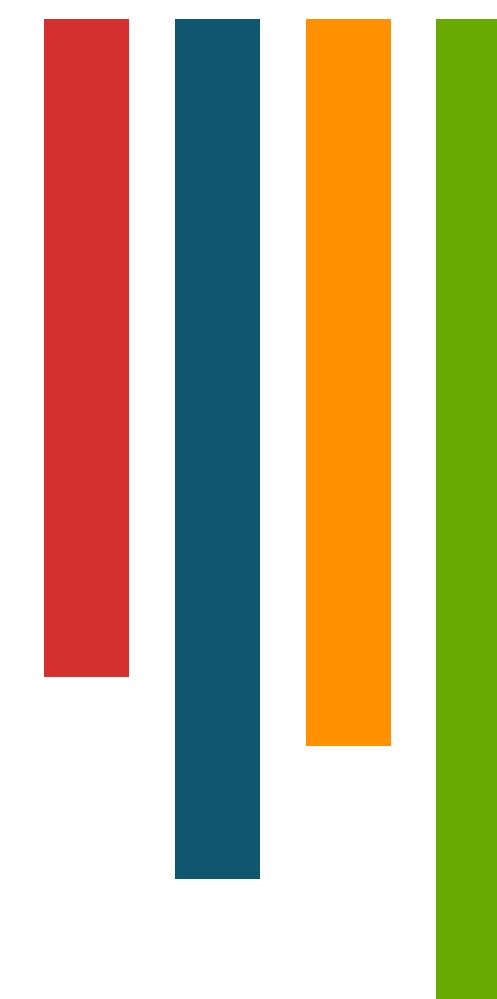




Whats New in 10, 10.1, and 10.2 - a detailed review of the new capabilities for customers upgrading from 9.x



Ani Jain
Senior Product Marketing Manager

Traditional analytics and business intelligence solutions

Agility

or

Governance

Traditional analytics and business intelligence solutions

Ease-Of-Use

or

Enterprise-ready

**Great for the
business user**

or

**Great for
IT**

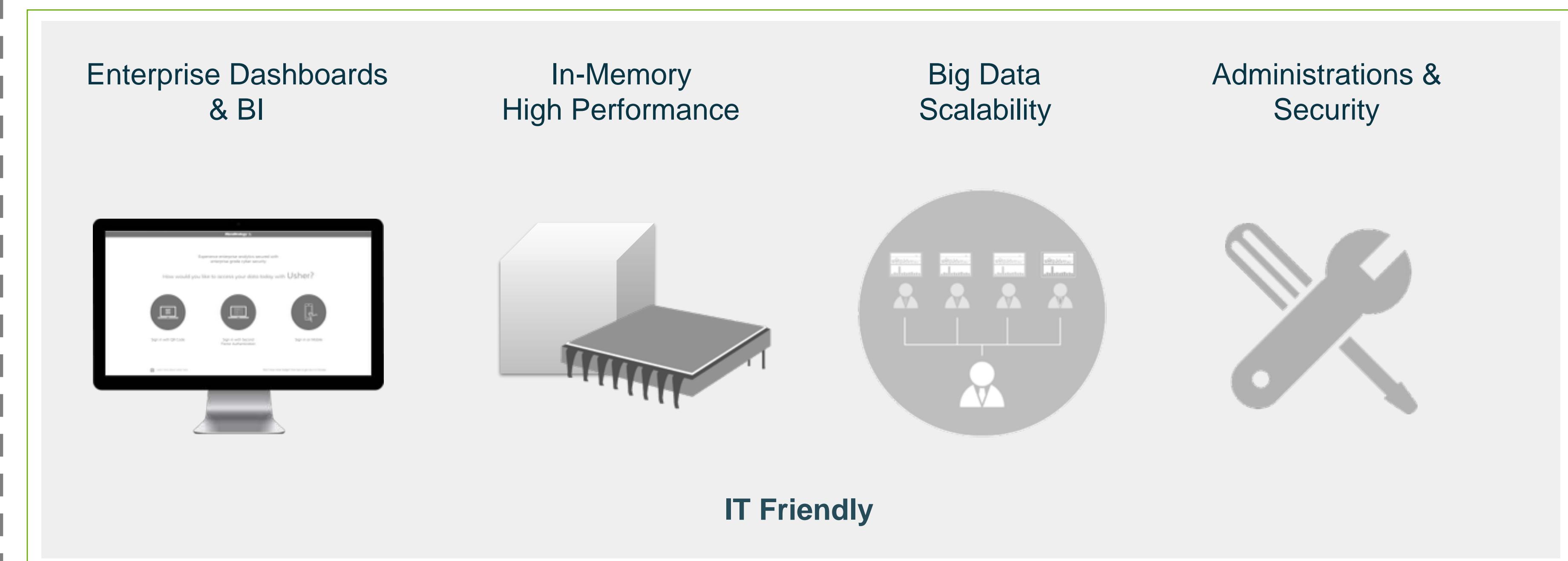
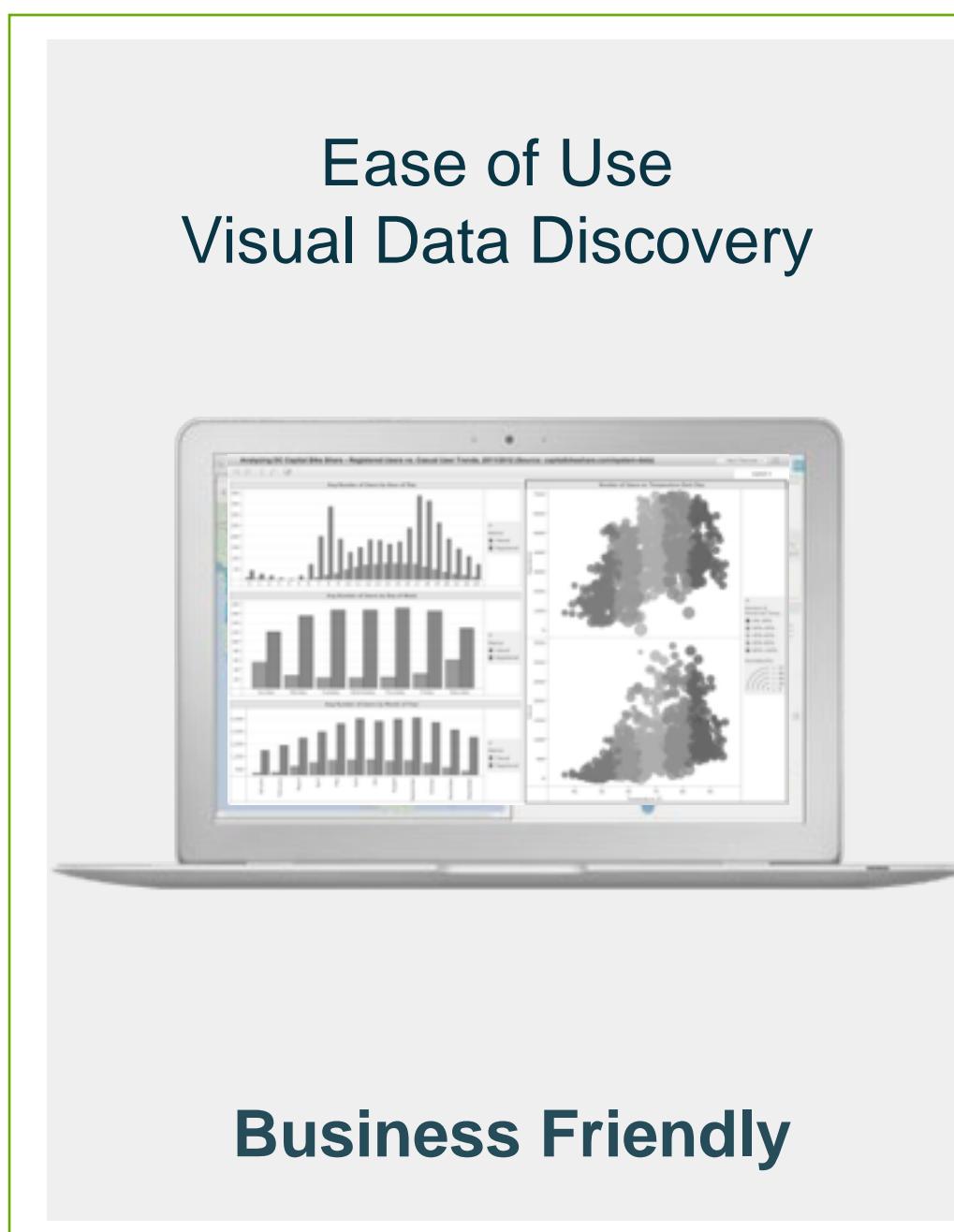
Traditional analytics and business intelligence solutions



For the first time ever, MicroStrategy 10 offers an analytics platform that combines a **delightful, easy, empowering user experience** together with **enterprise-grade performance, management, and security** capabilities.

The Old Model

Separate disconnected tools for data discovery and enterprise reporting - often from different vendors - with no chance of enterprise scale or toolset integration.



