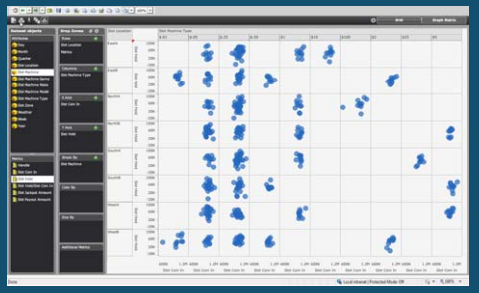
Tabular	to	Visual
Desktop	to	Mobile
Physical	to	Cloud/Network
WWW	to	Social

VISUAL INSIGHT

Empowering Business People to Get the Answers They Need

From Data to Insight in Less Than 30 Minutes

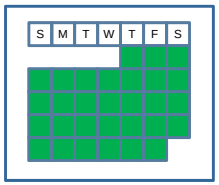





Visual Insight Provides Answers 100x Faster than Traditional BI by Reducing the Need for IT Support

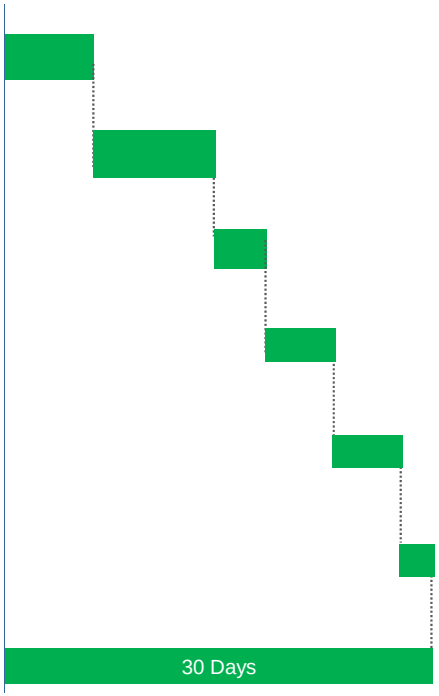
Traditional BI

Data to Insights in Months



30 Days

Define Requirements	7 Days
Engineer the Data	10 Days
Architect the Data	2 Days
Design Initial Reports	5 Days
Refine Report Designs	5 Days
Discover Insights	1 Day
Data-to-Insight Total	**30 Days**



Visual Insight

Data to Insight in Minutes

30 Minutes

Upload Business Data	5 Mins
Discover Insights	25 Mins
Data-to-Insight Total	**30 Mins**

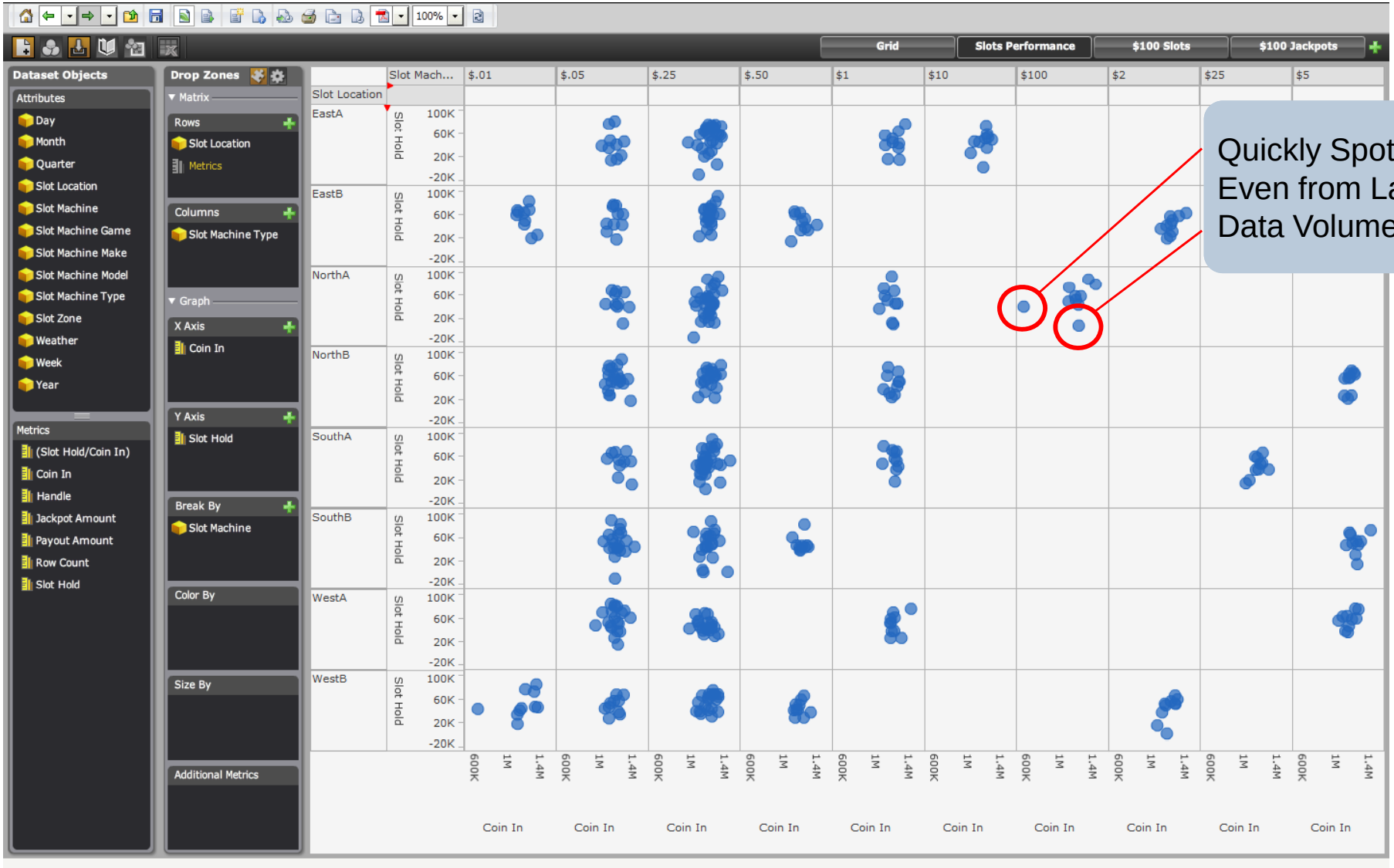
MicroStrategy MOBILE INTELLIGENCE

Five Reasons Why Visual Insight Will Change the Way People Get the Business Answers They Want Immediately

1. Highly Visual Data Presentation
2. Powerful And Simple Exploration
3. All Business Data
   (Enterprise, Departmental or Personal)
4. Save and Share Insights
5. Available on Web and Mobile Devices

Highly Visual

Visualizations Let You Immediately Spot Outliers

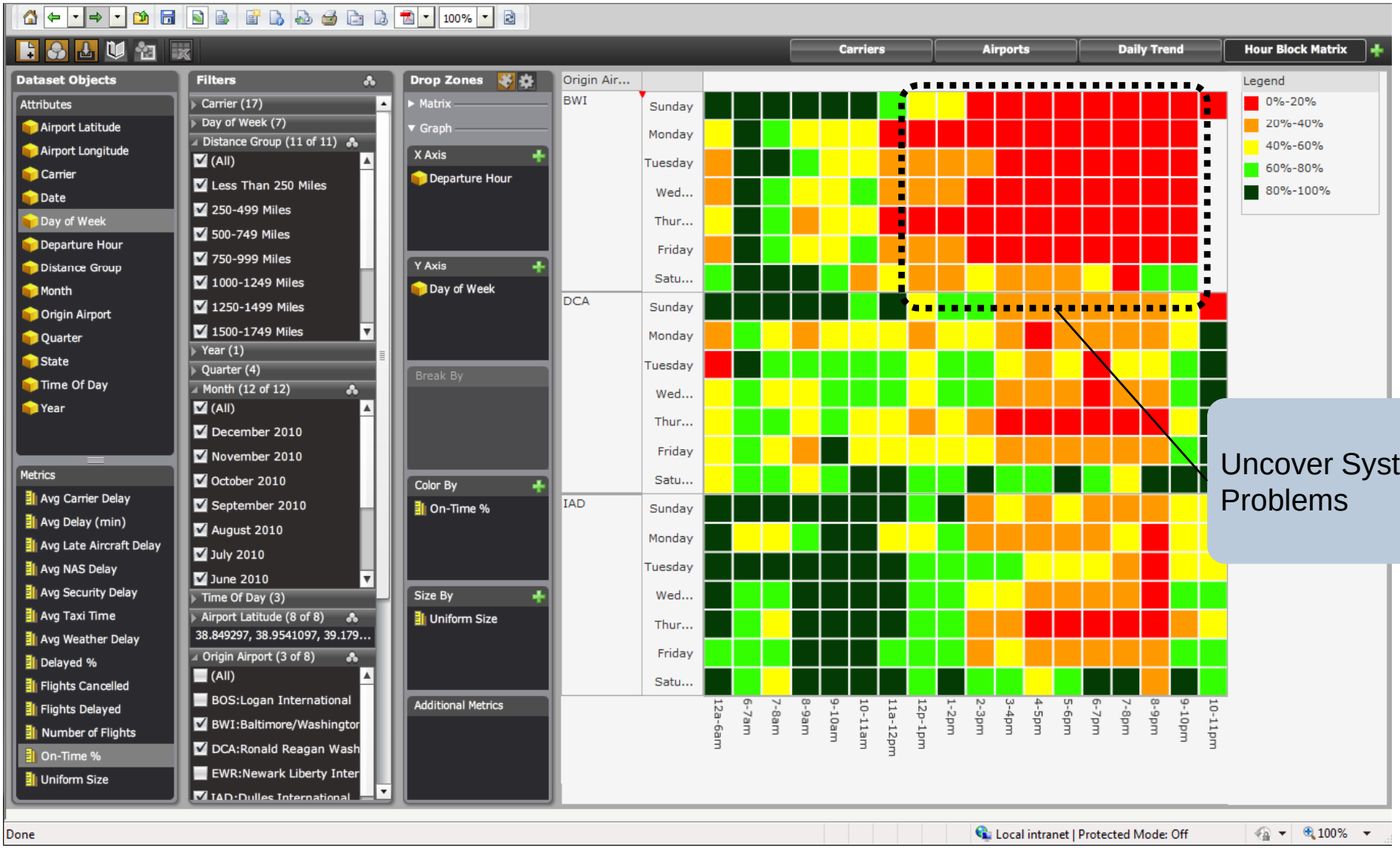


Scatter plot showing performance of 500 casino slot machines over 180 days categorized by floor location and slot machine type. Data originates from 1.3 million cells of Excel data. Each dot represents a single slot machine. Each square is a separate scatter plot comparing revenue (horizontal axis) to profit (vertical axis). Ideal location is the upper right of each square. The scatter plot identifies poor performing slot machines or outliers from the expected performance behavior.

