

# CONFIDENTIAL

The MicroStrategy logo is displayed in a large, bold, red font. It features a stylized sunburst icon above the letter 'i' in 'Micro'. The word 'Strategy' is in a script-like font, while 'Micro' is in a bold sans-serif font. A registered trademark symbol (®) is at the end.A faint, light gray reflection of the MicroStrategy logo is visible below the main logo, mirroring its shape and text.



**Trouble ahead:  
Social and Mobile BI mean for your business?**

**Christian Langmayr**  
Director Marketing Central EMEA

# Agenda

Who is MicroStrategy?

What is going on out there?

What does this mean for my company?

How can I solve this, quickly...

# MicroStrategy is a leading Vendor of Enterprise Software in the Business Intelligence Market

**Largest** independent public  
BI Vendor (NASDAQ: MSTR)

**20-Year** of focus on BI  
Software for large Databases

Millions of User in more than **3.600** Organizations  
an **20** Industries in 23 Countries

May be better in a video...

# MicroStrategy is used by leading companies in all industries for the most advanced Business Intelligence Solutions

<b>Retail</b> <b>8 of the Top 10</b>	      
<b>Financial Services</b> <b>12 of the Top 20</b>	      
<b>Telco &amp; Media</b> <b>10 of the Top 10</b>	        
<b>Pharmaceuticals</b> <b>9 of Top 10</b>	       
<b>Manufacturing</b> <b>8 of Top 10</b>	     
<b>Consumer Packaged Goods</b> <b>6 of Top 10</b>	      
<b>Governments</b> <b>Federal, State, and Local</b>	      

# Agenda

Who is MicroStrategy?

What is going on out there?

What does this mean for my company?

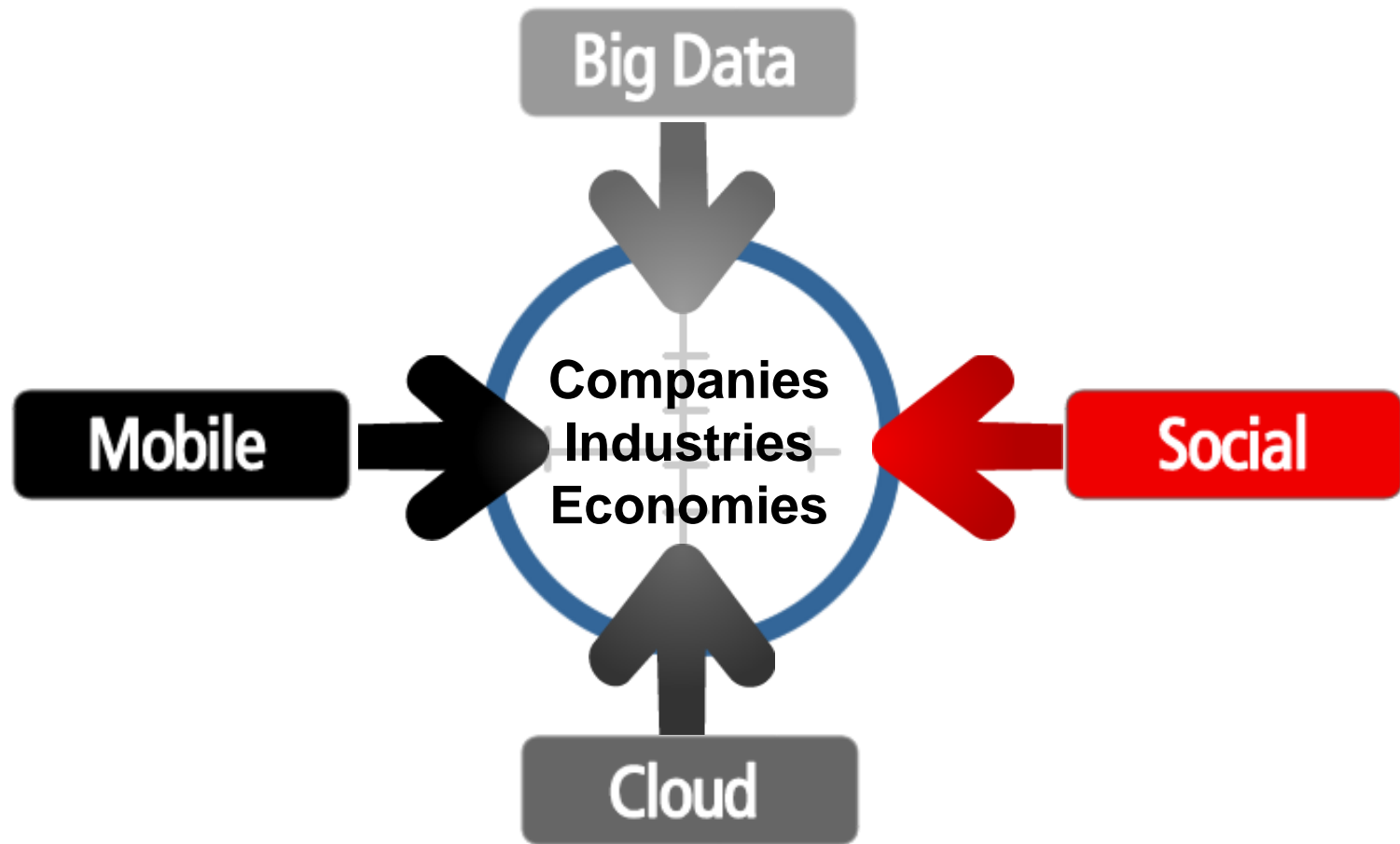
How can I solve this, quickly...