The New Model

Tight Integration of Agile Analytics and Production BI in a single platform

Move Seamlessly between Styles

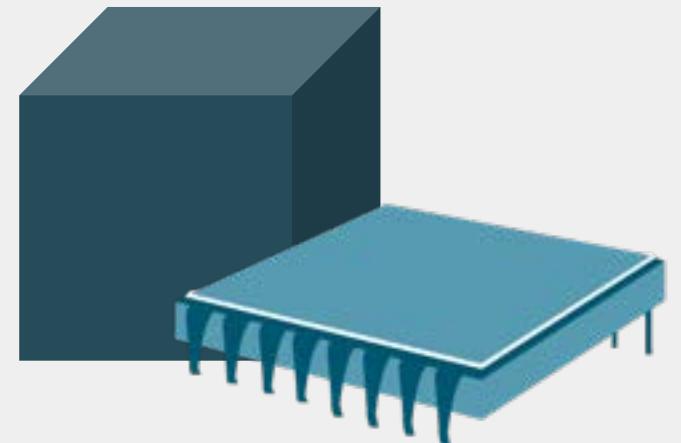
Data Discovery and Visualization



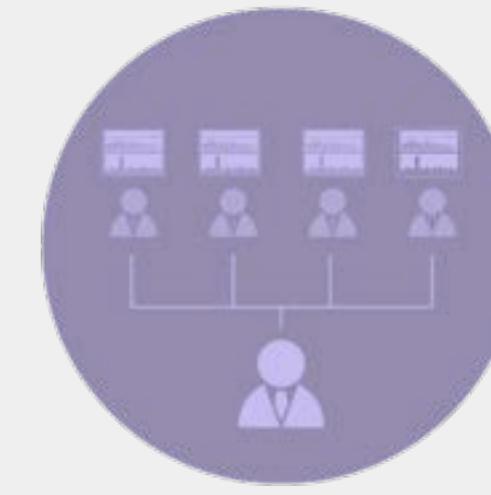
Enterprise Reporting and Dashboards



In-Memory High Performant BI



Scale from Departments to Enterprises



Administrations & Security



Best for Business

Best for IT



MicroStrategy 10: Integrated Family of Analytics Products



- ✓ Connected
- ✓ Disconnected
- ✓ Standalone

- ✓ Connected
- ✓ Disconnected

- ✓ Connected

MicroStrategy

Brand New MicroStrategy Desktop

Fast, easy yet powerful data discovery for business users



Now on Mac & PC

New HTML5 interface

Included Drivers

Connects to every data source

Data Blending

Data Preparation & Enrichment

Connects to server

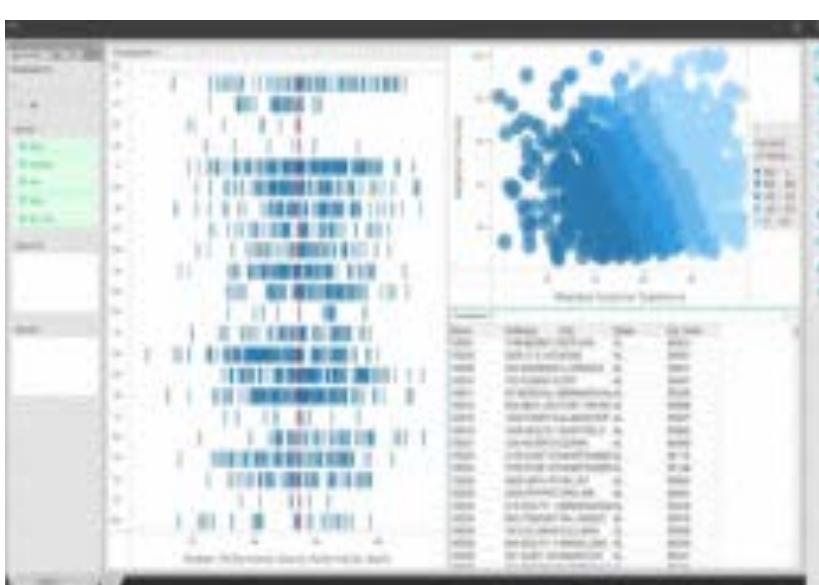
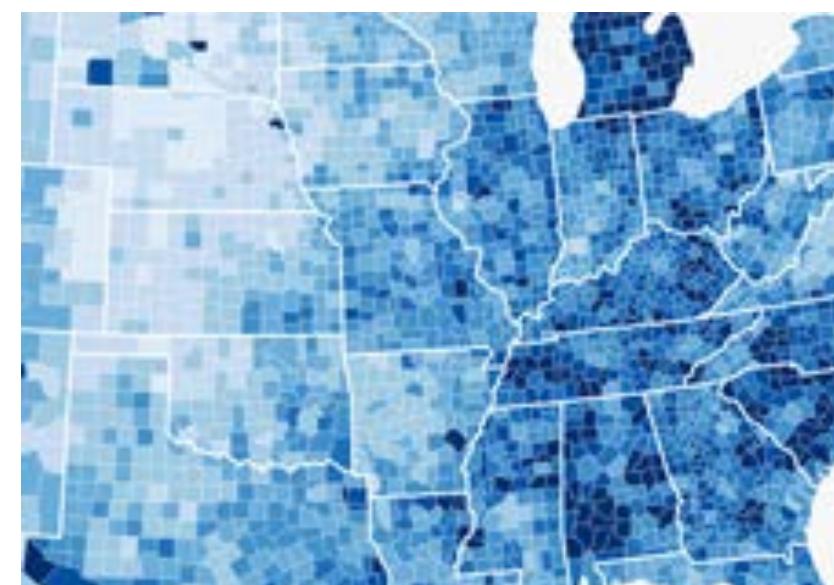
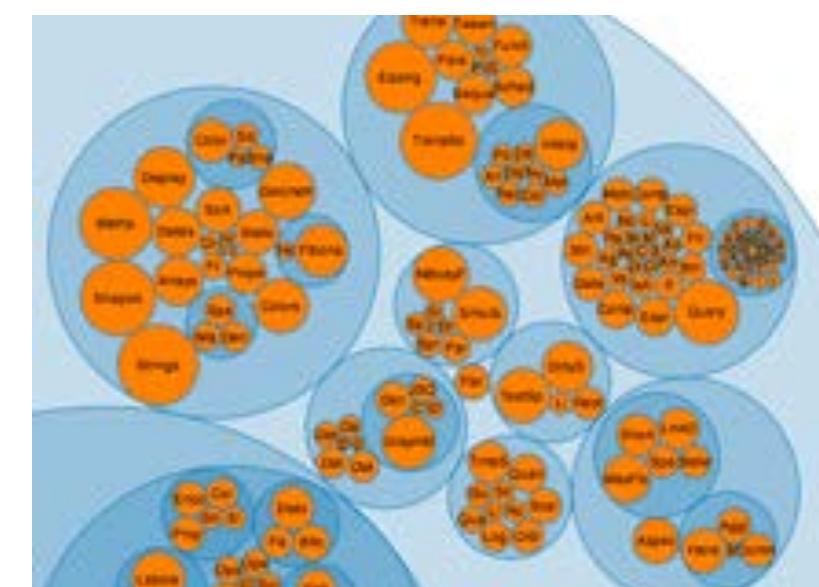
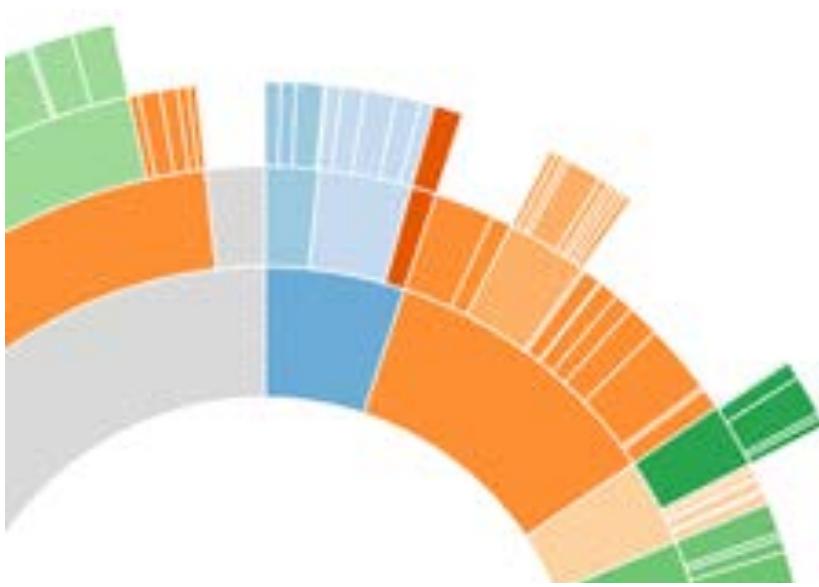
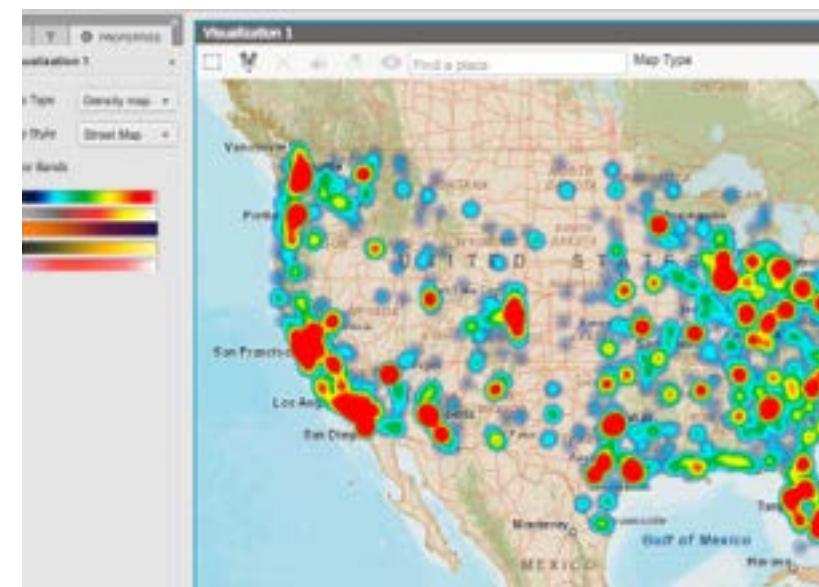
Governed Data Discovery

Powerful Advanced Analytics & R

Downloads and Installs in Minutes

New Improved Data Discovery that is Easy to Use and Stunning to View

Self-service analytics for effortless visual data discovery and data exploration



Stunning Visualizations

Advanced formatting & customization

Governed Data Discovery

Convert to production dashboards

Improved filter selectors

Trend, forecasting & reference lines

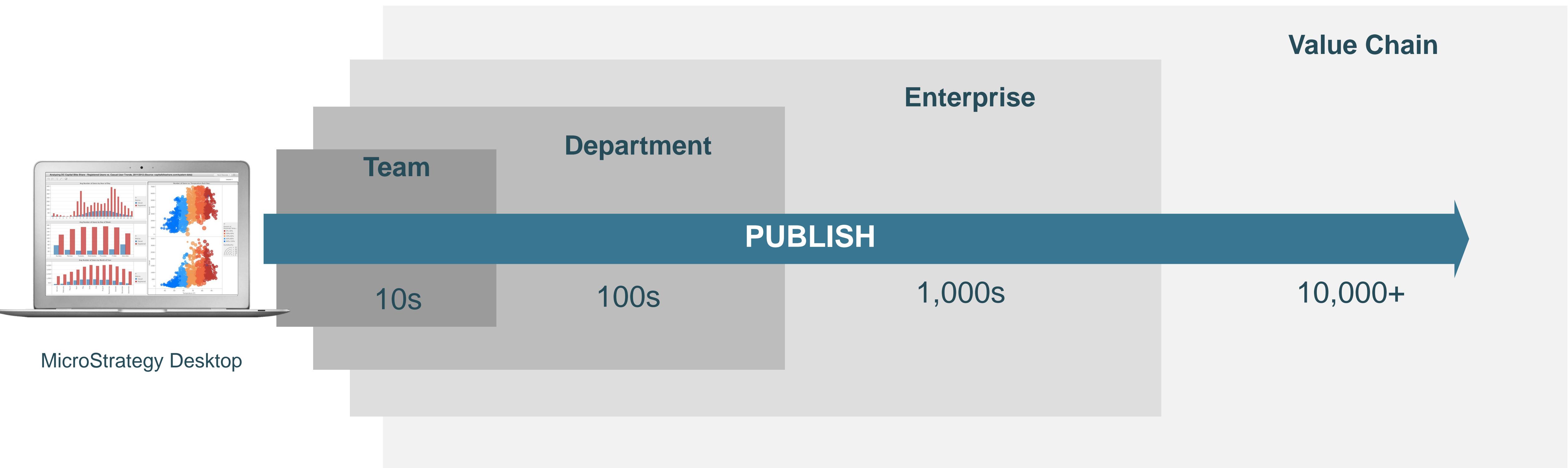
Enhanced ESRI maps & geo-coding

Extended D3 visualization

Access to Modeled data

MicroStrategy Desktop Supports Data Discovery at Scale

Start with Departmental teams and grow exponentially to publish to 1000s of users without fear