MicroStrategy MOBILE INTELLIGENCE

Highly Visual

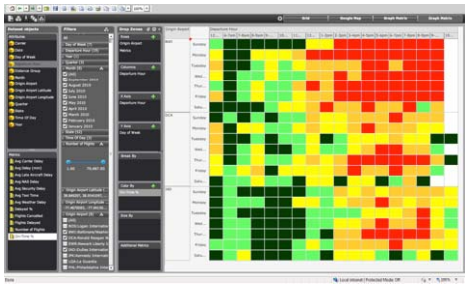
Visualizations Help You Quickly Uncover Problem Areas

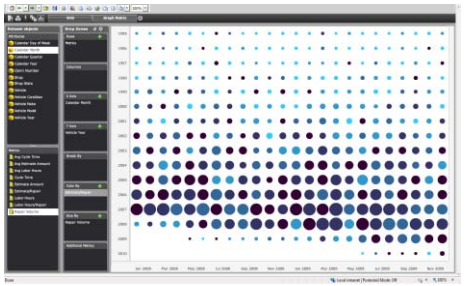
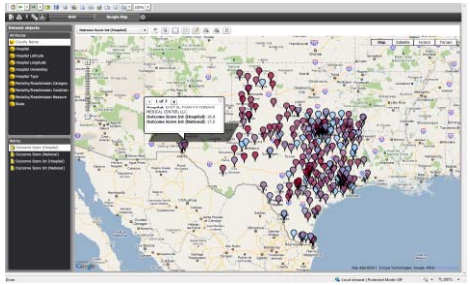
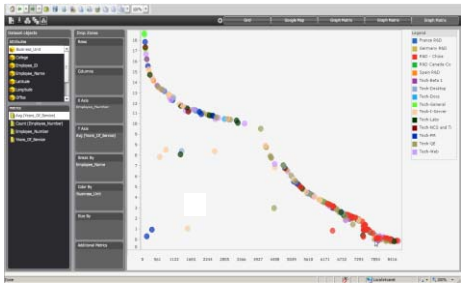
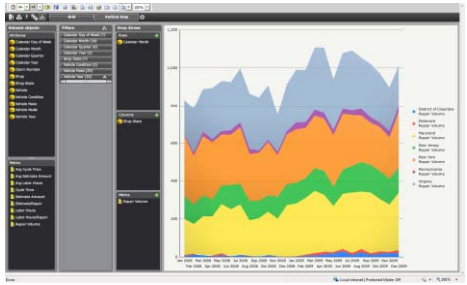
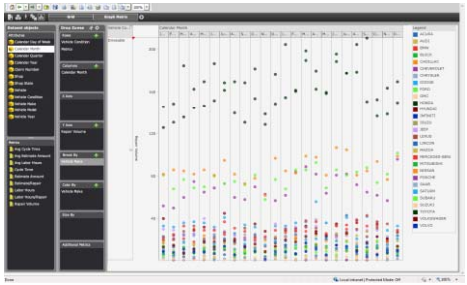
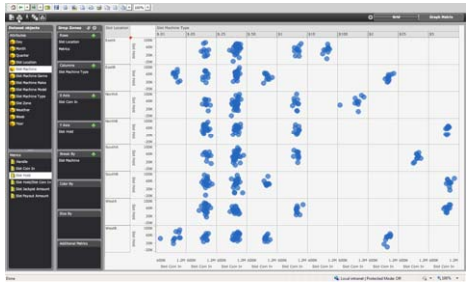
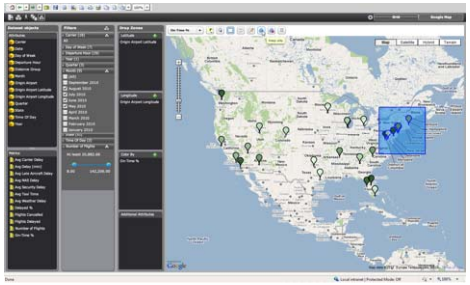
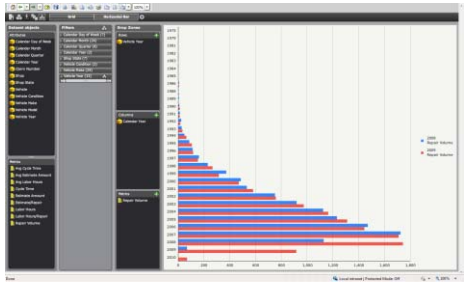
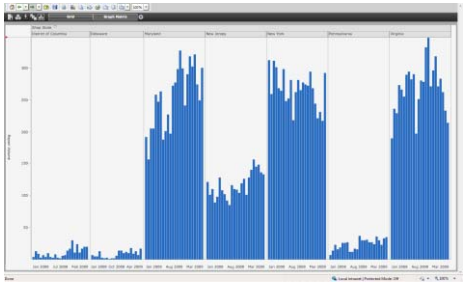


Graph matrix showing on-time performance by airports in the Washington DC area by day of week and time of day. The data sample includes approximately 300 major US airports for 270 days. The graph matrix uses color-coded rectangles to represent on-time performance (red=worst – dark green=best) to quickly uncover problem areas.

Highly Visual

Large Library of Interchangeable Visualizations Reveals Business Insights

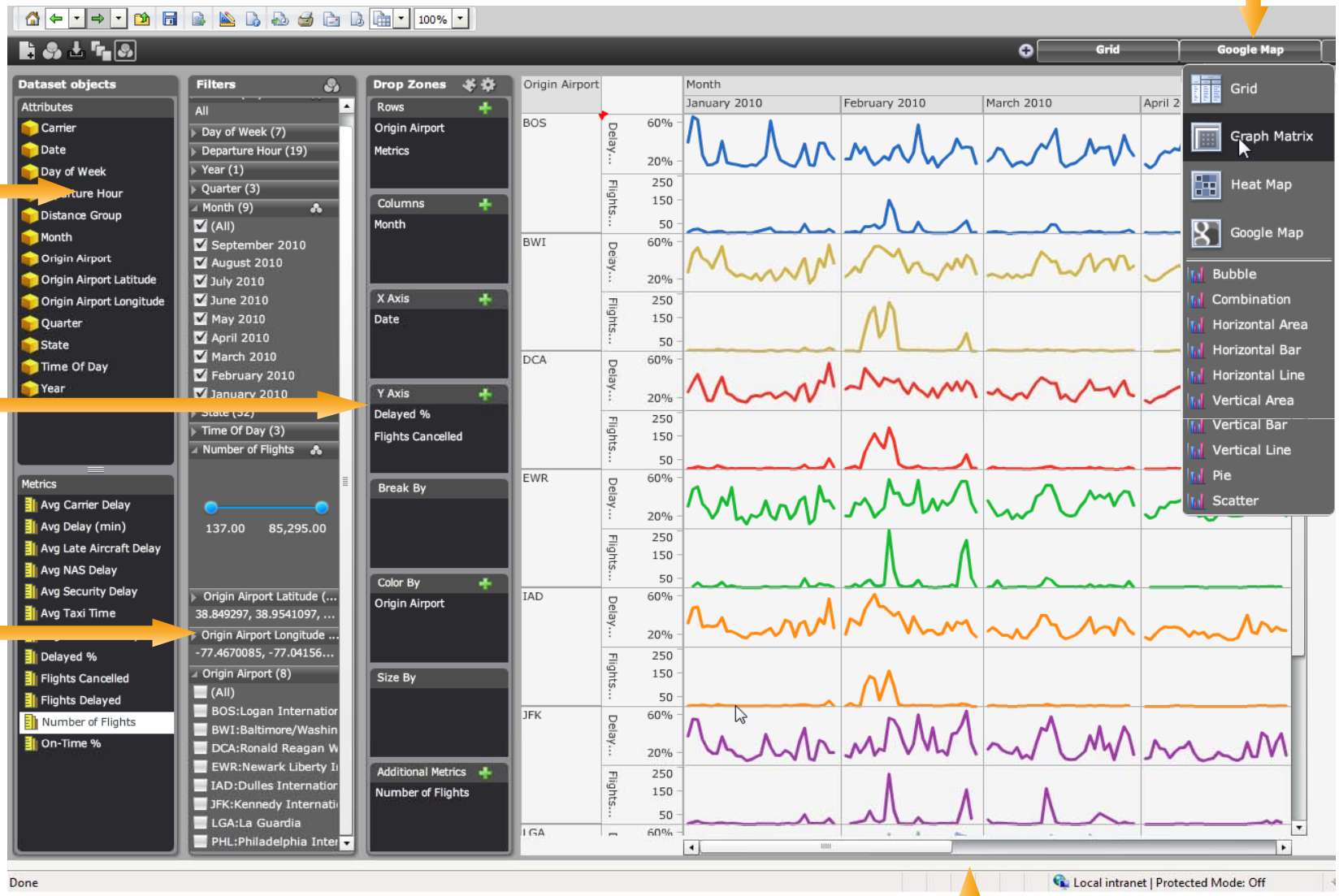


MicroStrategy MOBILE INTELLIGENCE

Getting to the Answer is Simple and Fast

1. Pick a visualization
2. Select the data objects to analyze
3. Drop data objects here to see them in the visualization
4. Filter the data to refine analysis
5. See visualization results here