# 2011 is the Beginning of a Transformational Era

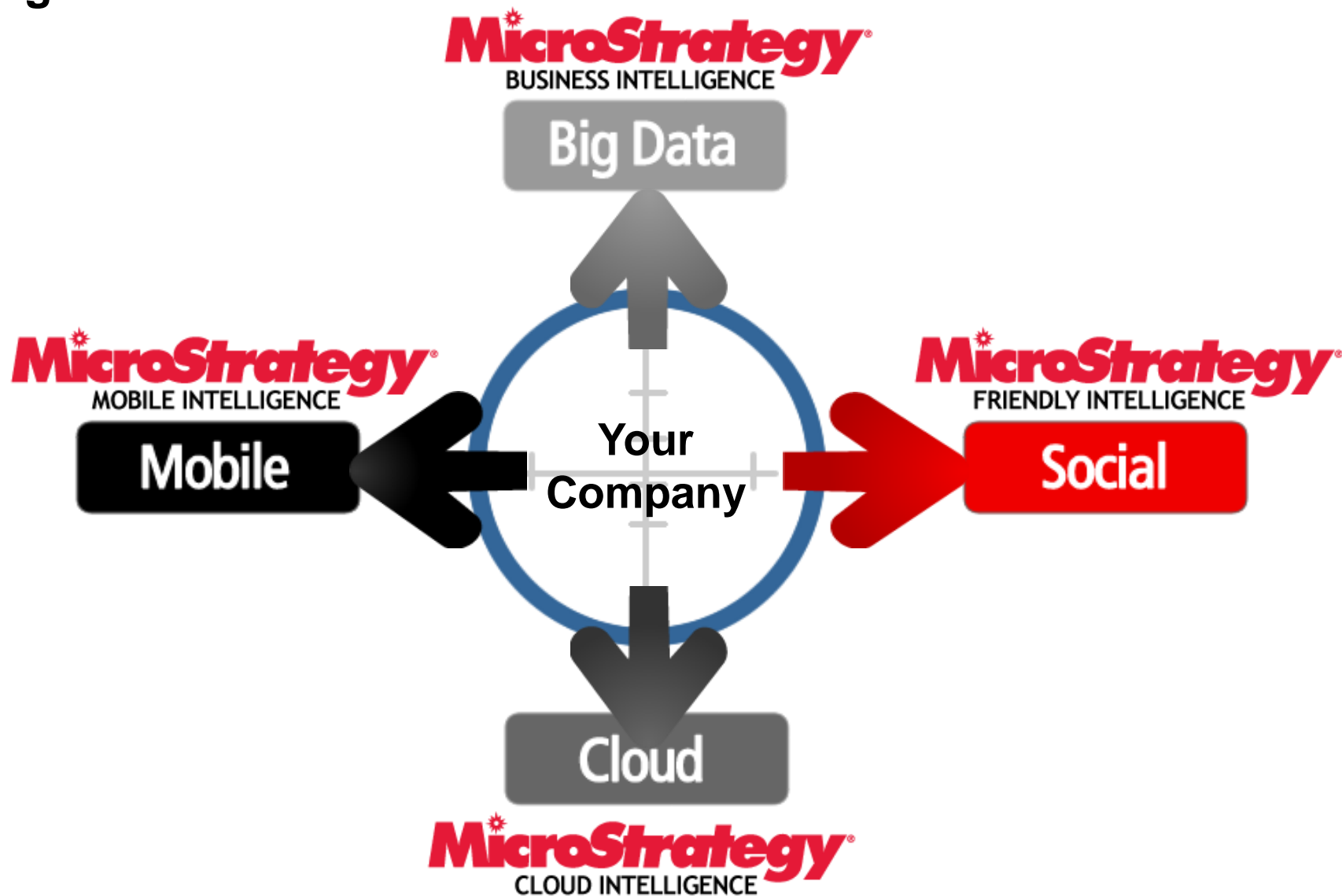




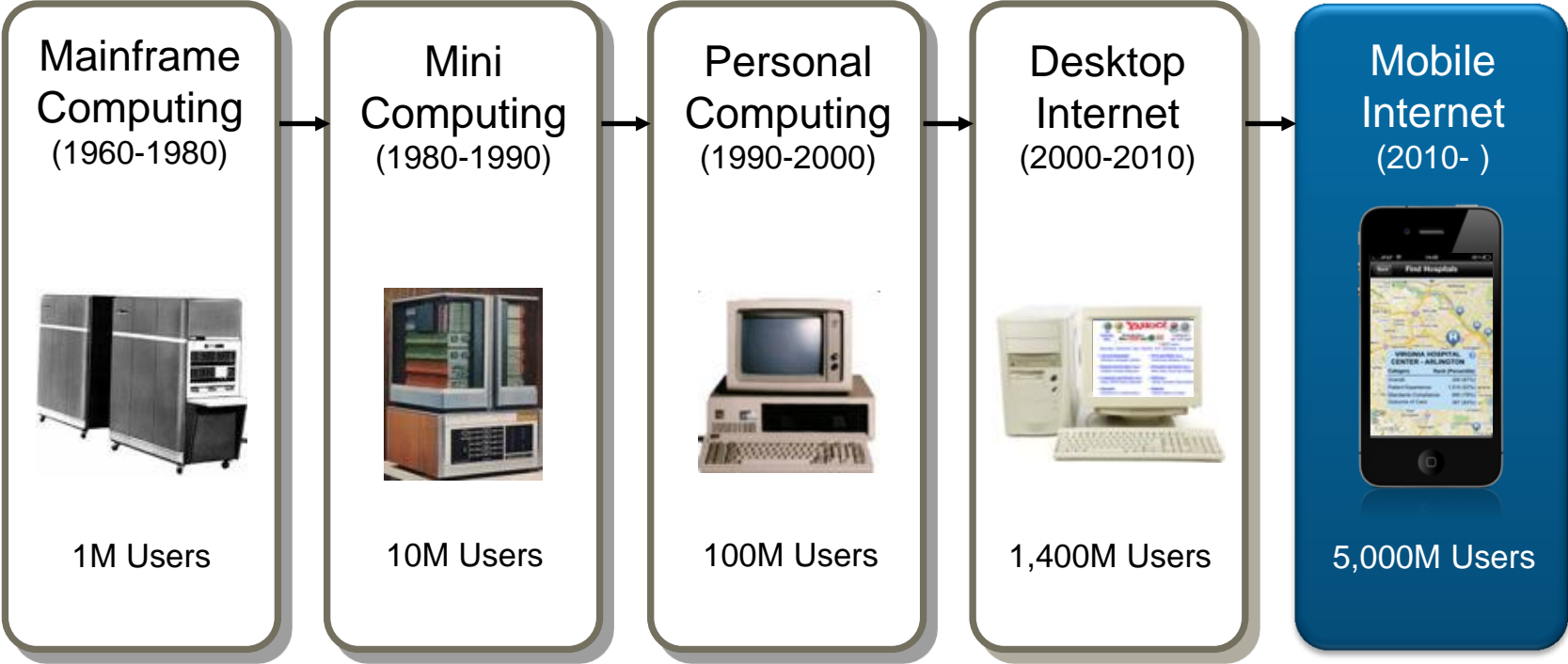
# Four Unprecedented Megatrends Are Reshaping Companies, Industries, and Economies



# MicroStrategy Enables Companies to Capitalize on these Four Megatrends



# The Fifth Wave of Information Technology Will Dwarf All Previous Waves



Source: Morgan Stanley, The Mobile Internet Report

Global shipments of smart phones & tablets are expected to **exceed** that of PC's & laptops in Q3 2011

### Cloud Service Demand is High and Growing Fast

Spending on public Cloud services is growing **6x faster** than IT spending generally.

By 2014, **31% of net new IT spending** will be invested in the public Cloud.

By 2014, the total market for public Cloud services will be **\$56B**, up from just \$17B in 2009.

Source: IDC, June 2010.