Proven Scalability

Built-in clustering, failover, and comprehensive administrative tools for performance optimization

Content Personalization

Users only see relevant data, and only access functionality they are authorized to use

In-Memory Performance

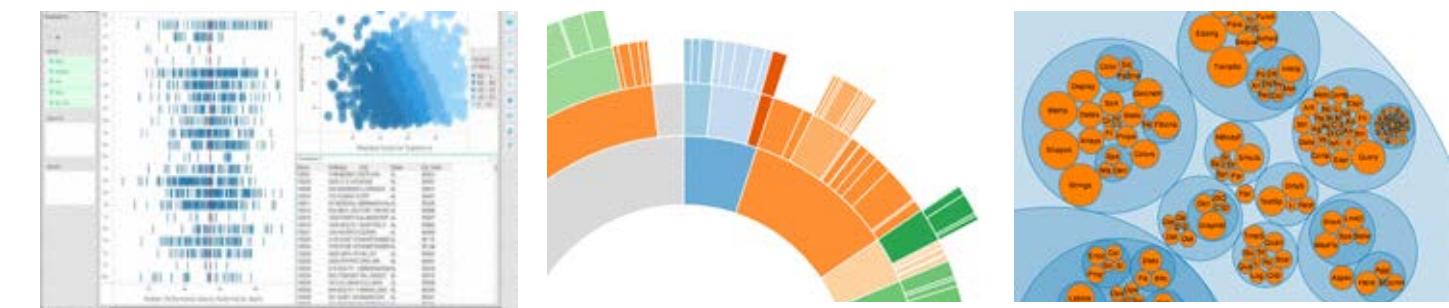
Tested sub-second response times on web and mobile, even at highest user volume

Advanced Monitoring

Admin tools to automate, report and alert on system utilization

MicroStrategy 10 is the Platform for your expanding Analytical Ecosystem

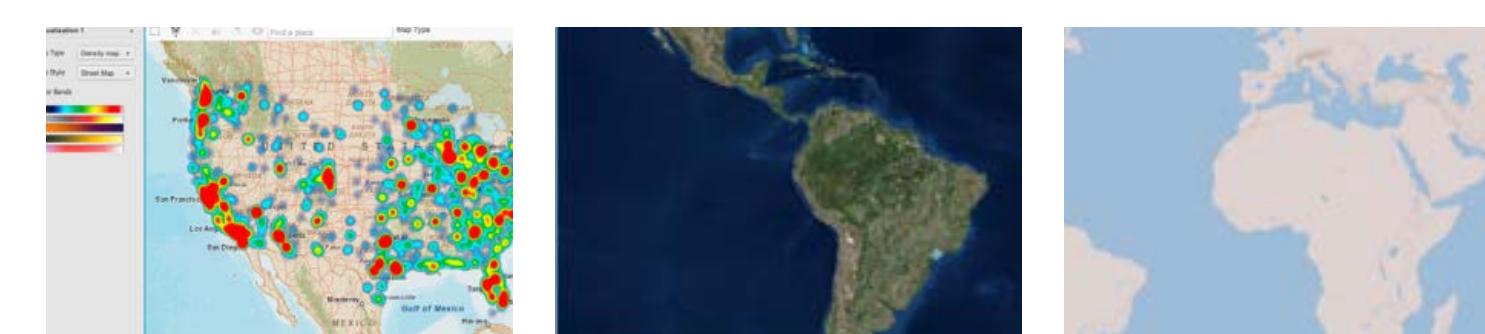
Optimized to easily use 3rd party toolkits



Data Visualization Libraries



R language for statistical computing



Geo-locational data visualizations

Plug-in and use Any Visualization from the Ever Expanding Java Libraries



Plug the most advanced statistical tools seamlessly into your BI

Extend MicroStrategy's Sophisticated Analytical Capabilities with 3rd party statistics toolkits

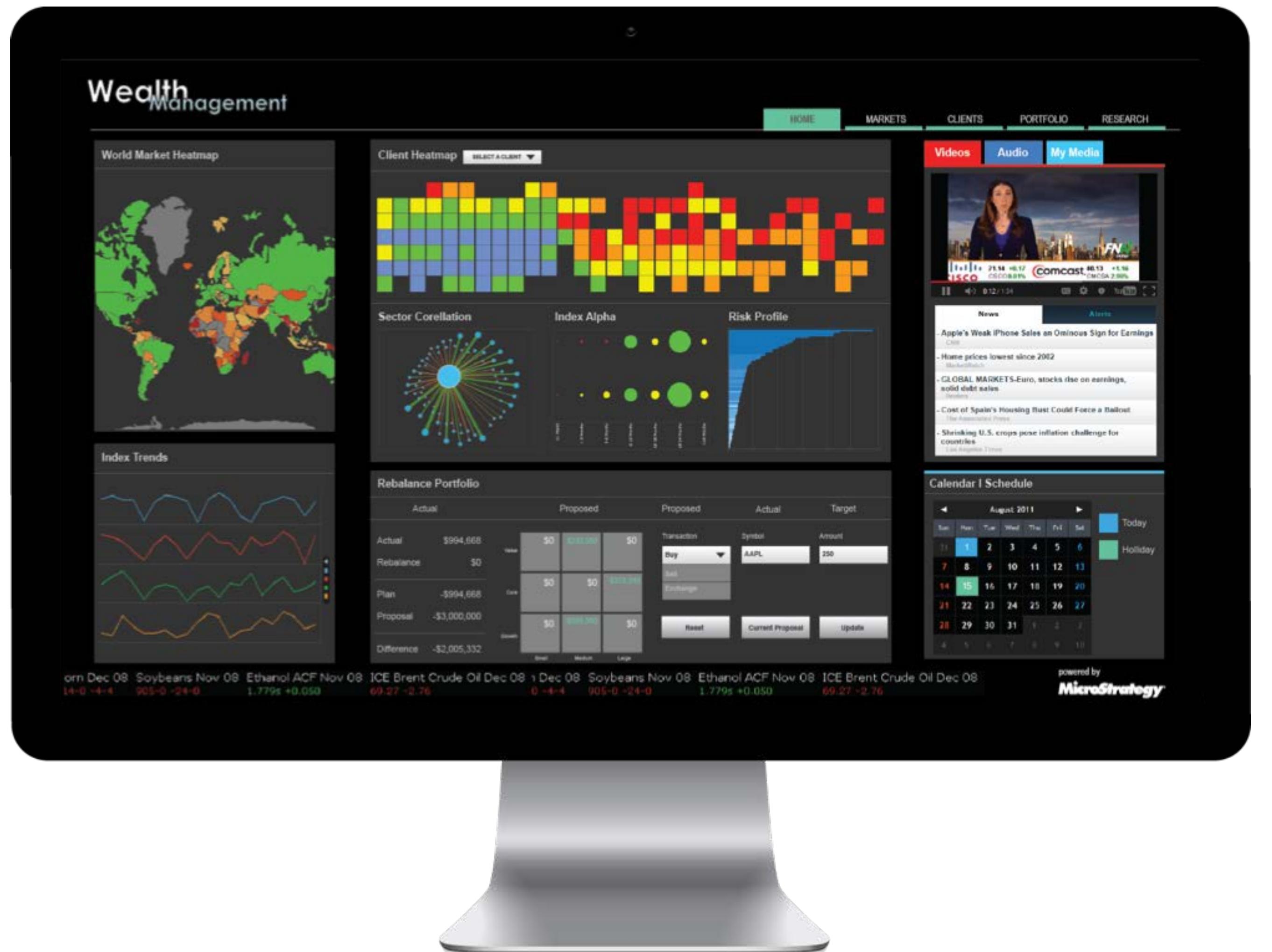


Use OOTB Mapping Capabilities to Visualize and Interact with Location Data



Amazing User Experience

Comprehensive, information-based applications with revamped user experience



Brand New HTML5 Interface

100% customized look and feel

Comprehensive data

Easy to use

Consistent User Experience

Online or via email

Multimedia

Transaction-enabled

MicroStrategy 10 lets users connect to any data, **quickly and simply.**

- 20+ new data sources make getting data quick and easy
- Build on top of other BI (BO, Cognos, OBIEE)
- Native HDFS generates Java directly against Hadoop
- Coding complexities hidden from the user, just drag and drop
- Further prepare the data as needed in MicroStrategy
- Blend Multiple data sources in-memory

Powerful Data Preparation for More Accurate Analysis

Empowering data analysts to deliver deeper insights with intuitive and integrated data wrangling capabilities