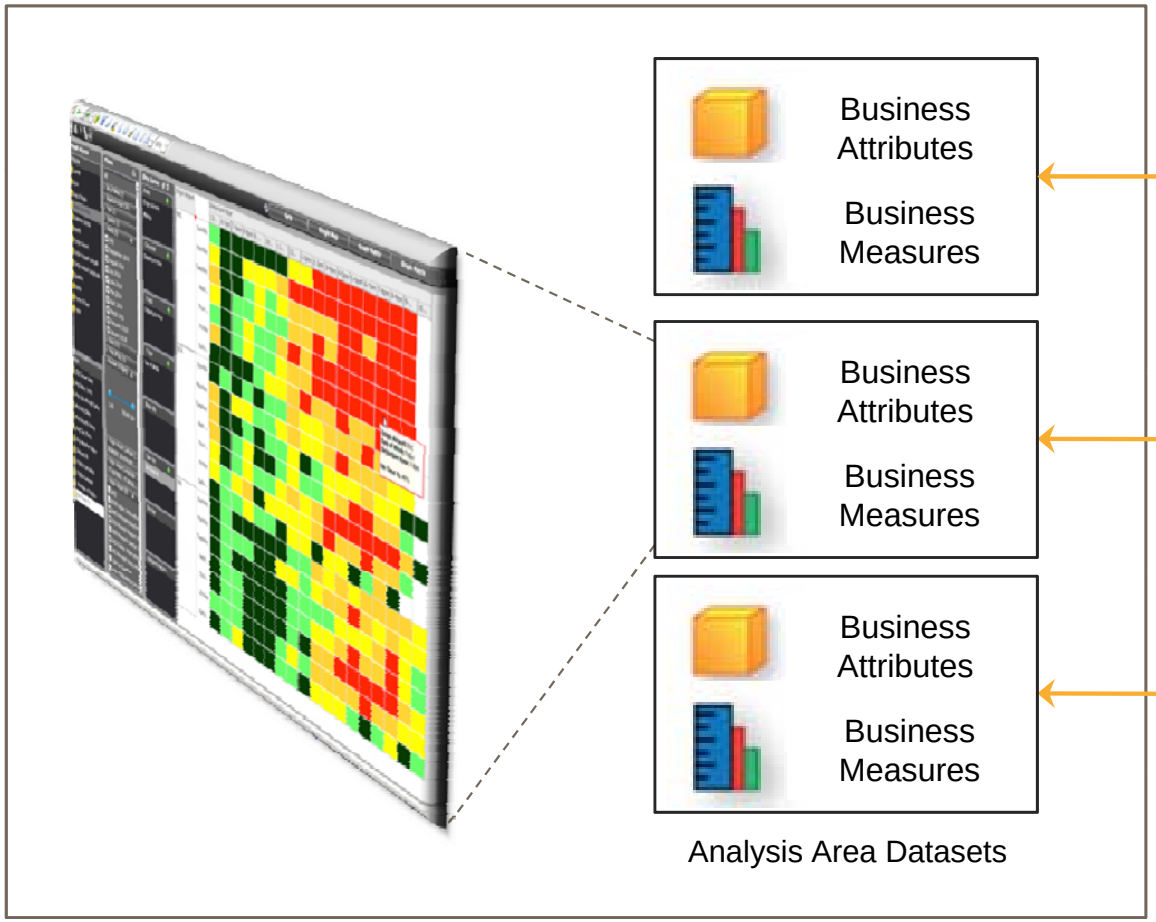


MicroStrategy MOBILE INTELLIGENCE

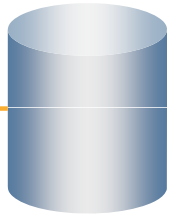
Visual Insight Can be Used to Analyze Data from Any Database

Business Person

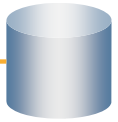
Point Visual Insight interface to Any Set of Data and Begin Exploration



Datasets can Come from Any Database



Enterprise Data Warehouse



Departmental Data Mart

Financial Data

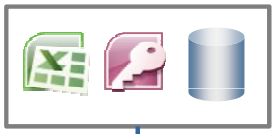
MicroStrategy MOBILE INTELLIGENCE

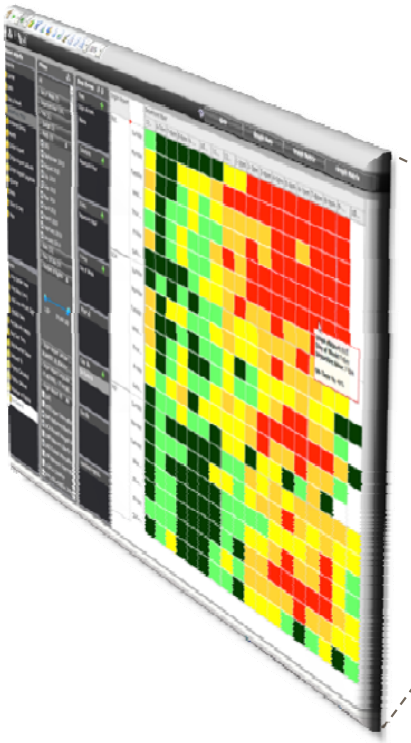
Visual Insight Can be Used to Analyze Personal Desktop Data Too