# Enterprises Must Embrace the Social Phenomenon Because...

## It's Where All the People Are

### Facebook Users

750M Total Users



**Facebook Attention**

62 Min. / Day

### Facebook Traffic

38% of all Web Page Visits Are from Links on Facebook

## It's Where All the Personal Data is



## It's Where All the Connections Are

Each of 750M People Connect With

**130 People**

**80 Groups & Events**

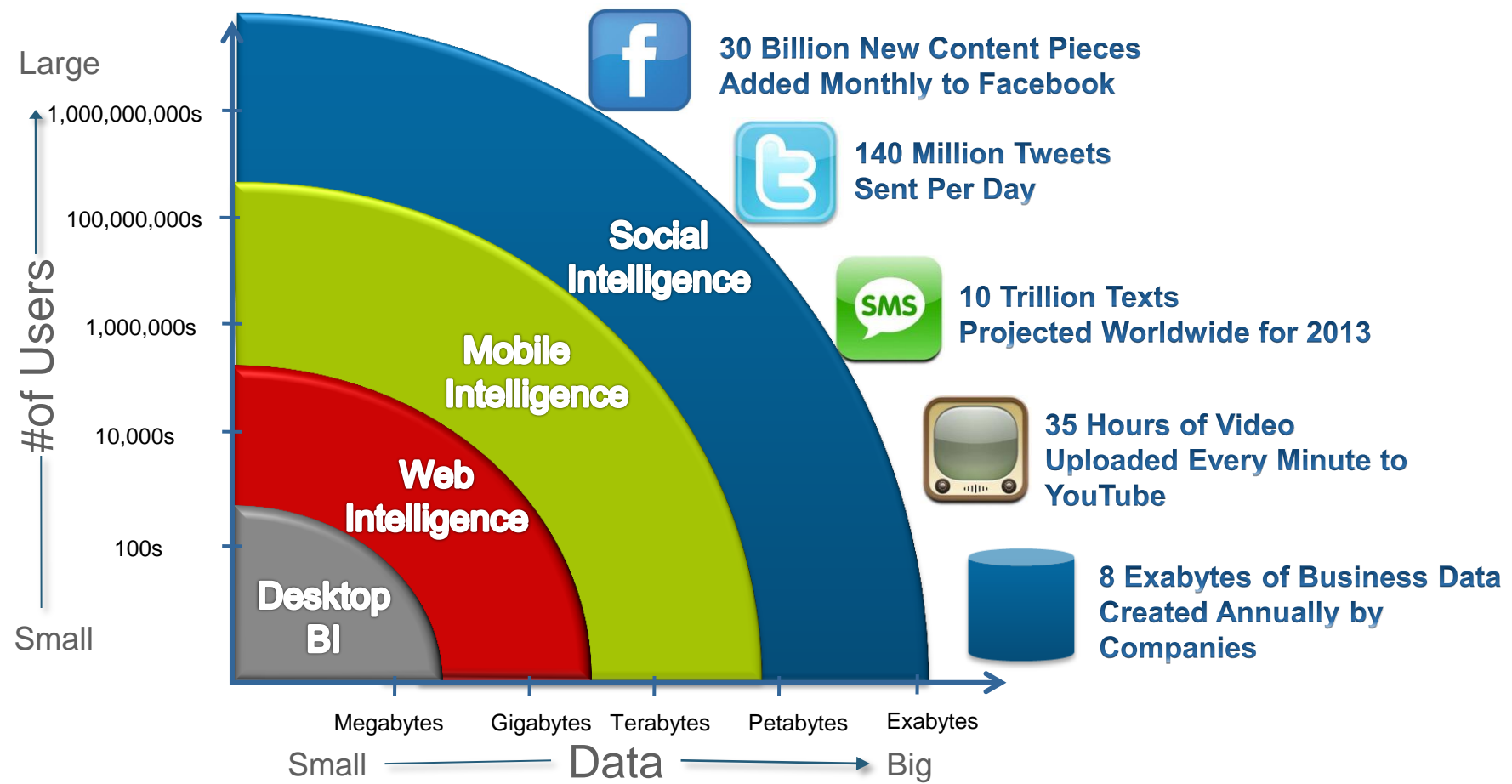
**9 Favorite Brands**

...however, **79%** of executives agree that they **don't understand** how best to use social media yet

BIG DATA

TRENDS

More Sophisticated Systems are Required to Manage Larger and More Complex Big Data



In 1990, the Largest BI Database was 200GB  
In 2011, Kids Upload 200GB Videos Everyday

# Agenda

Who is MicroStrategy?

What is going on out there?

What does this mean for my company?

How can I solve this, quickly...