Streamlined Workflows

to parse and prepare data



Local / URL Files

Hundreds of Inbuilt Functions

to monitor and analyze data



Hadoop

Multi-Table In-Memory Support

from different sources



Salesforce

Automatically parse and prepare

data with every refresh



Twitter/Facebook

Create Custom Groups

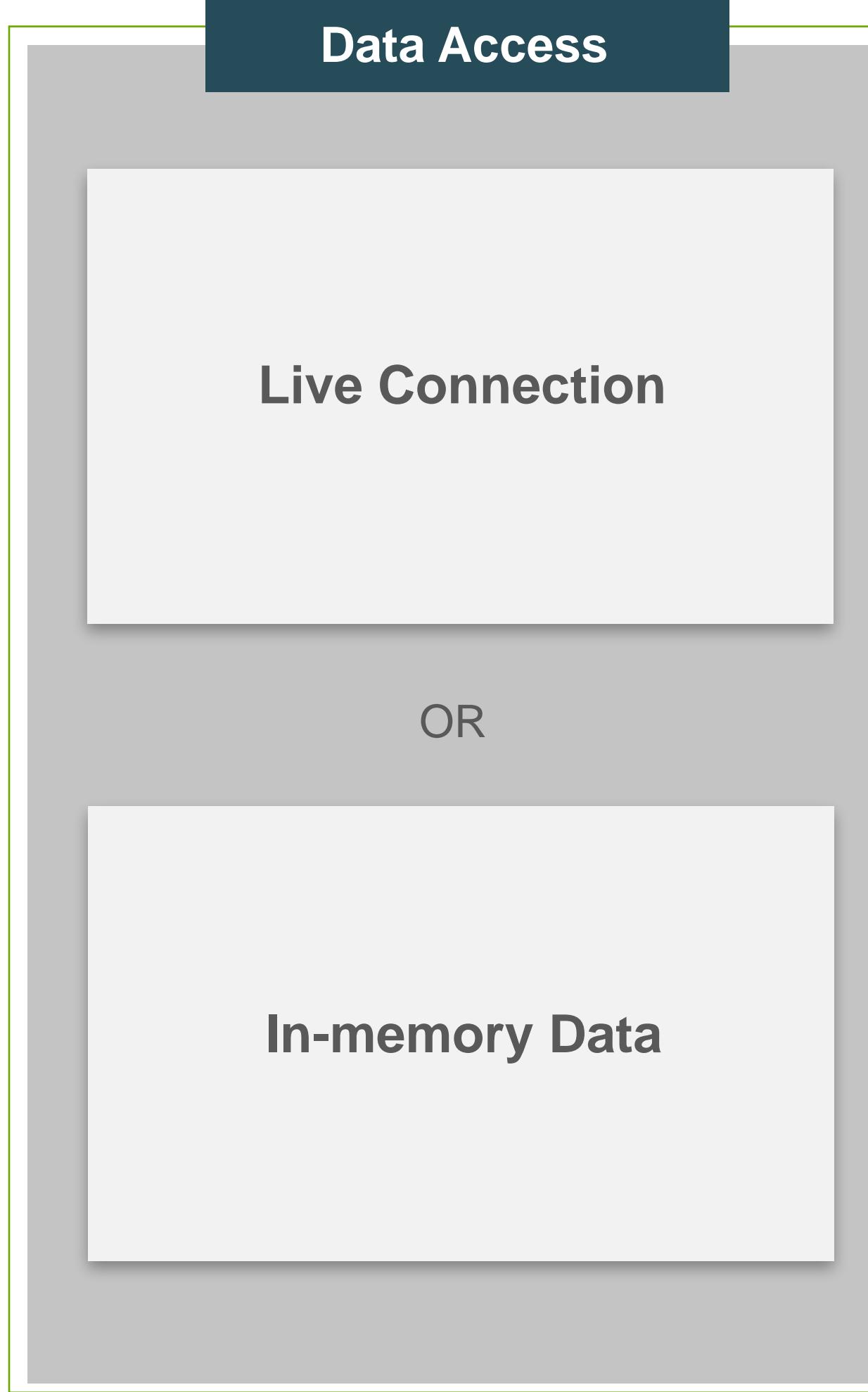
On the fly and without coding

New Integrated Data Preparation Capability

The screenshot shows the Microsoft Power BI Data Prep interface. At the top, a dark blue header bar reads "Data Preparation". Below it is a data grid with a single column labeled "Country" containing the value "Angola". A context menu is open over the first row of the grid, with "Fill Down" highlighted. To the right of the grid is a histogram titled "Height" with a x-axis range from 176.00 to 222.00. At the bottom, there is a dropdown menu with items: Pos (3), Center (57), Forward (110), and Guard (121).

Data Integration in the Hands of Every User

Access and combine data from multiple sources “on-the-fly” to drive more productivity



Source 1

Native HDFS



Source 2

SaaS Data



Source 3

Other BI Tools

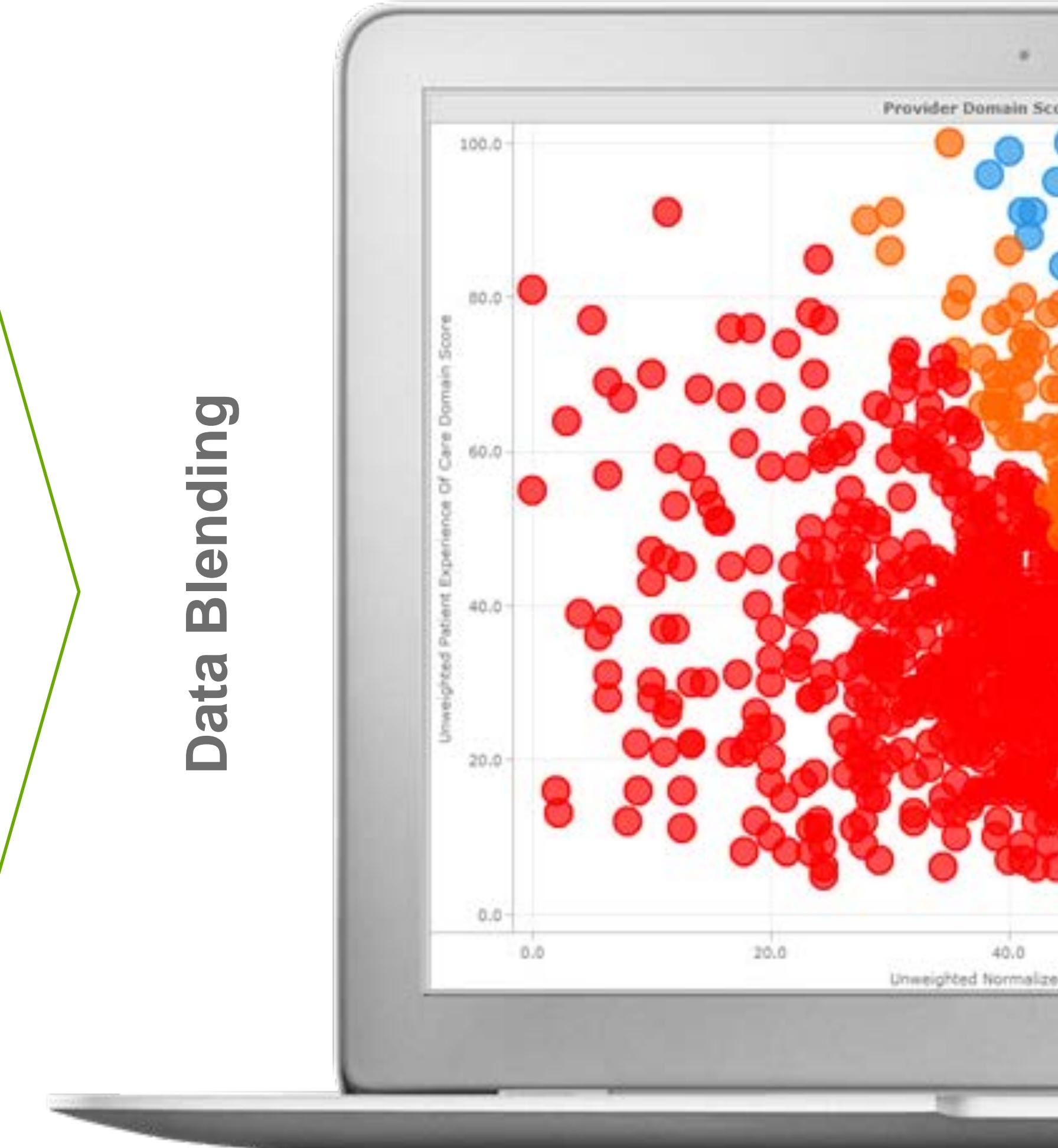


Source 4

Public Data



Data Blending



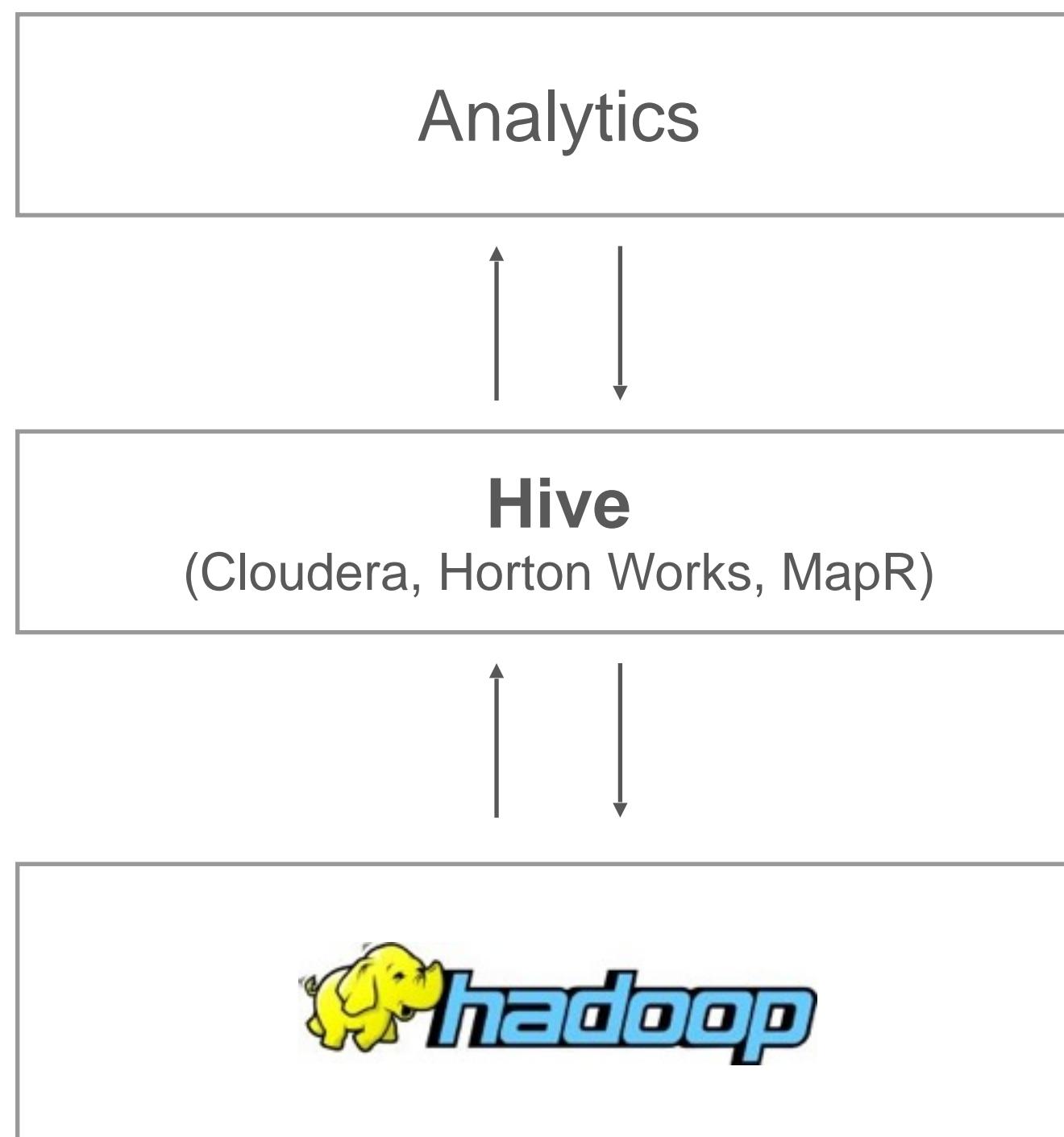
MicroStrategy 10 ♥ Big Data.