Business Person

Point Visual Insight interface to Any Set of Data and Begin Exploration

Dataset can Originate from Any Uploaded Data





Business Attributes

Business Measures

Business Attributes

Business Measures

Business Attributes

Business Measures

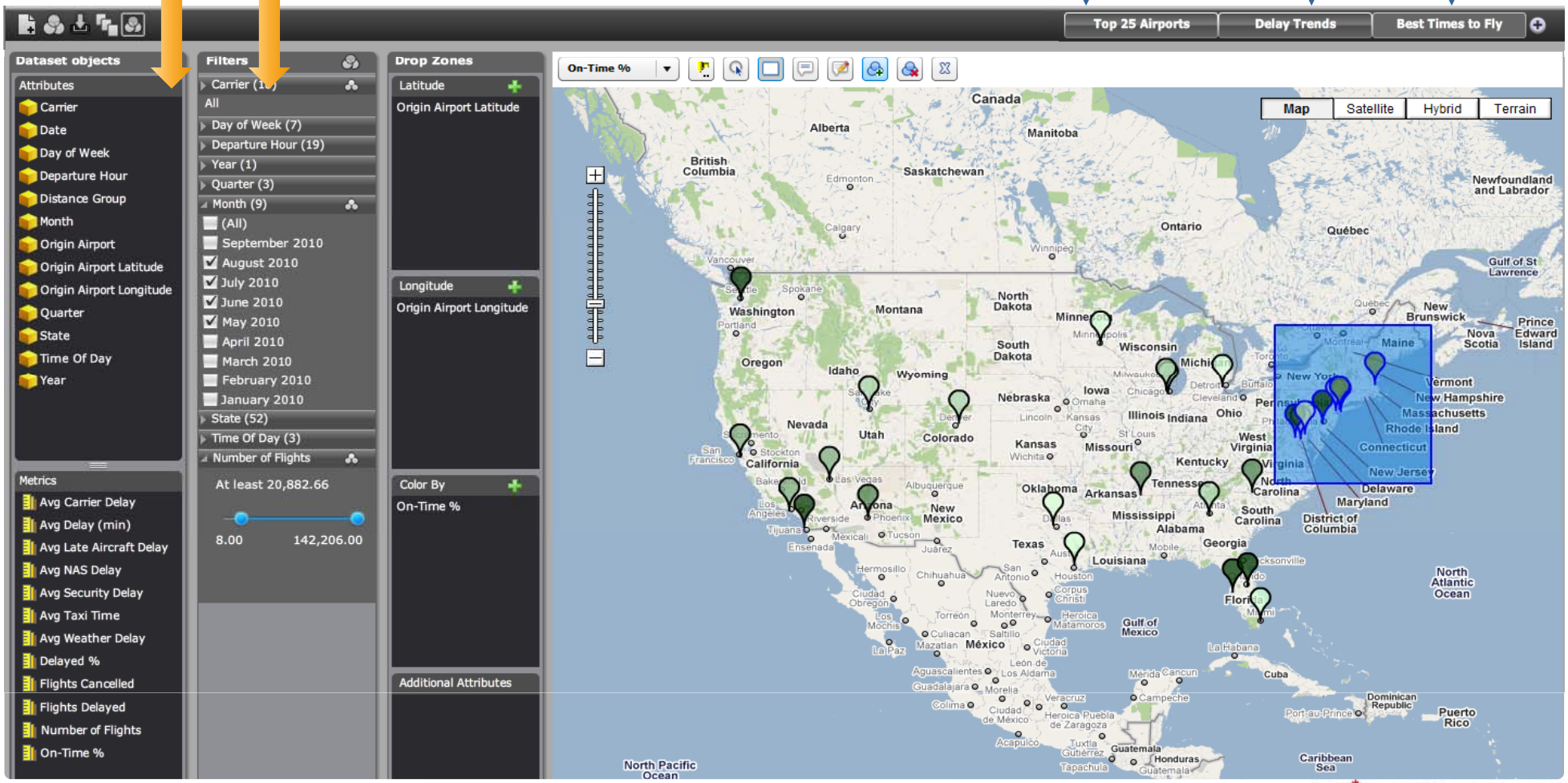
Analysis Area Datasets

Upload Personal Desktop Data to Visually Explore

Save And Share Insights

Create an Instant Dashboard with Many Unique Views of the Same Data

Same Data & Filters → Multiple Views



Introducing a Faster Way to Visualize Your Business Data

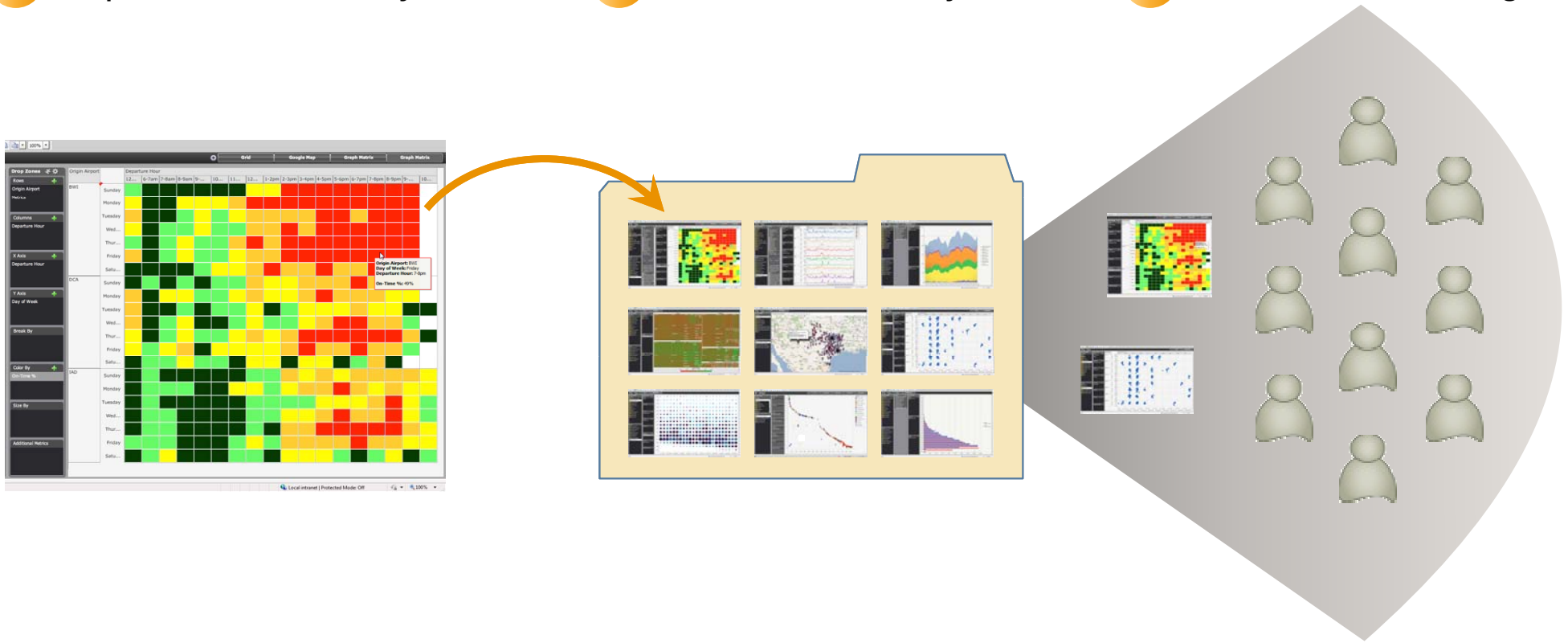
MicroStrategy MOBILE INTELLIGENCE

Business People Can Easily Explore, Save, and Share Their Analyses

1 Explore Data Visually

2 Save Visual Analyses

3 Share with Colleagues

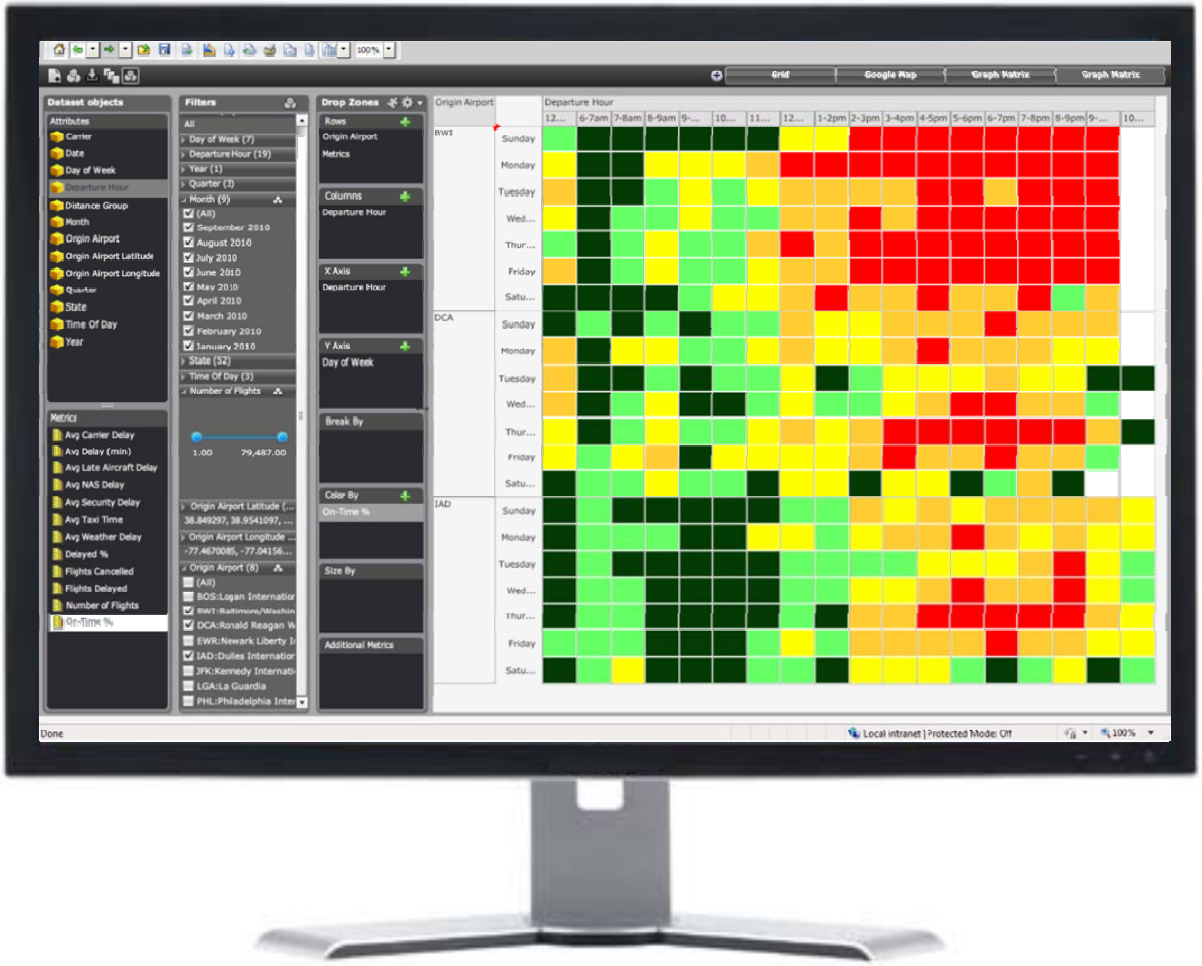


With Visual Insight, Everyone can Become an Information Publisher

Available Everywhere

Access, Explore, and Make Decisions from a Browser or an iPad

Web Browser

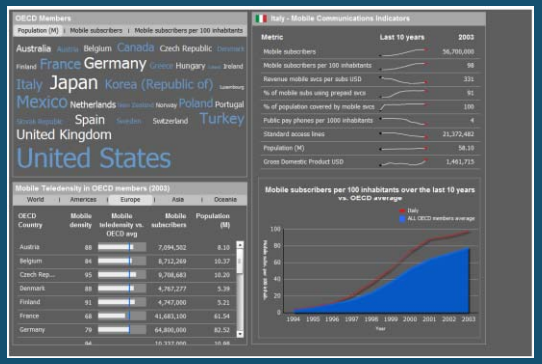


Apple iPad

MicroStrategy MOBILE INTELLIGENCE

Dashboard*Apps*

Publishing Information Throughout the Enterprise

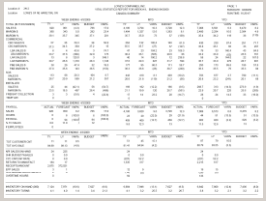


Dashboard*Apps* Are a New Breed of Business Information Application

They offer a new way for people to consume information without being business intelligence savvy

They open the door for operational workers to use information in their day-to-day decision-making

Many MicroStrategy Customers Are Implementing Dashboard*Apps*

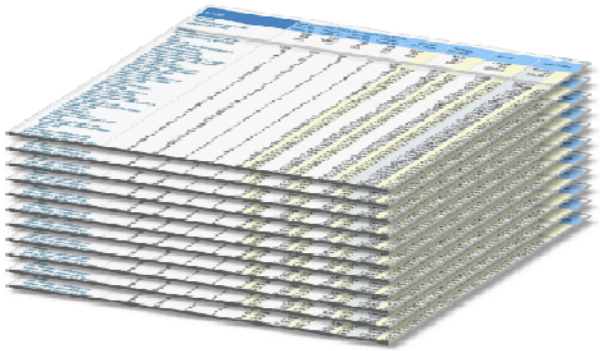
Starbucks		20,000 Store employees 40,000 DashboardApps delivered in 3 hours Content: Store operations
Société Générale		16,000 Bank branches employees Dashboard delivered daily Content: Banking and retail operations
Ross Stores		900 Store Managers One large DashboardApp distributed daily Content: Store Ops, KPI performance, benchmarking
Lowe's		3,000 Retail Managers Dashboard delivered daily Content: Manage inventory, improve margins

Operational Reports and Traditional Dashboards Have Been Provided to Front-Line Workers, But Are Not Sufficient for Real Decision-making

Traditional Dashboards

Easy to use… yet too little data

Operational Reports



Lots of data… yet no insight

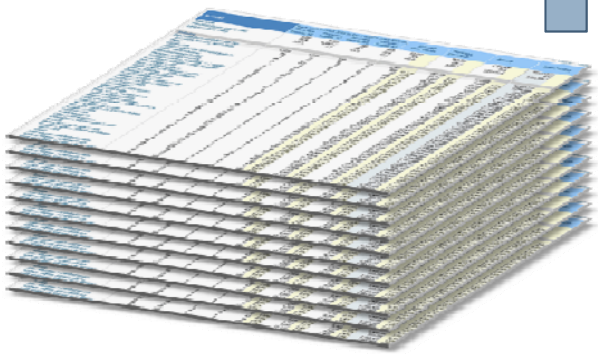
- *Sales Personnel*
- *Customer Service*
- *Consulting Mgrs*
- *Line Workers*
- *Store Managers*
- *Field Engineers*
- *Claims Mgrs*
- *Insurance Agents*
- *Educators*
- *Portfolio Mgrs*
- *Factory Managers*
- *Drivers*
- *Technicians*

Dashboard*Apps* Combine the Best Characteristics of Operational Reports and Dashboards

Traditional Dashboards

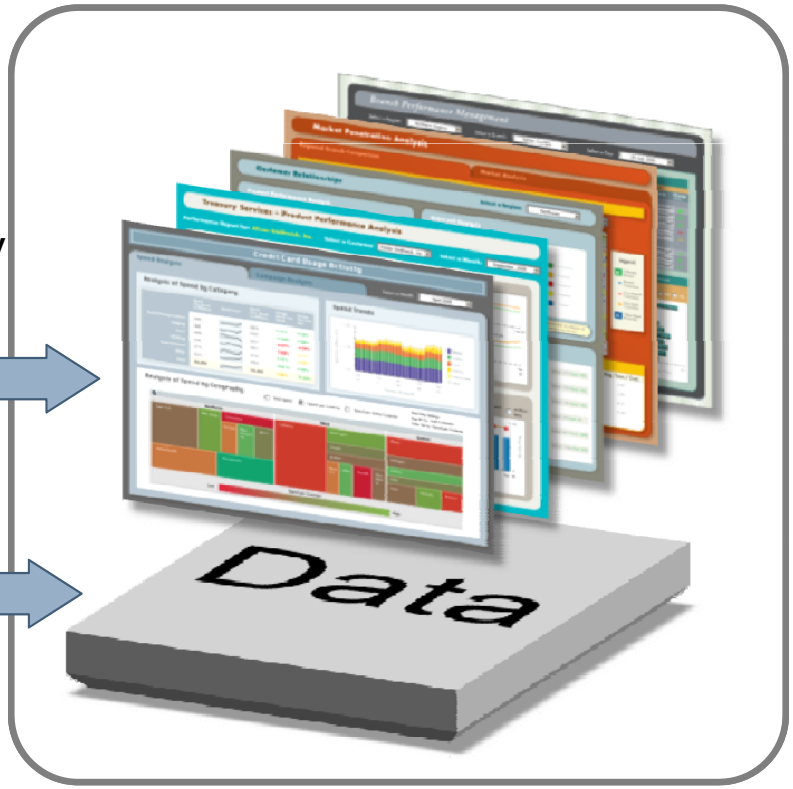
- Embedded Interactivity
- Hundreds of Views