# And again....





# Mobile Software Will Replace Everything that People Write, Carry, and Touch Today

## Everything People **Write**, **Carry**, and **Touch** Today

- 
- Cash
  - Credit Cards
  - Security Cards
  - Key Cards
  - Keys
  - Camera
  - Album
  - Radio
  - Receipts
  - Notes
  - Tickets
  - Loyalty Cards
  - Insurance Cards
  - Maps
  - Contacts Book
  - Diary
  - Family Photos
  - Mp3 Player
  - Drivers License
  - Data Storage
  - Watch/Alarm
  - Calculator
  - Letters
  - Memos
  - Newspaper
  - Magazines
  - Business Cards
  - Junk Mail
  - Bills
  - Invoices
  - Sales Reports
  - Financial Reports
  - Expense Reports



Replaced  
by  
Mobile  
Software



# Entire Industries Are Being Reshaped by Mobile Software

Traditional  
Retail



Online  
Retail



“Hijacked”  
Retail



# MicroStrategy Mobile App Platform Delivers All Three Core Capabilities of Mobile Applications

## Intelligence



## Transactions

The tablet screen shows a 'MicroStrategy Events Registration' application. It features a 'New User? Create an Account and Register.' form with fields for 'First name', 'Last name', 'Email address', and 'Company'. To the right of the form is a section titled 'Intro To Mobile' with a video player showing a map. The email address 'howen@MicroStrategy.com' is entered in the 'Email address' field.

## Multi-media



## Platform Approach

- No Coding or Technical Skill Required
- More Apps in Less Time
- Enterprise-caliber: *Performance, Security, Scalability*

# Embed Transactions into Your Mobile Apps with MicroStrategy

- Write to ERP systems
- Write to CRM systems
- Write to operational databases
- Write to data warehouses
- Submit new data
- Update existing information
- Wide Range of input form types
- Image uploading



Time Off requests

Customer support interaction

Direct mobile payment solutions

Mobile coupons

Purchase Order entry

Employee reviews

Customer loyalty apps

Expense Management entry

Location-specific offers

Customer forums

Appointment Scheduling

Mobile tickets

# MicroStrategy Mobile Transactional Apps Connect to Your Existing Operational Systems

## Custom Operational Systems

**Finance/Accounting**

**Human Resources**

**Manufacturing**

**Supply chain management**

**Project management**

**Customer relationship management**

**Data Services**

**Access control**

## Packaged ERP/CRM

**ORACLE®**  
E-BUSINESS SUITE



salesforce.com   
Success On Demand.™

**ORACLE®**  
JD EDWARDS ENTERPRISEONE

**SIEBEL**

PeopleSoft

Microsoft® Office  
 **SharePoint**

 Microsoft  
Dynamics

 **PRIMAVERA®**

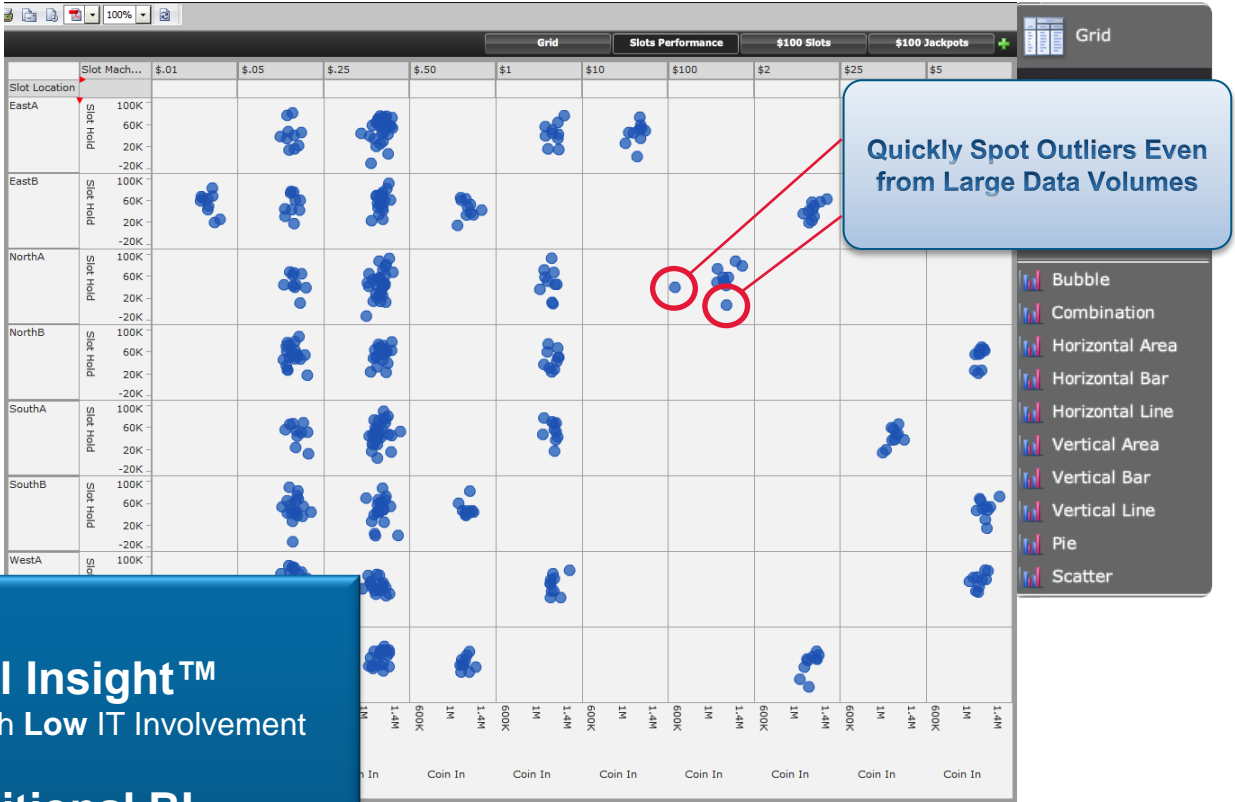
Transact with any data source using either xQuery for Web Services and SQL for database Transactions