In MicroStrategy 10, a new native HDFS engine generates Java directly against Hadoop

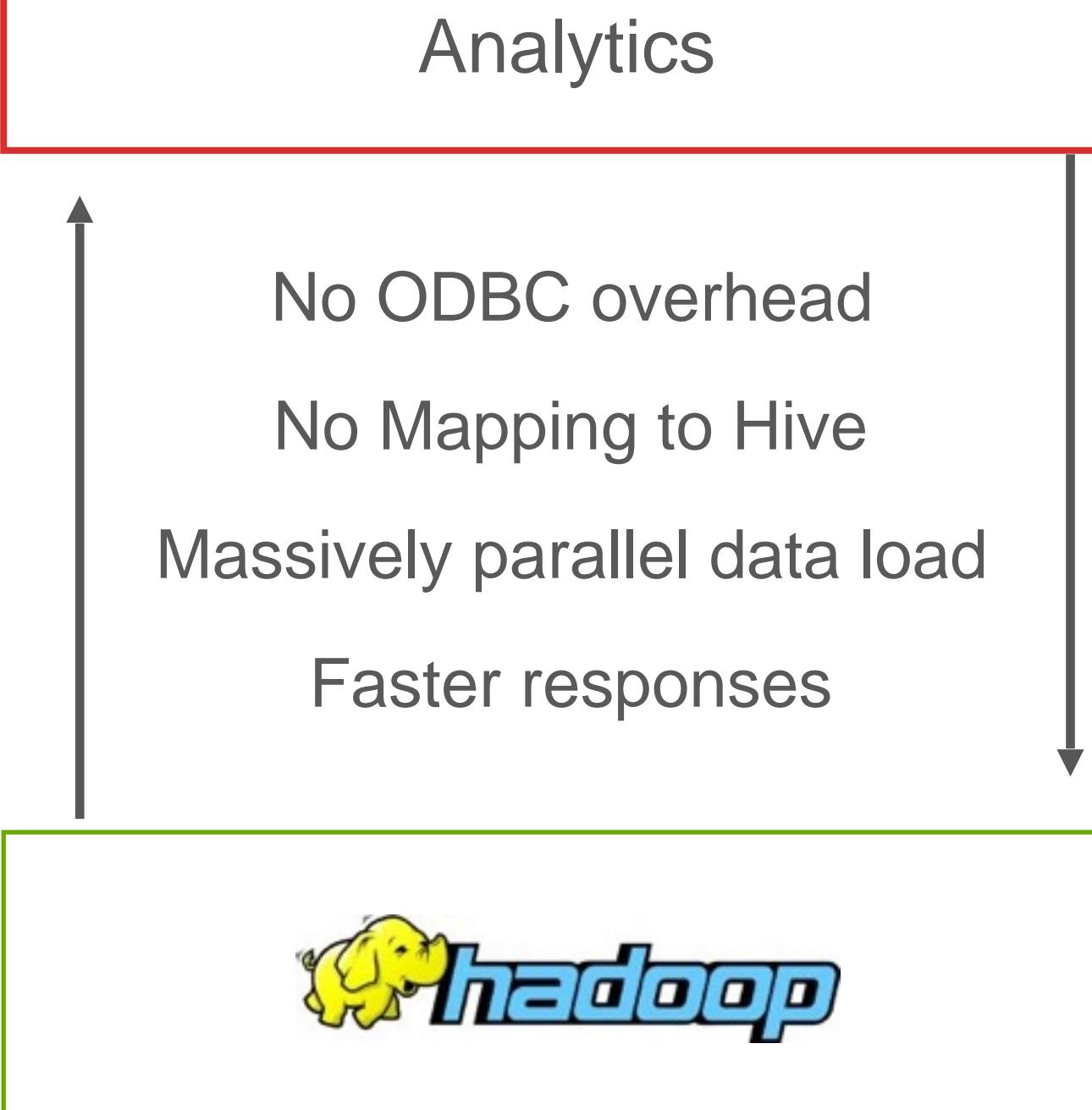
Rapidly analyze big data sources up to 50x faster than via ODBC

Native HDFS queries directly against Hadoop in addition to other ODBC options

Other analytics solutions...



MicroStrategy | 10



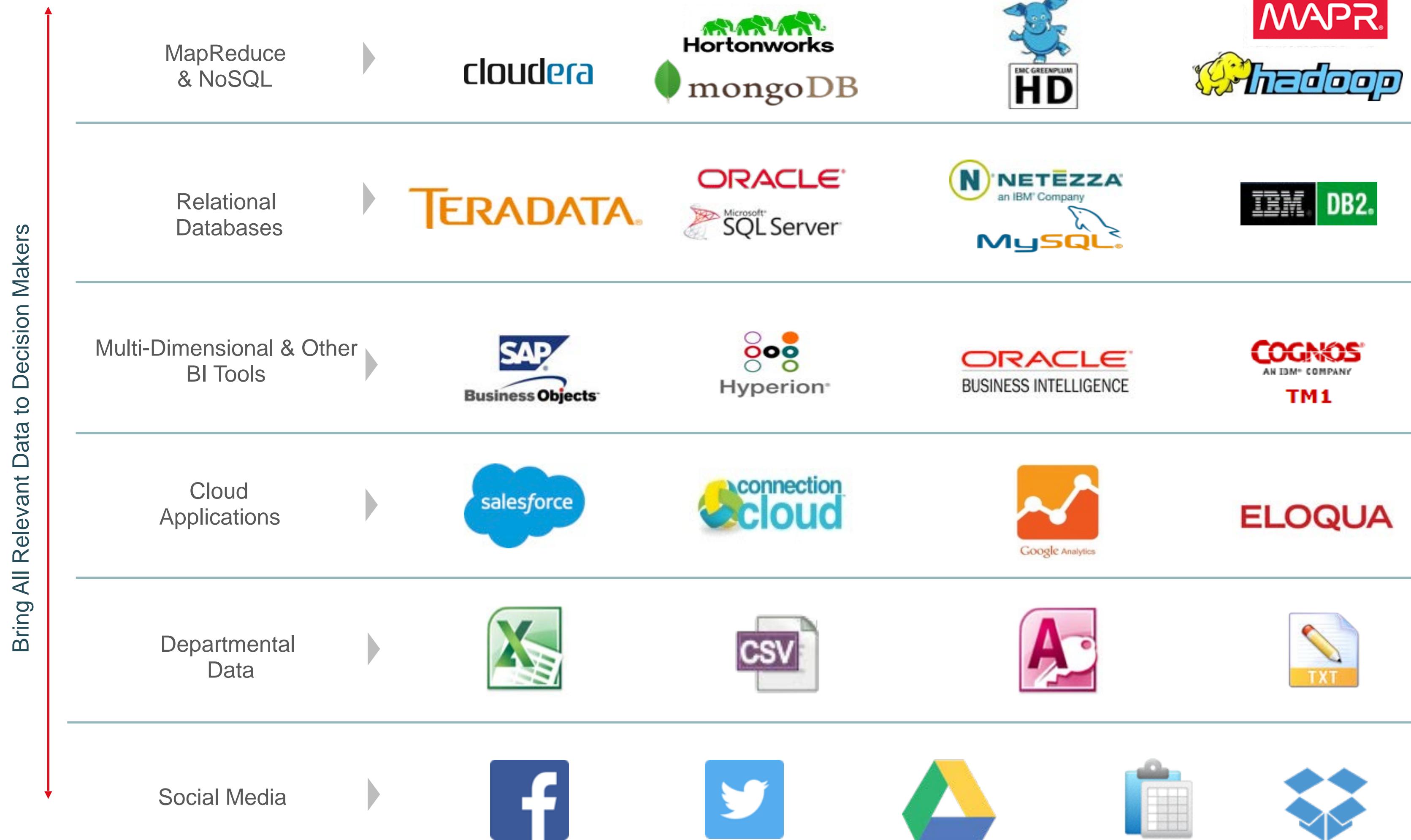
MicroStrategy Big Data Leaves no Data Behind

Connectors And Extensibility To All Of Your Information And Systems



Business Users' Critical Data Comes In Many Forms

Need access to entire big data ecosystem as it were a single database



Brand new data sources

More native connectors

Connect live or in-memory

Import data from OLAP sources

Connect to other BI applications

Custom databases

Clipboard & webpage scraping

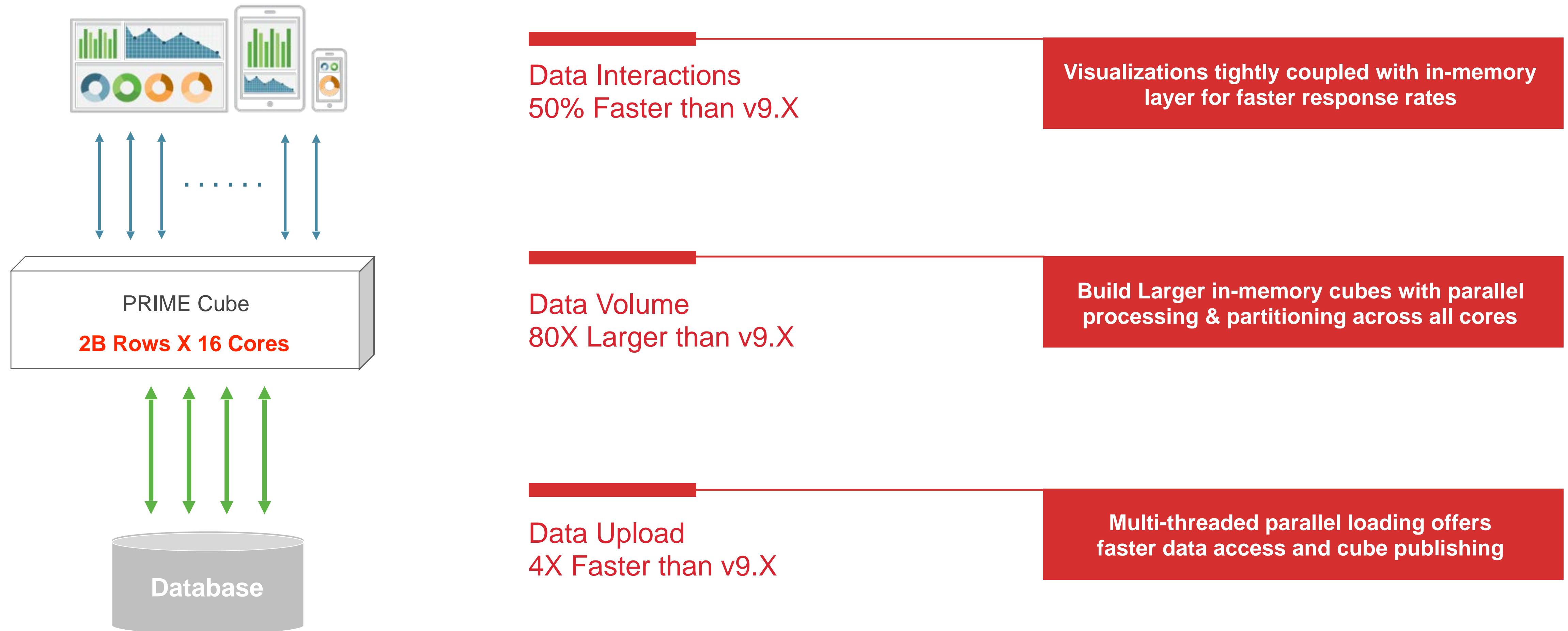
Inbuilt public datasets

Incremental refresh

No coding or scripting

MicroStrategy 10 – Larger Data Volumes and Faster Than Ever Before

Parallel partitioned in-memory cubes stores more data and users get faster answers



MicroStrategy 10 combines amazing business user experience with tools IT love.