Operational Reports



- Compressed Data
- Micro-Database

Dashboard*App*

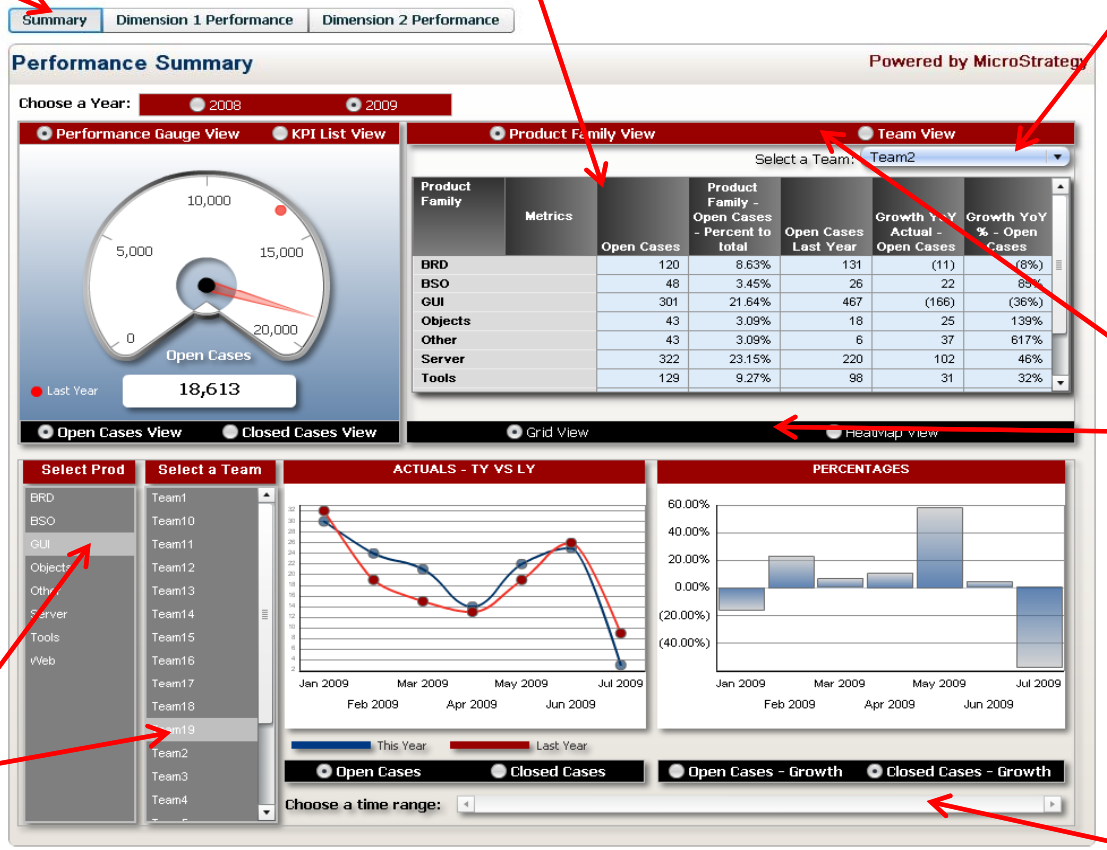


Simple Mouse Controls Let People Interact with the Information to Easily See Any Combination of Data

Switch between different pages using **Tabs**

Sort data and switch from grids to graphs using **Mouse Controls**

Choose different business areas using **Drop down selectors**



Add and View different combinations of information using **Buttons**

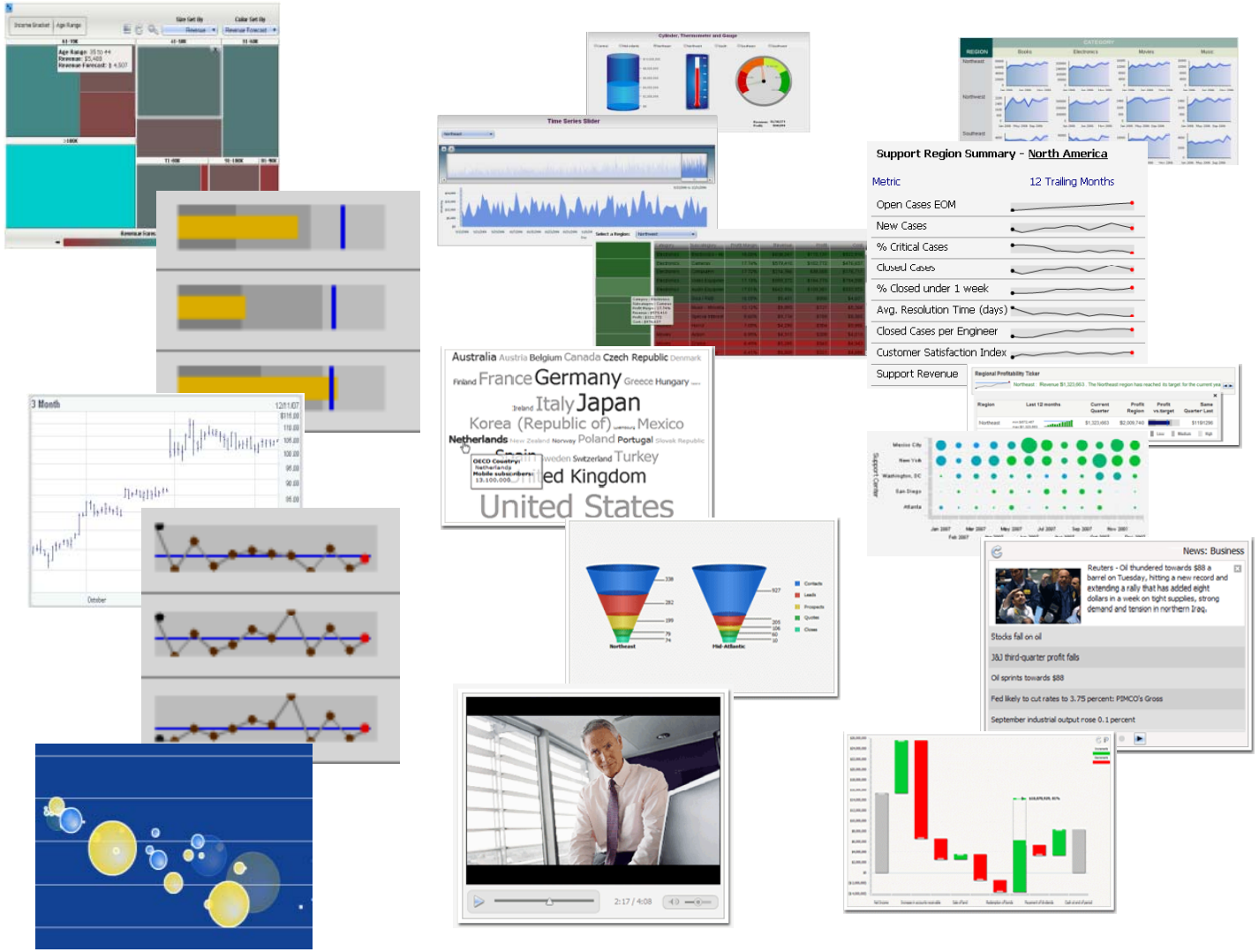
Focus and magnify business areas using **Category Selectors**

Adjust the data time period using **Time Sliders**

MicroStrategy MOBILE INTELLIGENCE

Deliver Instant Comprehension Using the Latest Data Visualizations and Stunning Graphical Displays

- Grids
- Graphs
- Animated Charts
- Data Cloud
- Heatmap
- Gauges
- Microcharts
- Bullet Charts
- Video
- Audio
- RSS



MicroStrategy MOBILE INTELLIGENCE

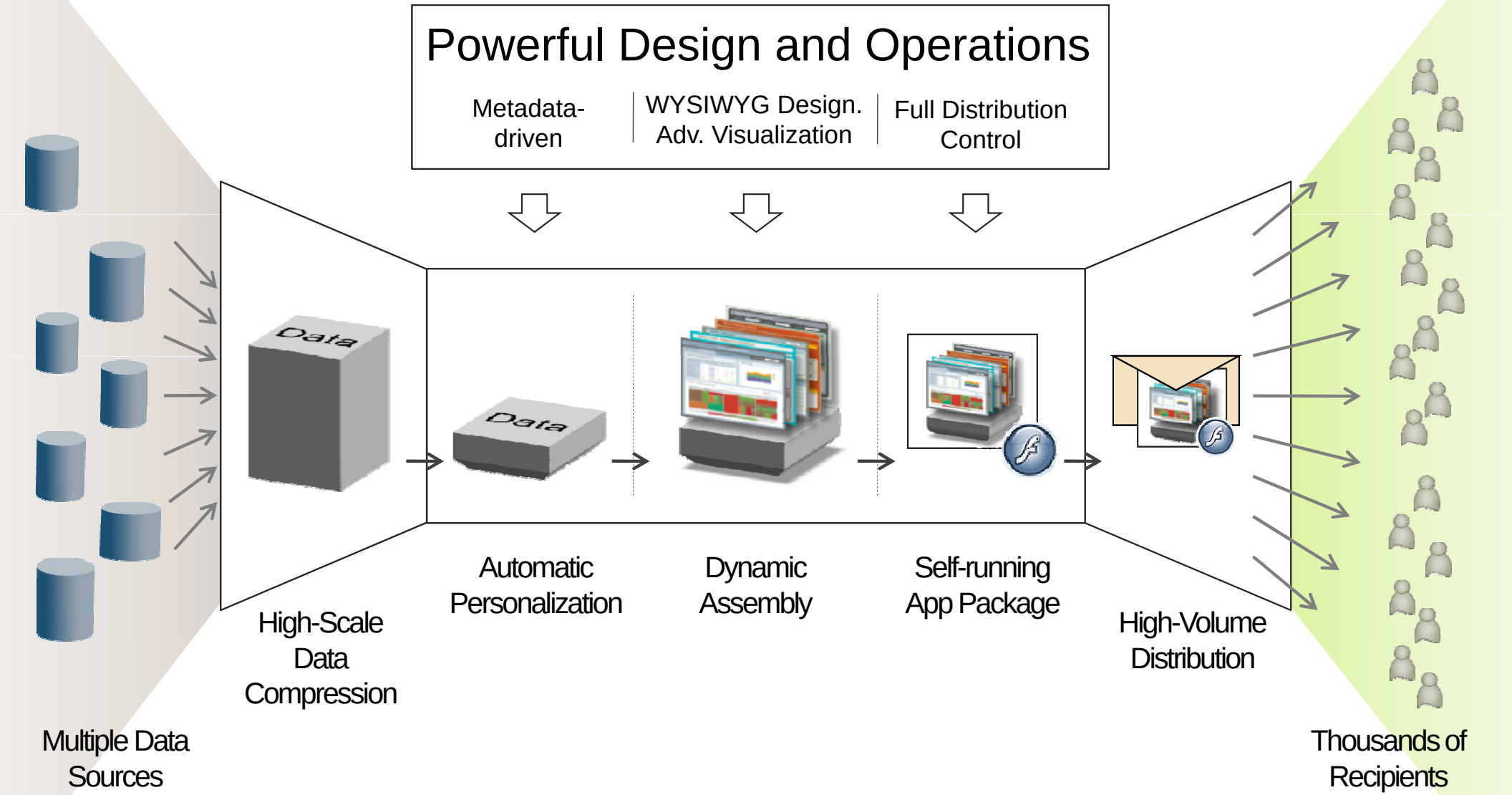
Casino Manager's DashboardApp

Previous **Operational Reports**

- Slot Machines
- Gaming Tables
- Hotel Revenue Management
- Events and Concerts
- Marketing Promotions
- Customer Demographics