# We Deliver the Best High Performance Business Dashboards for Your Decision Making





# Our Newest Tool - Visual Insight - Lets Everyone Explore & Understand Data Without IT Assistance



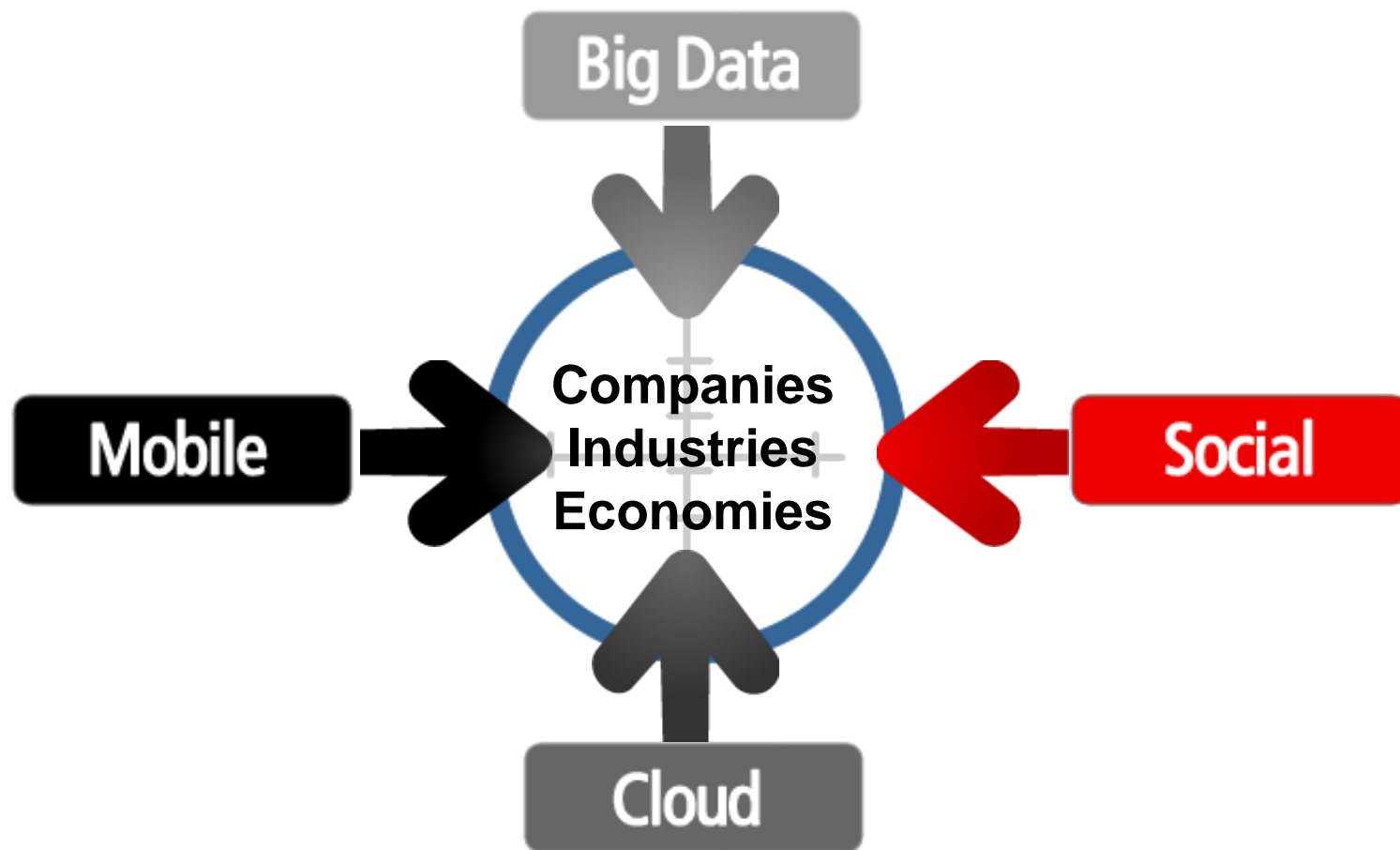
# MicroStrategy Gateway for Facebook: Our first Friendly Intelligence Offering



Harness the **Power** of Facebook Data and **Improve** Your Business



**But this means more than just technology...**



**Enterprise Business Intelligence is a political challenge !!!**

# Agenda

Who is MicroStrategy?