- New MicroStrategy Operations Manager
- Unmatch comprehensive range of analytics capabilities
- Integrated Predictive analytics and data mining
- Best in Industry Mobile BI and Mobile Analytics Apps

MicroStrategy Operations Manager, new in 10, delivers Faster and Easier Administration

MicroStrategy provides administrators with powerful development tools to monitor, automate, and control your system

Administration

Operations Manager

Centralized Management
from Web Browser



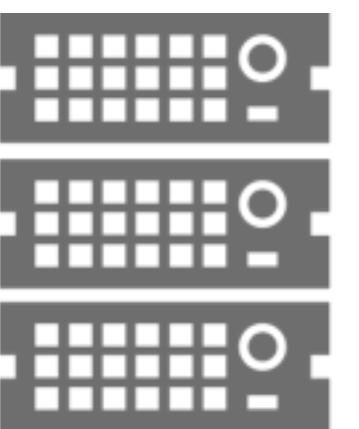
Monitor System Health



Enterprise Manager
Console within Tool



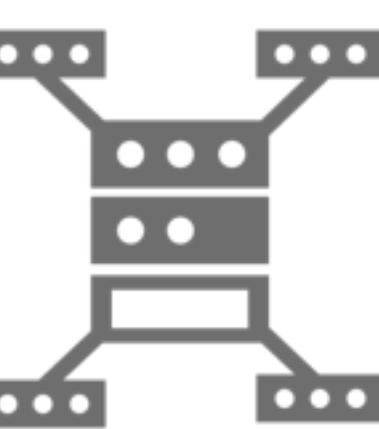
Manage Servers



Create Triggers and
Enable 24/7 Alerting



Administer Multiple
Environments



Migration

Object Manager

Scripting

Command Manager

Testing

Integrity Manager

Automation

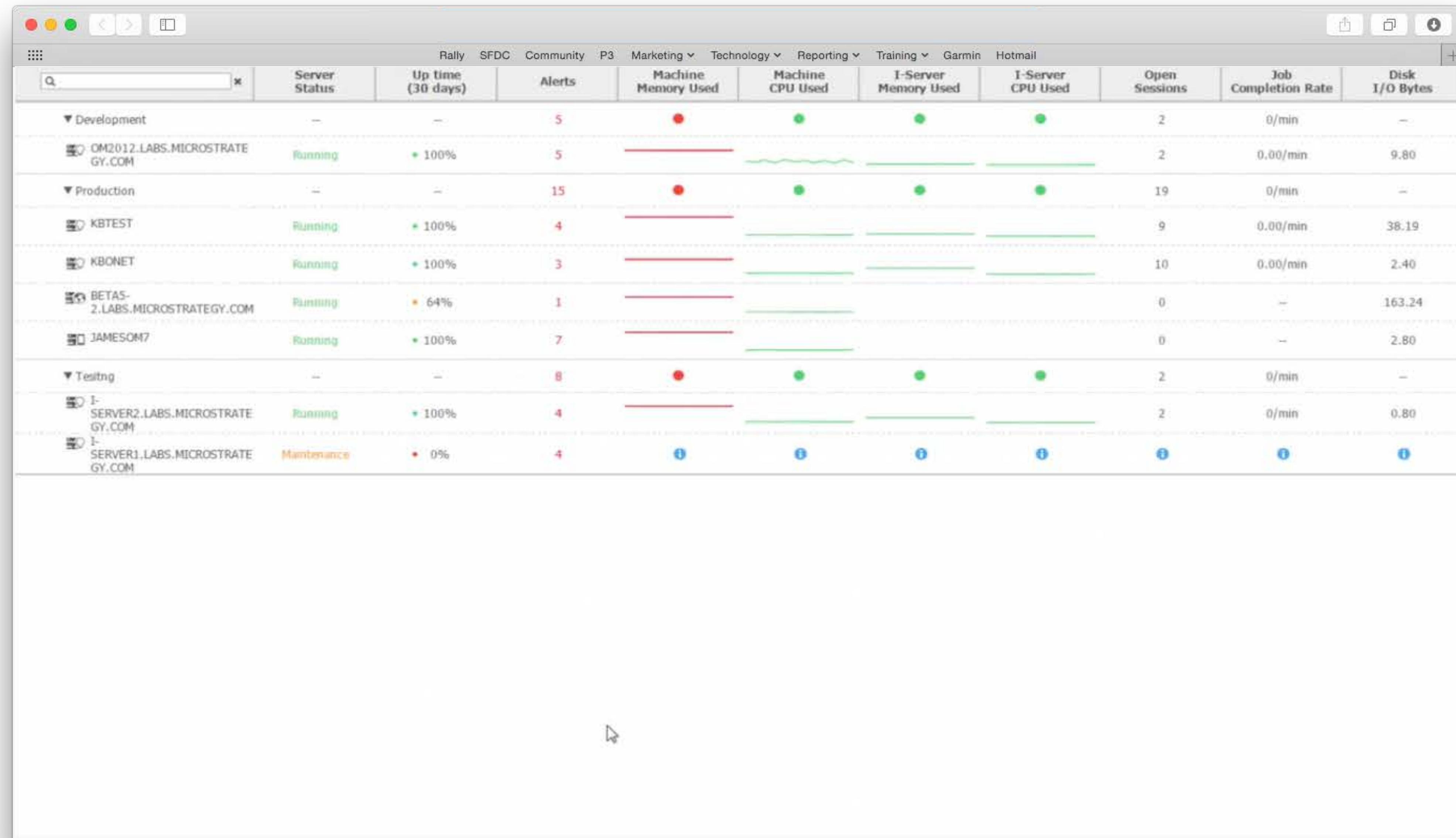
System Manager

Monitoring

Enterprise Manager

MicroStrategy Operations Manager, new in 10, delivers Faster and Easier Administration

MicroStrategy provides administrators with powerful development tools to monitor, automate, and control your system

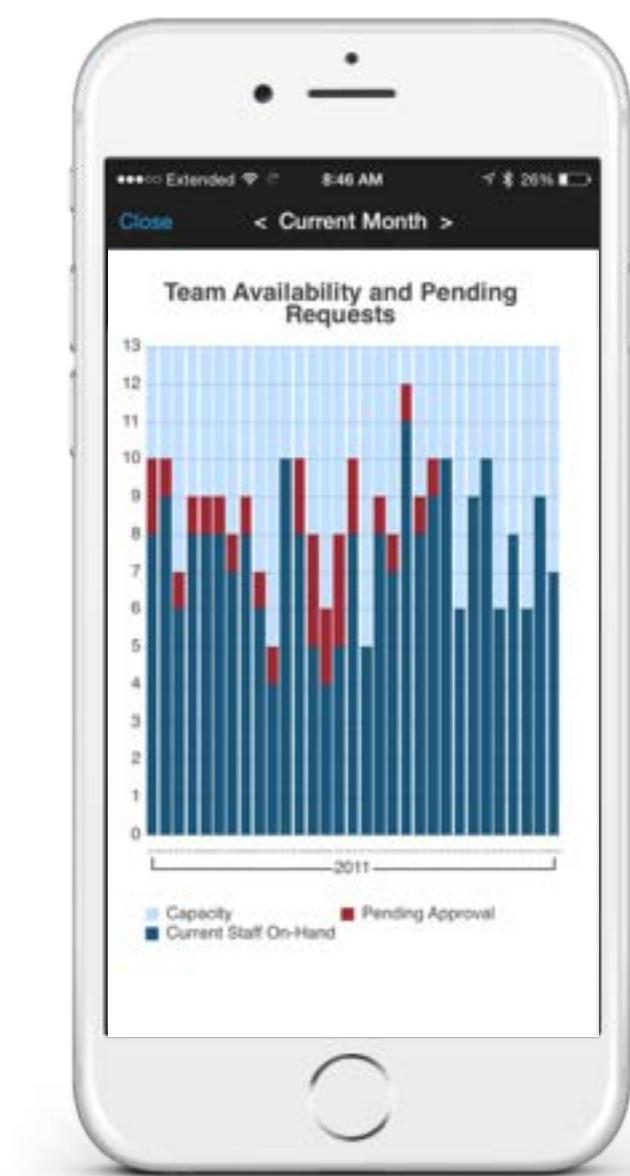
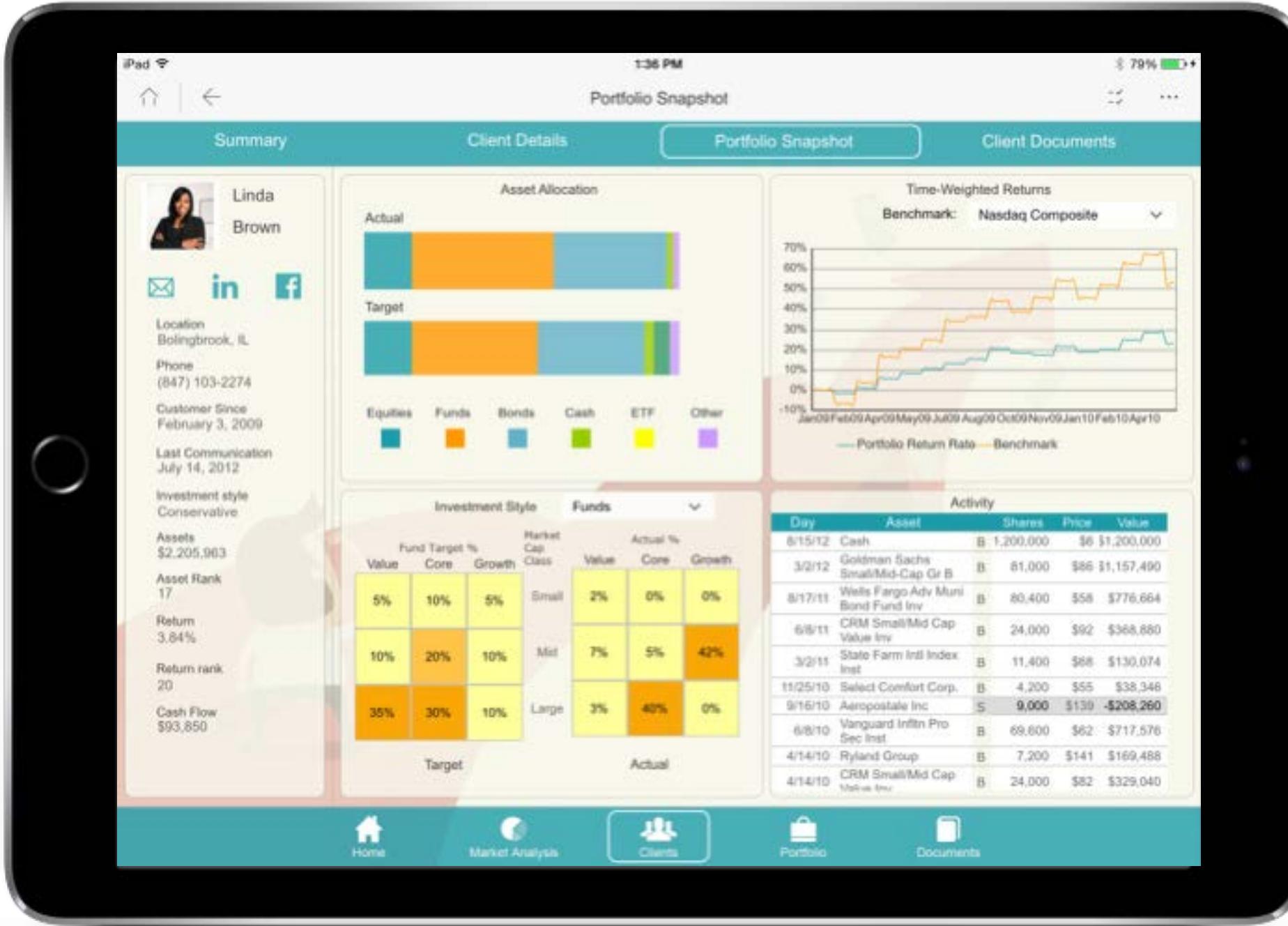