New **Dashboard*App***

MicroStrategy Offers a High Performance Dashboard*App* Platform



MicroStrategy MOBILE INTELLIGENCE

Mobile Intelligence

Unleashing Your Information

MicroStrategy - A Platform for Information-driven Apps

MicroStrategy MOBILE INTELLIGENCE

Available on the App Store

- Mobile computing is revolutionizing how, when, and where information is consumed
- A new breed of Information-driven Applications combine Analysis, Information, and Transactions
- Organizations will need to build 100s of new Enterprise and Consumer Apps in the next 3 years
- MicroStrategy provides a platform to quickly build Information-driven Apps

MicroStrategy - A Platform for Information-driven Apps

Information-driven Apps are a Combination of Three Different Functionalities

1. Analytical Functionality

- *Mobile BI*
- *Exploration and Manipulation*
- *Grids and Graphs*
- *Data Visualizations*

2. Transactional Functionality

- *Write to Databases*
- *Write to operational systems*
- *Submit new data*
- *Update existing information*

3. Information Functionality

- *PDF, Video, ePub, web*
- *Graphic Design quality output*
- *Portals, Libraries, Boardbooks*

Grids | Graphs | Data Exploration | Alerting | Analytics | Data Visualizations | Mapping | Browser Content | Editable Grids | Data entry | Approval mgmt. | Payments | Desktop Publishing | PDFs | ePubs | Video

Analytical Functionality: Mobile Business Intelligence Apps

- Applications
  - Sales Reporting and Analysis
  - Inventory Analysis
  - Pricing and Promotions Analysis
  - Employee Performance Reporting

- Features
  - Traditional BI grids and graphs
  - Touch-optimized grids and graphs
  - Advanced data visualizations
  - Interactive OLAP directly on the device
  - Offline access to subscribed reports and dashboards
  - All data and credentials securely encrypted

Analytical Functionality: Robust Security

Multiple Layers of Secure Information Delivery and Storage

Mobile App Security

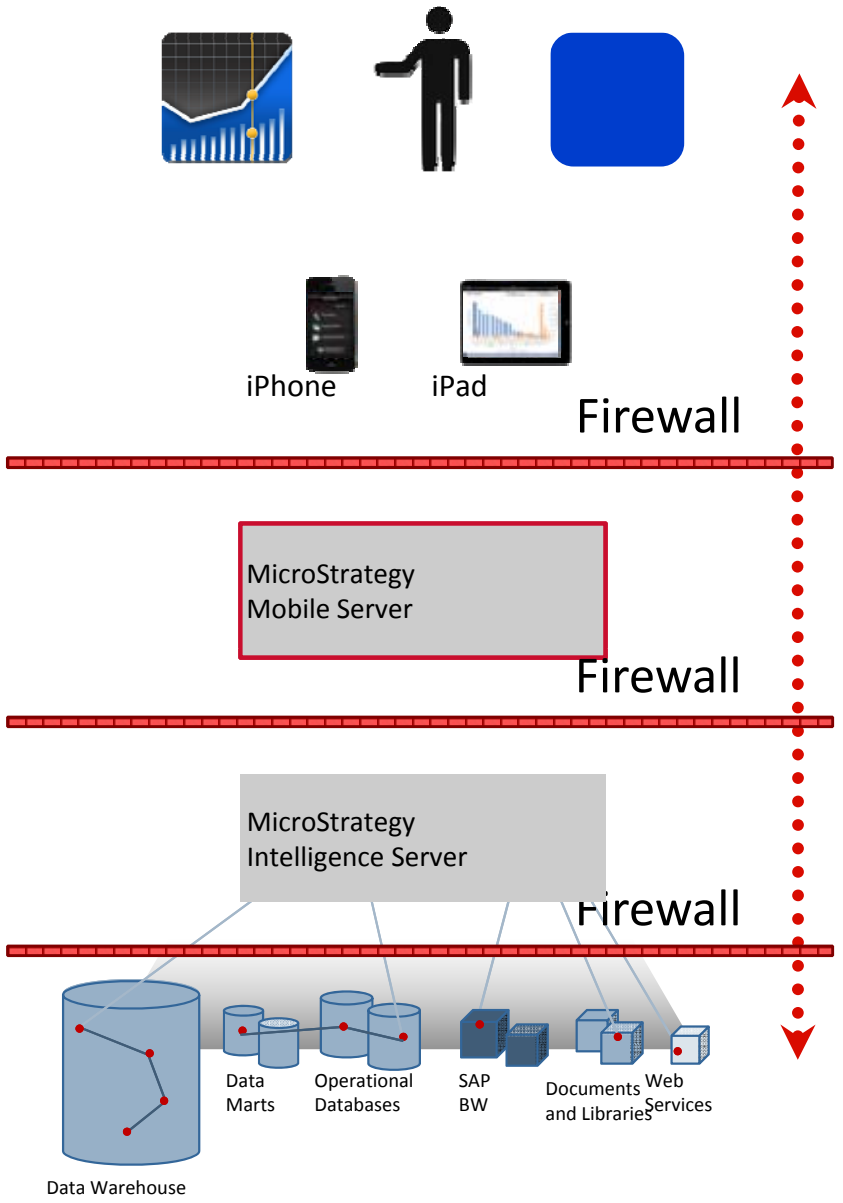
- iOS Hardware Encryption (iOS4) of App Data
- iOS's "sandbox" protects App data from other Apps
- AES encryption for all traffic
- VPN, HTTPS, WPA2 (128-bit encryption), SSL support
- Locally-stored data purged upon close[1]
- Apps are signed to ensure the App is authentic
- Runtime checks enforce App Security
- AES encryption for App credentials (digital identities, usernames, passwords)
- Passcode required after timeout or suspended state (iOS4)
- Single sign-on support
- LDAP, Kerberos, Tivoli, NT Integration

Platform Security

- Secure communications across firewalls
- No database connection from the Mobile Server
- Single Port control for data access
- No external remote procedure calls
- Encryption of communications
- between server components
- RIPEMD-160 hashing algorithm for storage of credentials on the server
- AES encryption for passwords
- Access Control Lists (ACLs)
- Application Functionality Privileges

Database Data Security

- Cell-level security control w/ security filters
- Native database security integration
- AES encryption for cache



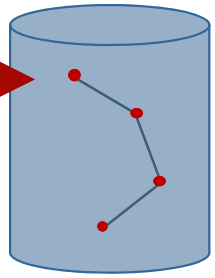
[1]*configurable: set or enforced by admin*

Analytical Functionality: Drill Anywhere

1. Tap and hold to access available drill paths

2. Swipe to select the drill direction within the business data model

3. Freedom to explore the data warehouse



Data Warehouse

Analytical Functionality: Offline Analysis

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Analytical Functionality: Offline Analysis

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Analytical Functionality: Offline Analysis

Transactional Functionality

- Applications
  - Purchase Order entry
  - Expense Management entry
  - Time Off requests
  - Employee reviews
  - Direct mobile payment solutions
  - Customer loyalty apps
  - Mobile coupon / tickets
  - Location-specific offers
  - Customer forums
  - Customer support interaction
- Features
  - Information input screens
  - Connectivity to databases and Web Services

Information Functionality

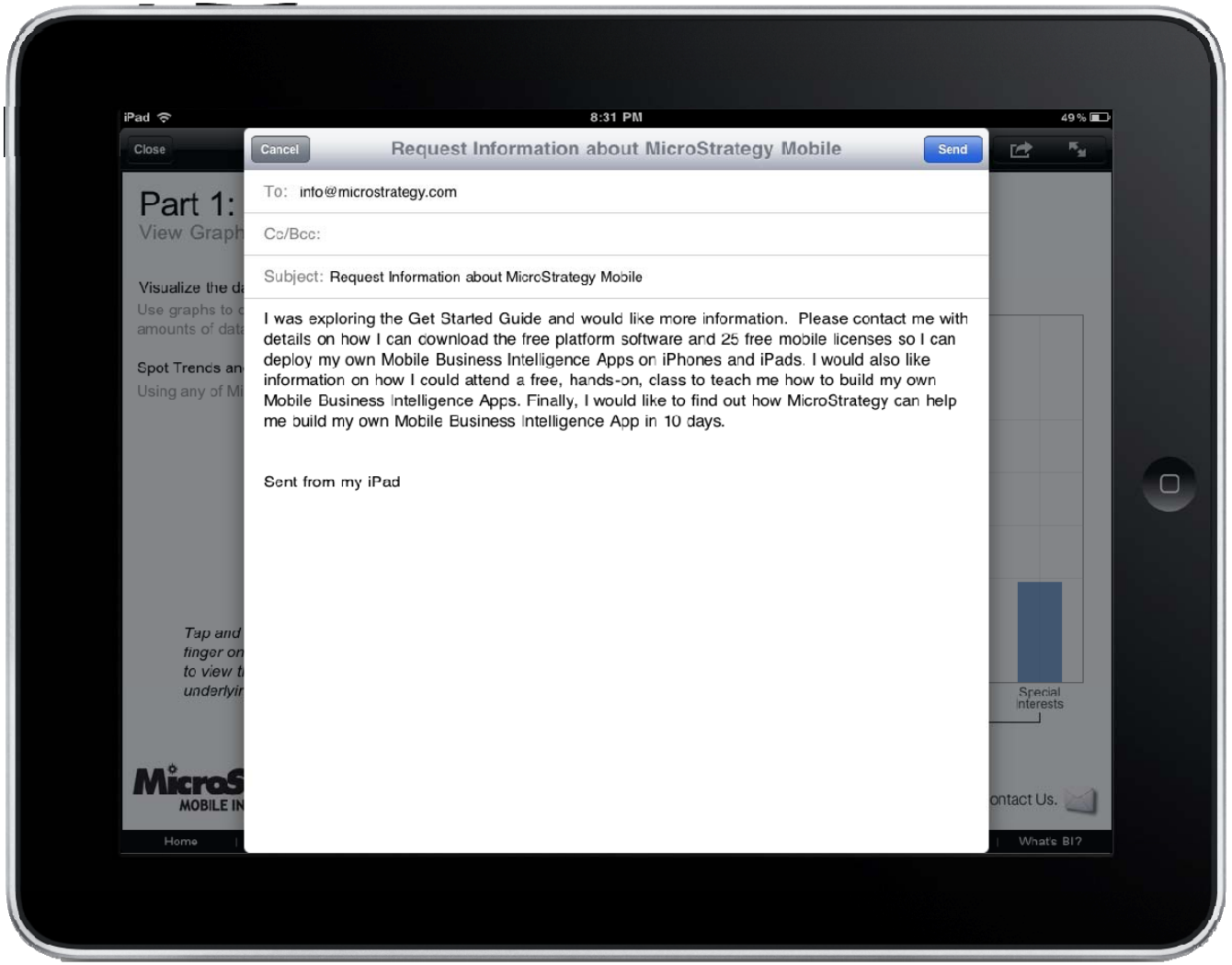
Deliver Multiple Forms of Information to Users Within The Same App