What is going on out there?

What does this mean for my company?

How can I solve this, quickly...

# How do I solve this quickly?

Download Mobile BI



Smarten up in Social



Rethink you business...

... what would happen if you could work mobile

# CONFIDENTIAL

The MicroStrategy logo is displayed in a large, bold, red font. It features a stylized sunburst icon above the letter 'i' in 'Micro'. The word 'MicroStrategy' is followed by a registered trademark symbol (®). The logo is centered on the page and has a faint, semi-transparent reflection below it.

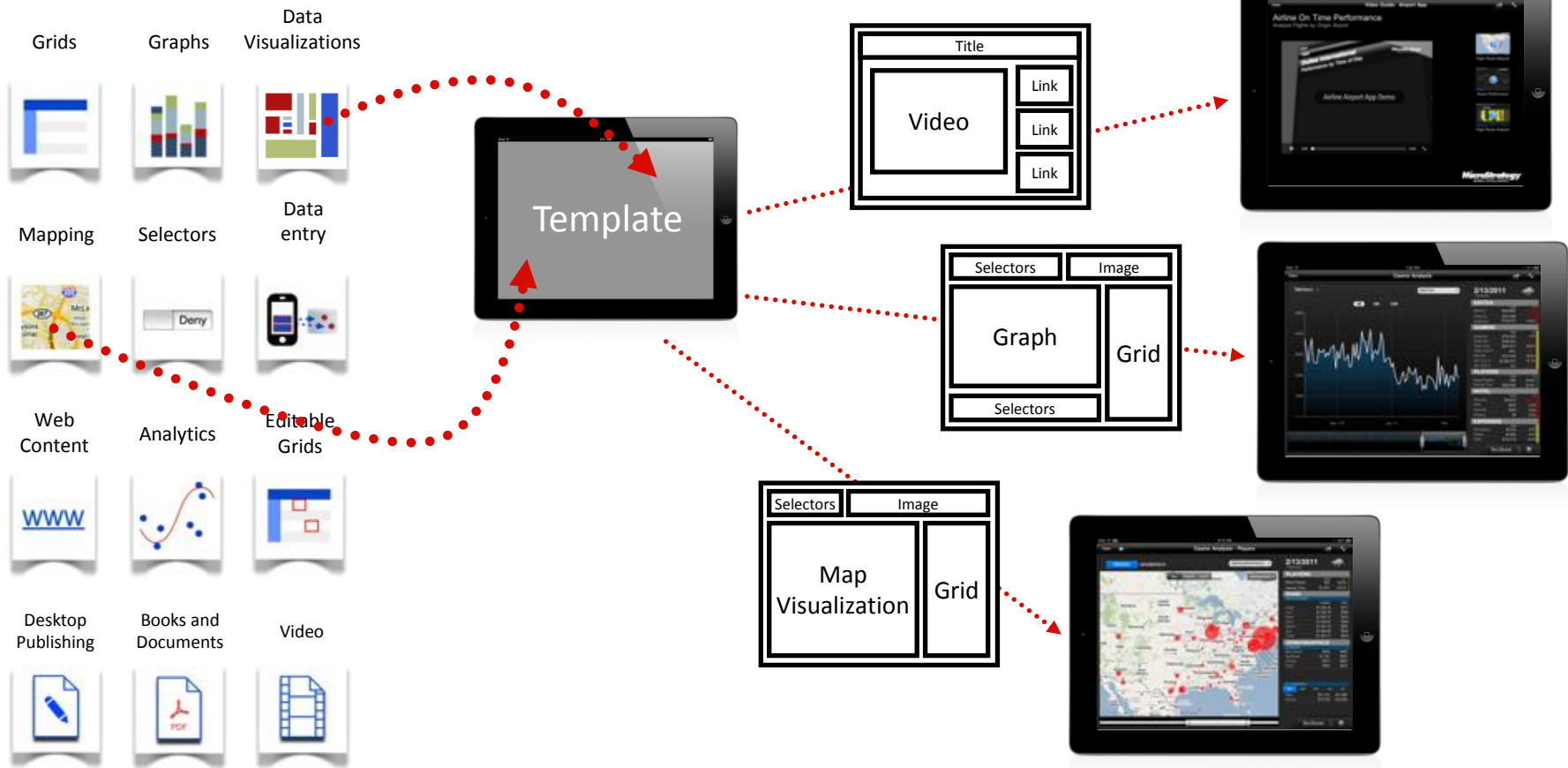
# 1. MicroStrategy Design Tools are Highly Flexible and Code-Free