MicroStrategy 10 is built on **the enterprise analytics platform you love.**

- Unmatched performance and scalability
- Unmatch comprehensive range of analytics capabilities
- Integrated Predictive analytics and data mining
- Best in Industry Mobile BI and Mobile Analytics Apps

Our Solution Securely Extends To Any Device

Our #1 rated mobile platform puts analytics in the palm of every employees hands



Native apps

New Smart Client for Transactions

Enhanced Touch ID Integration

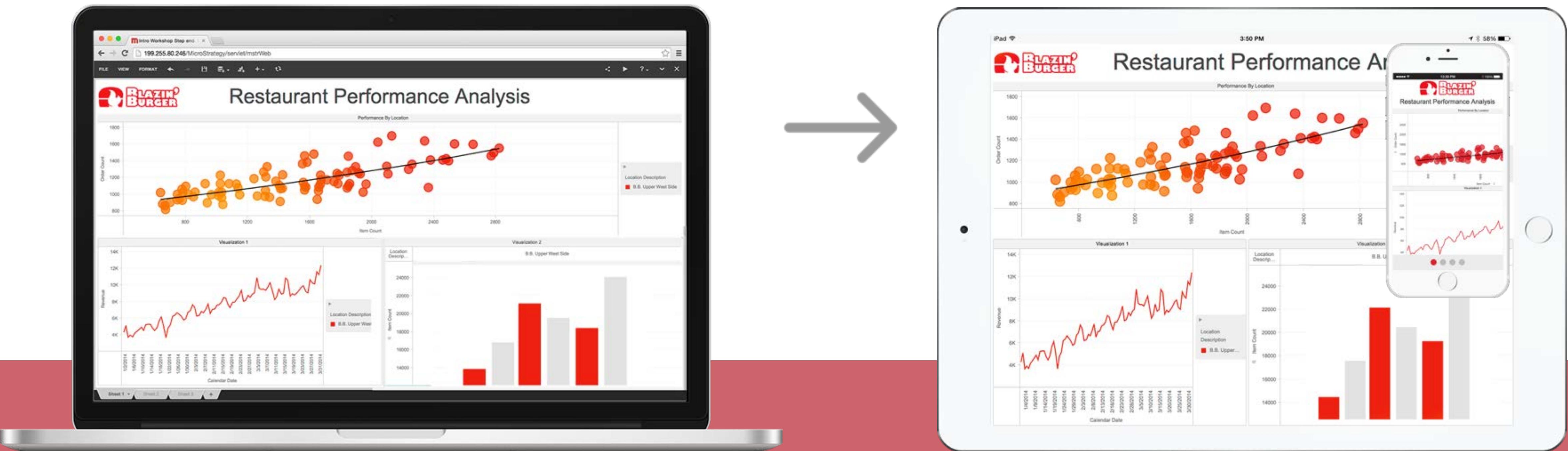
Improved SDK integration with AirWatch, MobileIron, and Good Dynamics

Sales | Field service | Operations | Management | Data collection | Logistics | Customer facing

...and apps for many other business processes.

With little to no effort, deploy Mobile BI

Mobilize your existing web based applications that are currently trapped on your desktop



Analyst Agree

MicroStrategy Enterprise Mobile is consistently rated #1

Dresner Advisory Services
MicroStrategy Mobile #1
2011, 2012, 2013, and 2014

BI Scorecard
MicroStrategy Mobile #1
2011, 2012, 2013, and 2014

Ventana Mobile BI Value Index
MicroStrategy Mobile #1
2014

OVUM
MicroStrategy Mobile #1
2012

BARC BI SURVEY
MicroStrategy Mobile #1
2011, 2012, 2013, and 2014

Gartner Mobile App Development MQ
MicroStrategy Mobile “Excellent”
2013 and 2014

iTunes
Best Business App
2011

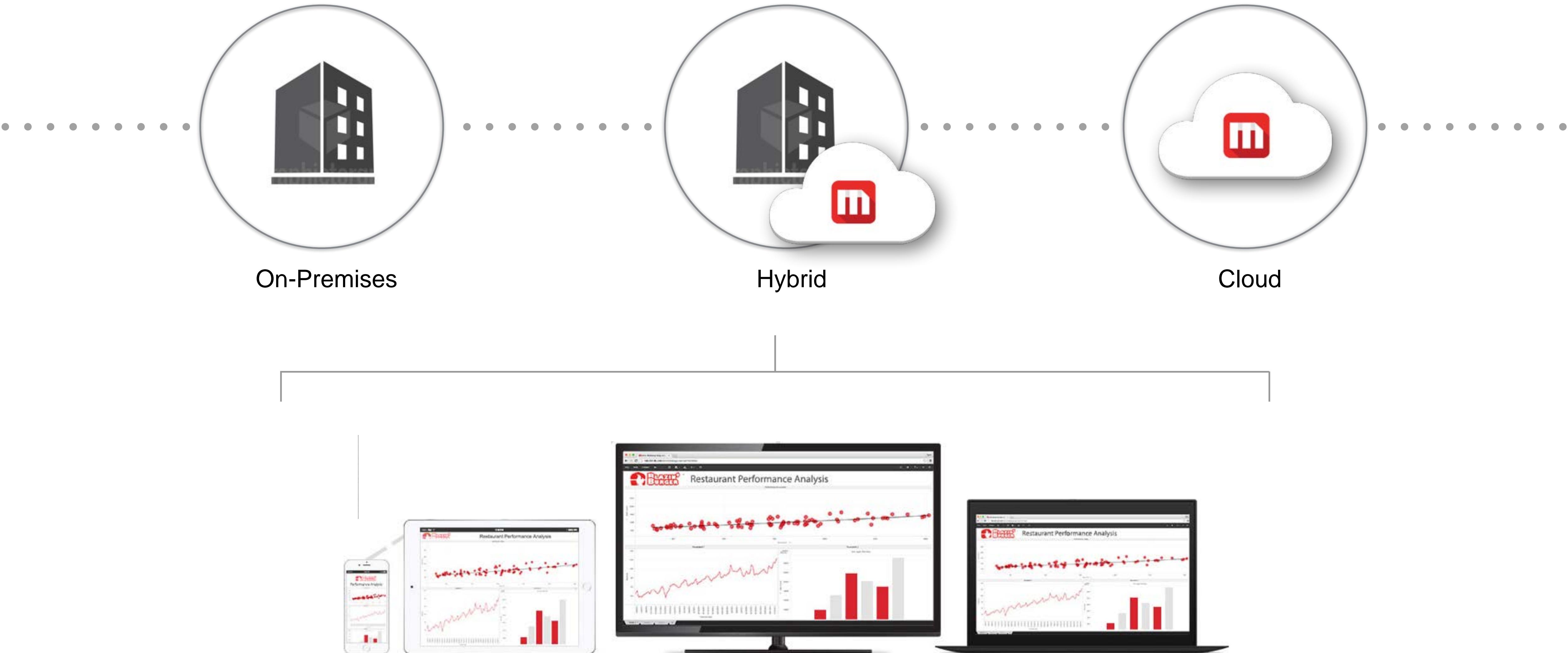
Gartner Mobile BI Report
MicroStrategy Mobile #1
2012

Tech Access
10 of the Best Mobile Enterprise Apps
2012

TabTimes and the Application Developers Alliance
Intelligence, Information and Reference
2012

Deploy on-premises or in the cloud, or both

Get access to all the MicroStrategy capabilities on-premises or in the cloud - it's your choice



MicroStrategy Secure Cloud Locations



Untitled - MicroStrategy Desktop

File Server View Format Help

H E+ + +

DASHBOARD DATAS

Connect to Your Data

All Connect Live

File From Disk File From URL Database Hadoop Public Data Salesforce Reports

Google Analytics Google BigQuery Google Drive Dropbox Clipboard BI Tools

Facebook Twitter Sample Files Suggest a Data Source

ALL OBJECTS Sheet 1 + +

Dashboard Datas

Add New Data Add Dataset from Server Browse Objects on Server

File From Disk

File From URL

Database

Hadoop

Public Data

Salesforce Reports

Google Analytics

Google BigQuery

Google Drive

Dropbox

Clipboard

BI Tools

Facebook

Twitter

Sample Files

Suggest a Data Source

ALL OBJECTS

Sheet 1 + +

File From Disk

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Google Analytics

Google BigQuery

Google Drive

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Twitter

Sample Files

Suggest a Data Source

ALL OBJECTS

Sheet 1 + +

Agile Releases

A release every 3 months

Agile Releases ensures instant access to new features and functionality



Improved means to incorporate feedback from customers

Time-boxed schedules for features to be released frequently

Ensures predictability in releases for customers

Instant access to latest features

Agile Releases prioritizes customer needs



AGILE

Improved means to collaborate with customers

Incremental and agile delivery of the product focuses on delivering value to the customer

What's new in MicroStrategy 10.1

MicroStrategy 10.1 delivers hundreds of new features and performance enhancements across the MicroStrategy 10 product suite

MicroStrategy 10

Enterprise-ready analytics that are easy to use.

What's new in 10.1

Data discovery (Web and Desktop)

Data Preparation for More Data Sources

Grab any data. Prepare it without ETL or data modeling.

Data preparation (aka wrangling) now supported across all big data, cloud, ODBC, social, BI, and local data sources.

Data wrangling empowers business users to deliver deeper insights with intuitive and integrated data preparation capabilities.

Schema-free data preparation MicroStrategy Desktop or MicroStrategy Web

MapReduce and NoSQL



New Relational databases



New Multi-dimensional and other BI tools



Cloud applications



Departmental data



Social media



Build Your Data Discovery in 10, Consume it in Mobile in 10.1

Mobile parity with HTML5 data discovery dashboards in MicroStrategy 10.

Native experience

Support for D3 visualizations*

Beta

Light and dark themes

Enhanced visualizations

Improved visualization
widgets



Support for both light and dark themes from data discovery dashboards

MicroStrategy 10

Enterprise-ready analytics that are easy to use.