- Deliver ‘Unstructured’ Information
  - Images
  - Text
  - Desktop Publishing Design
  - Web content (web pages, videos)

- Features
  - Freedom of Design
  - In-App PDF reader
  - In-App Email
  - In-App Browser
  - HTML Containers
  - Optimized ePub handling

Information Functionality: In-App Email

Information Functionality: In-App Email



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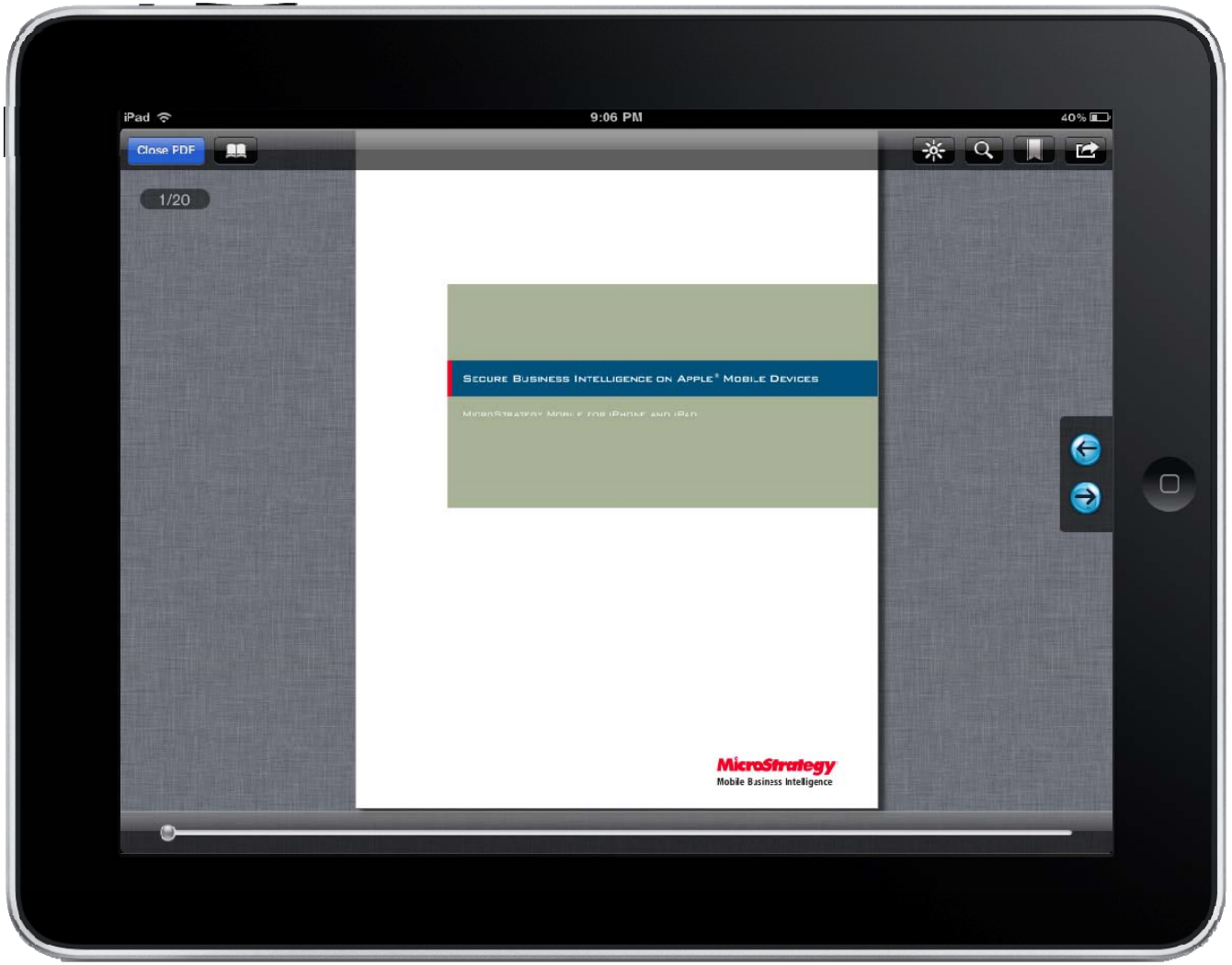
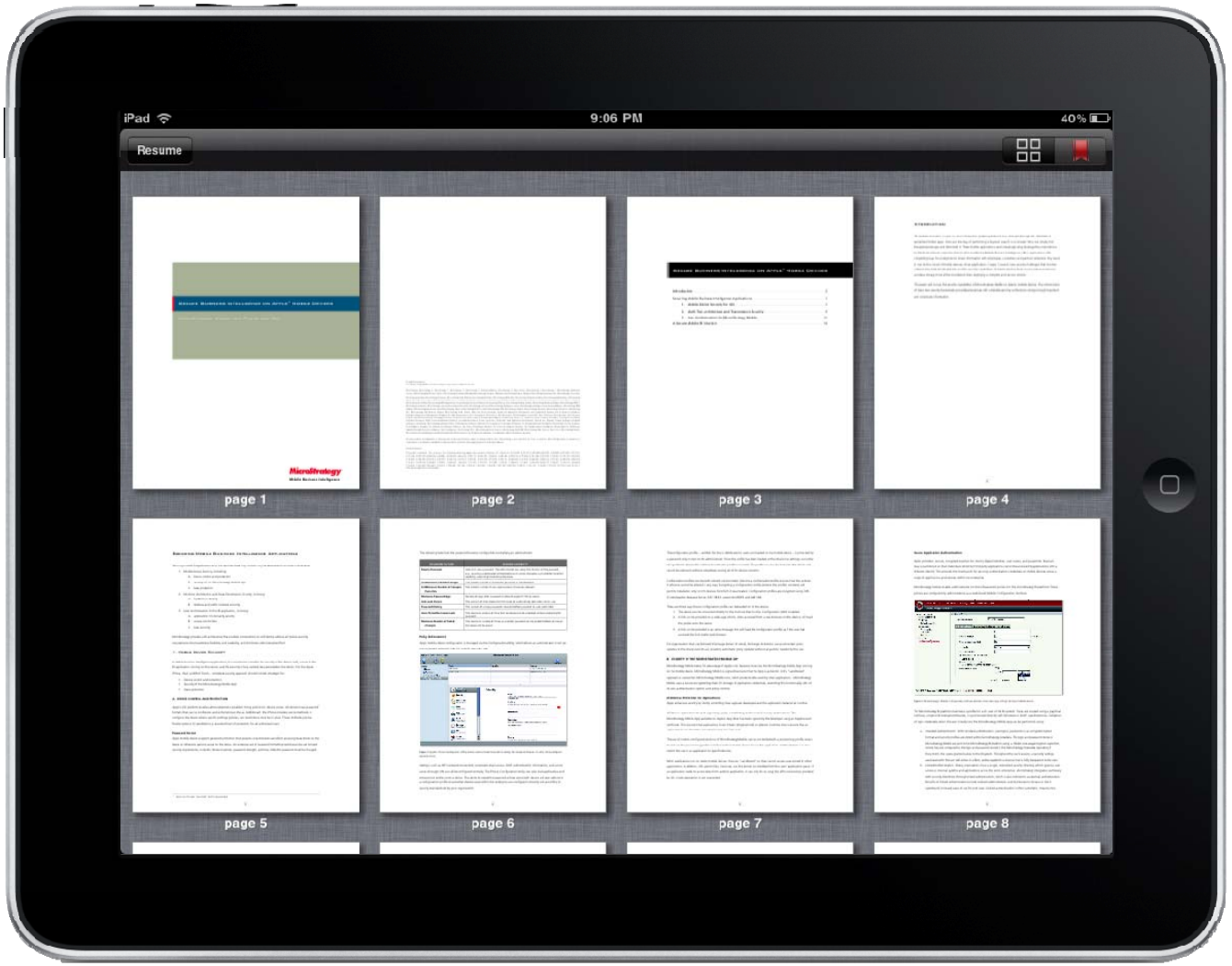
Information Functionality: In-App PDF Reader

Information Functionality: In-App PDF Reader

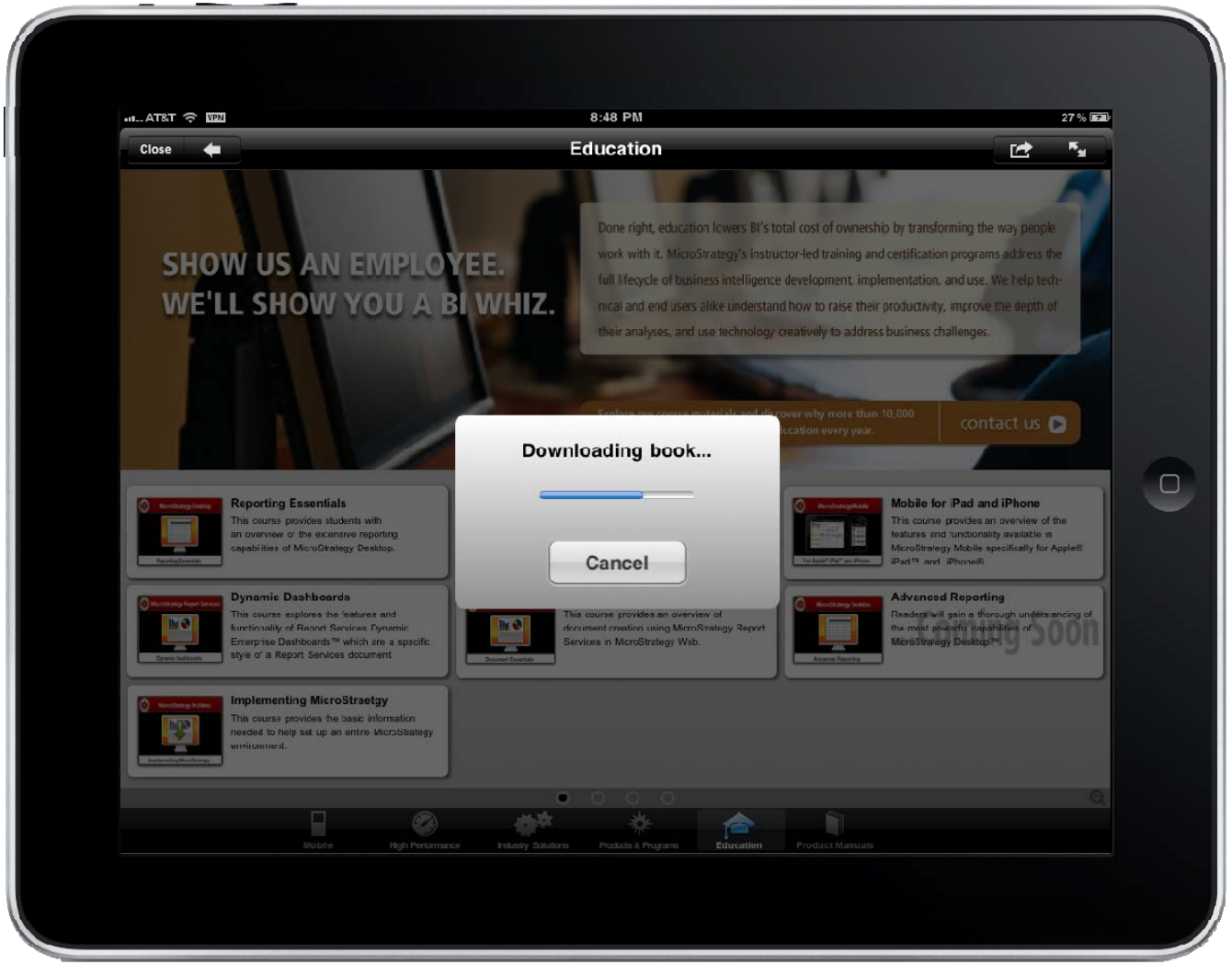


Information Functionality: In-App PDF Reader



Information Functionality: Optimized ePub Handling

Information Functionality: Optimized ePub Handling



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Information Functionality: Optimized ePub Handling