1

Select from a range of Design Objects

2

Drag objects to Templates, and Define Interactivity



## 2. Device Independent Design

### Multi-Platform

### Design One App, Deploy on Multiple Platforms



### 3. The MicroStrategy Metadata Enables Easy Maintainability

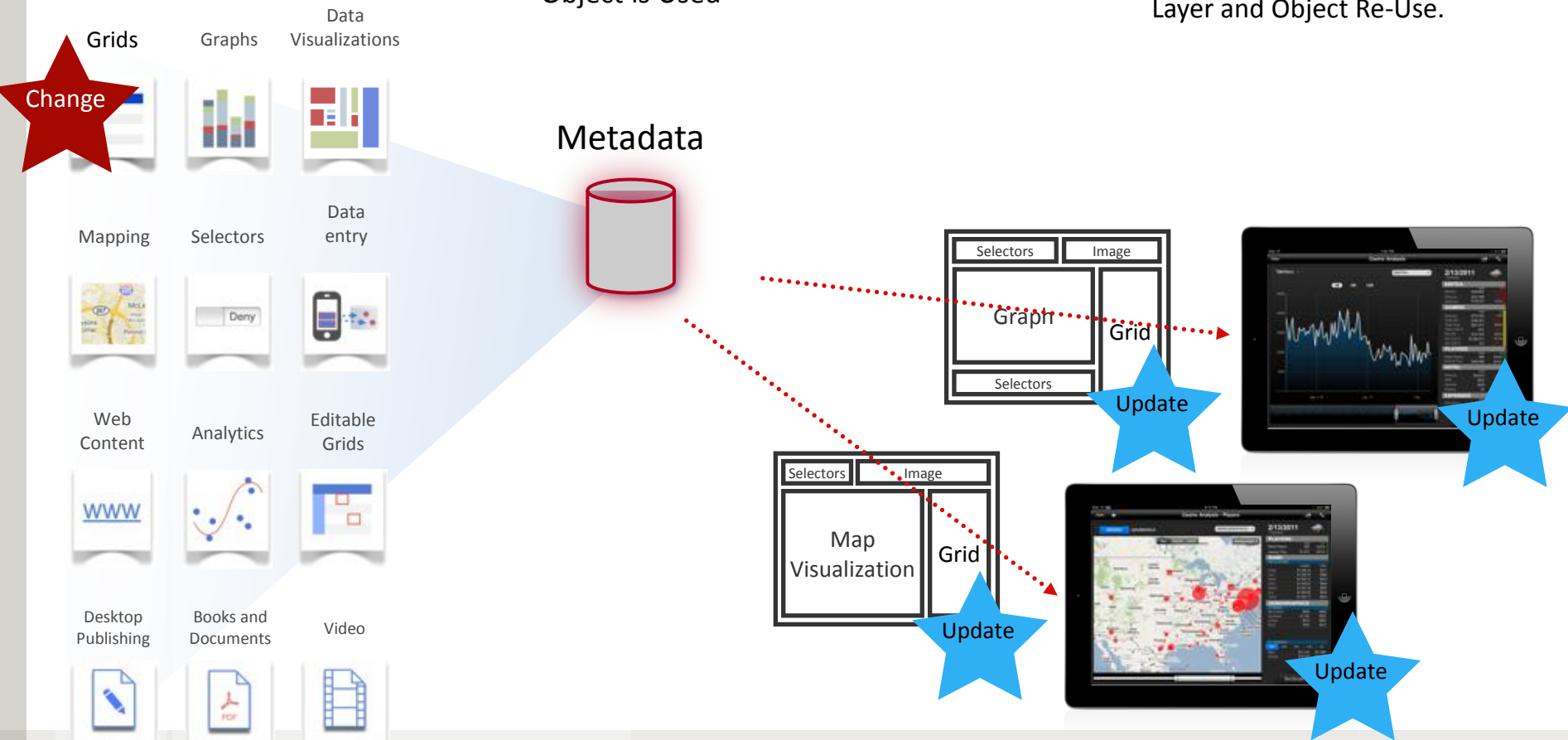
1

A Change Here

2

Is Instantly Reflected  
Everywhere That  
Object is Used

The Key to Lowest Total Cost of  
Ownership is the Metadata Abstraction  
Layer and Object Re-Use.



## 4. Rapid Development

MicroStrategy's Code-Free Platform simplifies App assembly enabling you to produce more in less time