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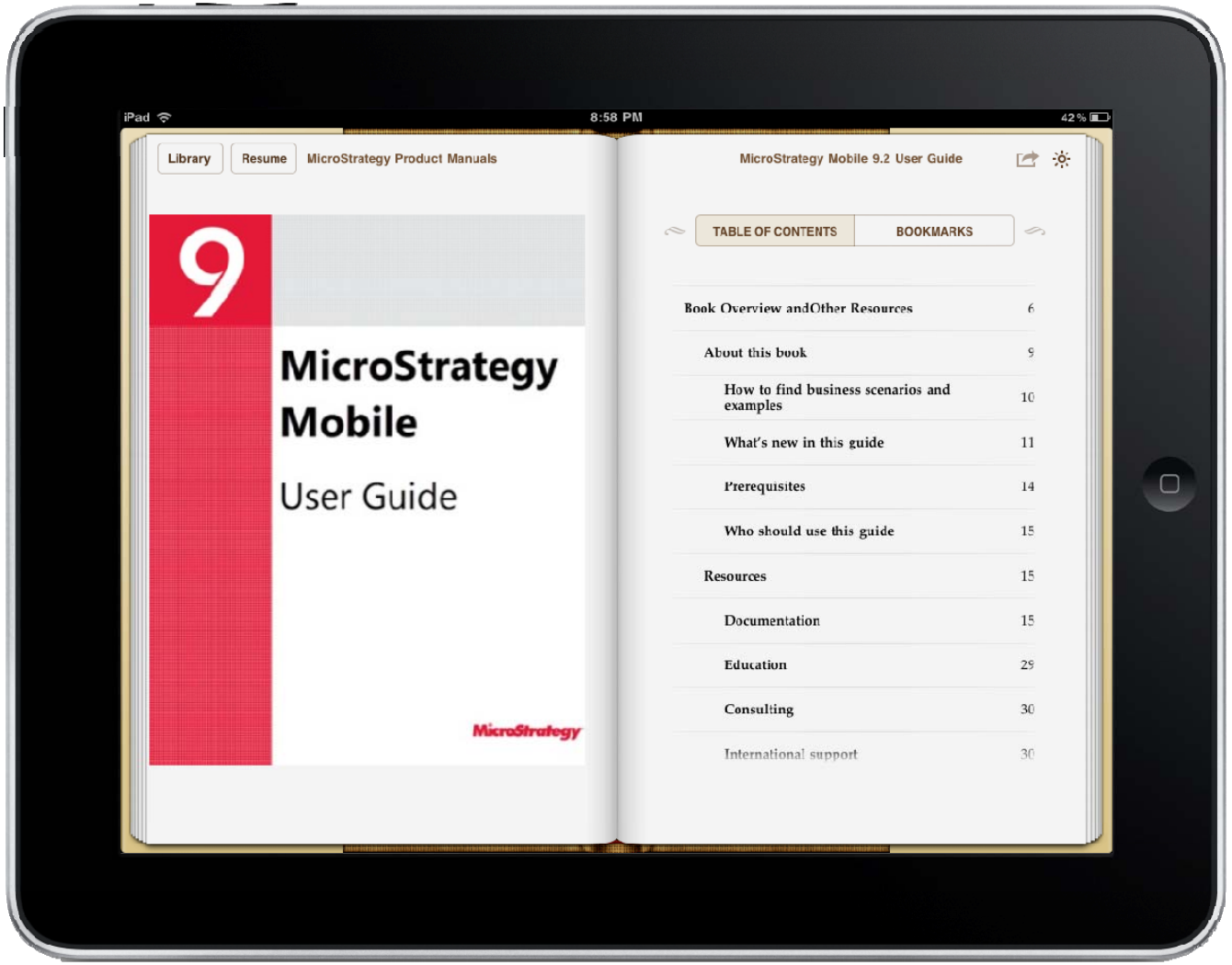
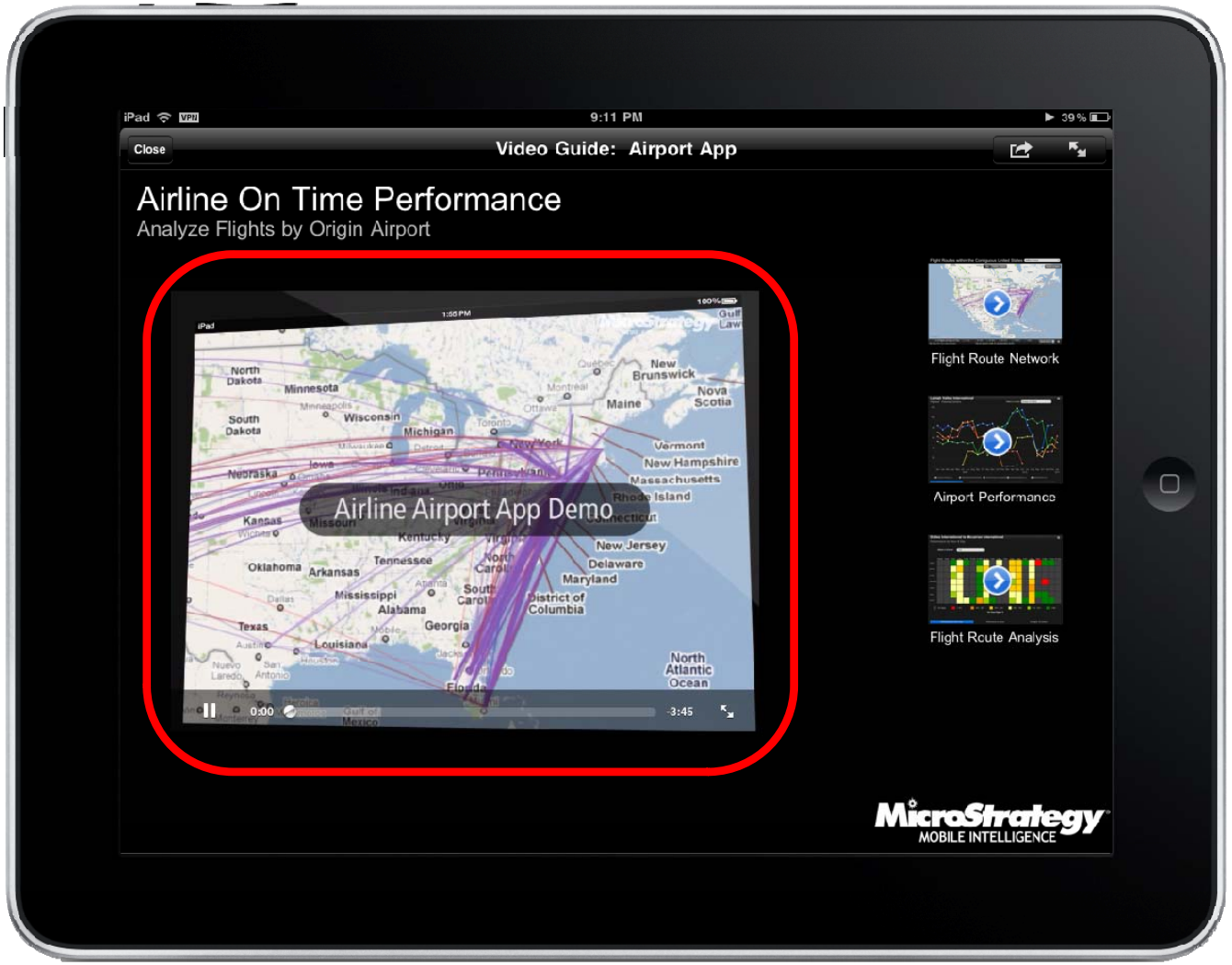


Information Functionality: HTML Containers



Information Functionality: Map Visualization

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Information Functionality: Map Network Visualization

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Information Functionality: Map Network Visualization

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Three Programs to Help You Get Started Today

Fast Software

25 Free Licenses

MicroStrategy Mobile Suite™

Simply download, install and start building great Information-driven apps

Components:

- 25 named users – FREE
- Training and support – FREE
- Community access – FREE

Fast Implementation

Expert Assistance

Mobile QuickStrike™

A ten day focused engagement, delivered by mobile BI experts

Deliverables:

1. Production mobile BI app
2. App design storyboard
3. Video of the new app

Fast Education

Free Hands-on Class

Intro2Mobile™

An introduction to Information-driven Apps using MicroStrategy Mobile

Content:

- Concepts and features
- Hands-on exercises
- Build a mobile app

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A Faster Way to Visualize Business Data

Upcoming Events

MicroStrategy Webcast
May 18, 2011

- Free online event
- See demonstrations of the latest features and capabilities
- Participate in live Q&A with product experts

MicroStrategy BI Forum
May – June 2011

- Half-day, free event
- Hear about our 2011 initiatives
- Excellent opportunity to spend a morning with MicroStrategy Execs and Product Management

MicroStrategy World 2011
11 – 14 July 2011 | Monte Carlo

- Visionary Keynotes
- Latest in Mobile Intelligence and BI
- Technical and Customer Sessions
- Networking Opportunities
- Technology Futures Presentation

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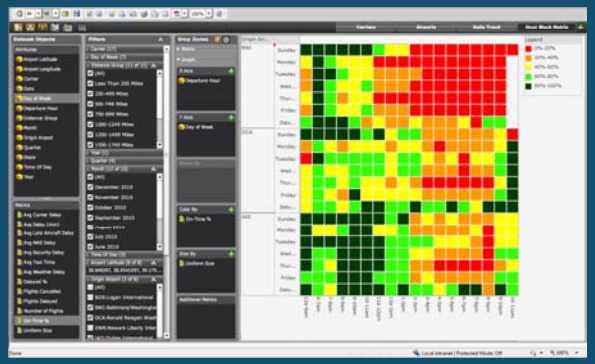
Introducing a Faster Way to Visualize Your Business Data



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