What's new in 10.1

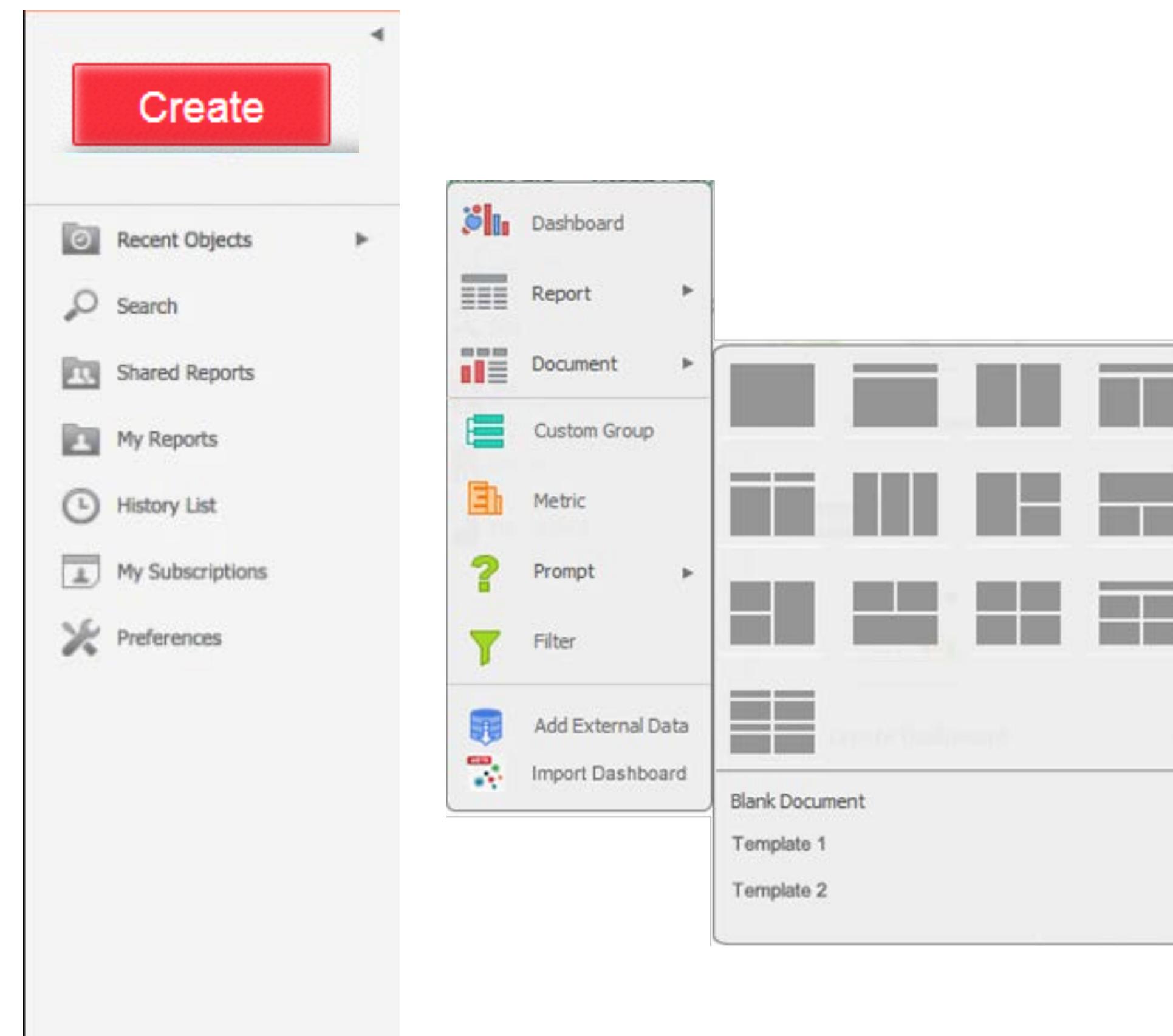
Enterprise analytics platform

Go Ahead, Create

Consolidation of all, Create option under a new powerful single “Create” button.

10.1 delivers a new streamlined user experience, consolidating multiple menu options into cleaner, more intuitive menus; such as the new single *Create* button.

MicroStrategy Web also delivers improved object icons as part of the cleaner web experience.



Visual Previews*

Beta

Preview recently accessed reports and dashboards before executing a query.

Mouse over reports and dashboards to see a visual preview. A surefire crowd winner with every existing MicroStrategy customer. Users can preview recently accessed reports and dashboards before executing a query.

Visual preview of recently executed reports and dashboards highlighted from left menu bar

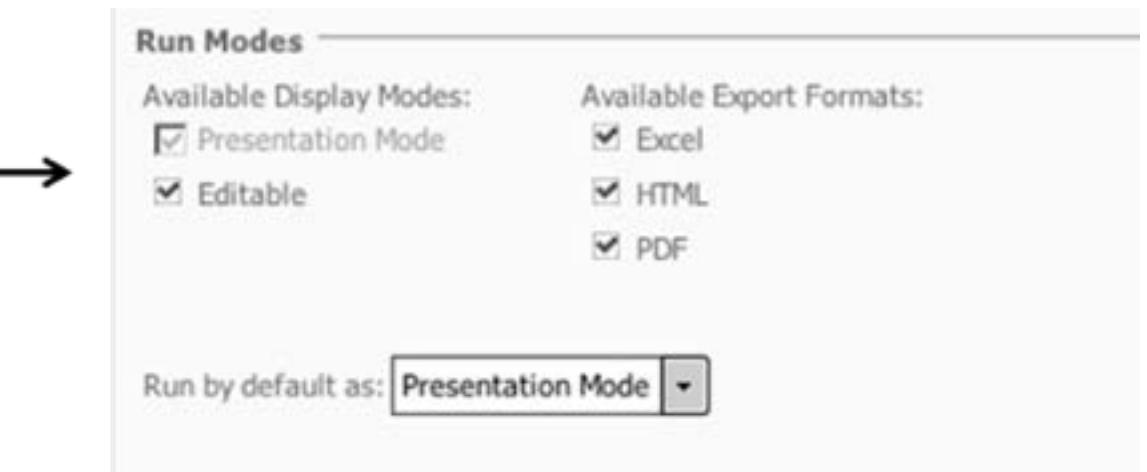
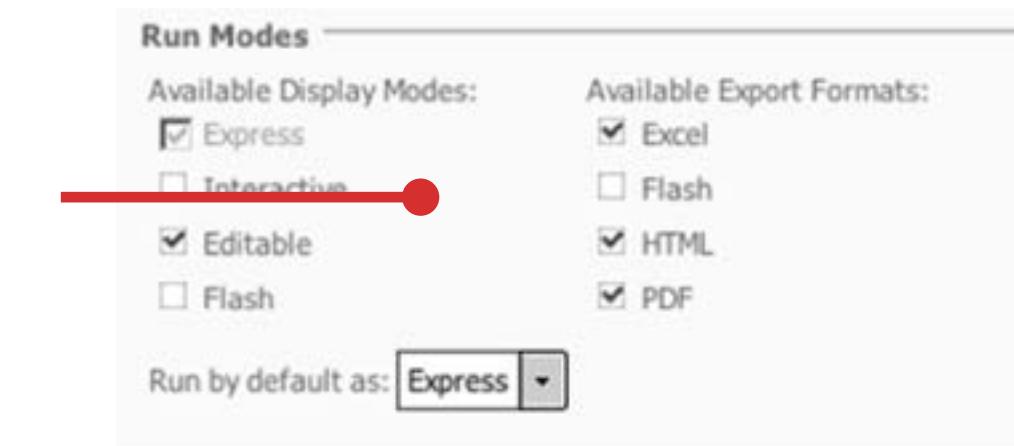
Visual preview of recently executed reports and dashboards on My Page



Two View Options That Are Simple, Yet Incredibly Powerful

10.1 consolidates the previous range of view options into two powerful modes: a brand new presentation mode and a single consolidated editable mode, making it even easier to analyze and present insights.

Four view options consolidated down to two powerful view modes



Delivered to users as part of our most clean and intuitive web interface ever released

Item	Day	Date	Time	Number Called	Call To	Min	Rate Pd	Feature	Airtime	LD/DA	Total Chg
103	TUE	10/07/2008	5:50:00 PM	555-454-7338	MIDDLEBURG VA	14	DT	M2MC	\$0.00	\$0.00	\$0.00
104	WED	10/08/2008	10:10:00 AM	555-401-2065	INCOMING CL	3	DT	M2MC	\$0.00	\$0.00	\$0.00
105	WED	10/08/2008	5:16:00 PM	555-320-0108	INCOMING CL	8	DT	M2MC	\$0.00	\$0.00	\$0.00
106	FRI	10/10/2008	10:10:00 AM	555-454-7338	MIDDLEBURG VA	1	DT	M2MC	\$0.00	\$0.00	\$0.00
107	FRI	10/10/2008	5:33:00 PM	555-454-7338	MIDDLEBURG VA	9	DT	M2MC	\$0.00	\$0.00	\$0.00
108	WED	10/15/2008	12:41:00 PM	555-403-3815	ARLINGTON VA	2	DT	M2MC	\$0.00	\$0.00	\$0.00
109	WED	10/15/2008	6:15:00 PM	555-989-8161	ARLINGTON VA	12	DT	M2MC	\$0.00	\$0.00	\$0.00
110	THU	10/16/2008	11:43:00 AM	555-454-0671	MIDDLEBURG VA	1	DT	M2MC	\$0.00	\$0.00	\$0.00
111	THU	10/16/2008	12:58:00 PM	555-401-2065	INCOMING CL	3	DT	M2MC	\$0.00	\$0.00	\$0.00

Every Grid Instantly Looks Better

10.1 features a complete facelift of grid autostyles available for grid reports. These changes are reflected wherever the grids are viewed... in Web, Desktop, Mobile, and Office.

Selector controls have also ‘gone under the knife’, and are now supported in Desktop.

Month	Jan 2012		Feb 2012	
City	Metric 1	Metric 2	Metric 1	Metric 2
Atlanta	4.35%	2	4.28%	1
San Diego	15.14%	1	15.97%	2
San Francisco	3.92%	1	6.16%	2
Washington, DC	14.28%	1	16.47%	2
Salt Lake City	4.64%	2	3.77%	1
Miami	6.18%	2	4.85%	1
Total	48.51%	1	51.49%	2



Month	Jan 2012		Feb 2012	
City	Metric 1	Metric 2	Metric 1	Metric 2
Addison	33.10%	7	5.14%	2
Akron	5.85%	3	26.71%	6
Albany	2.70%	2	6.00%	3
Albert City	7.03%	4	0.88%	1
Allentown	32.90%	6	29.04%	7
Anderson	1.88%	1	6.16%	4
Annapolis	16.55%	5	26.08%	5
Total	100.00%	1	100.00%	1



Month	Jan 2012		Feb 2012	
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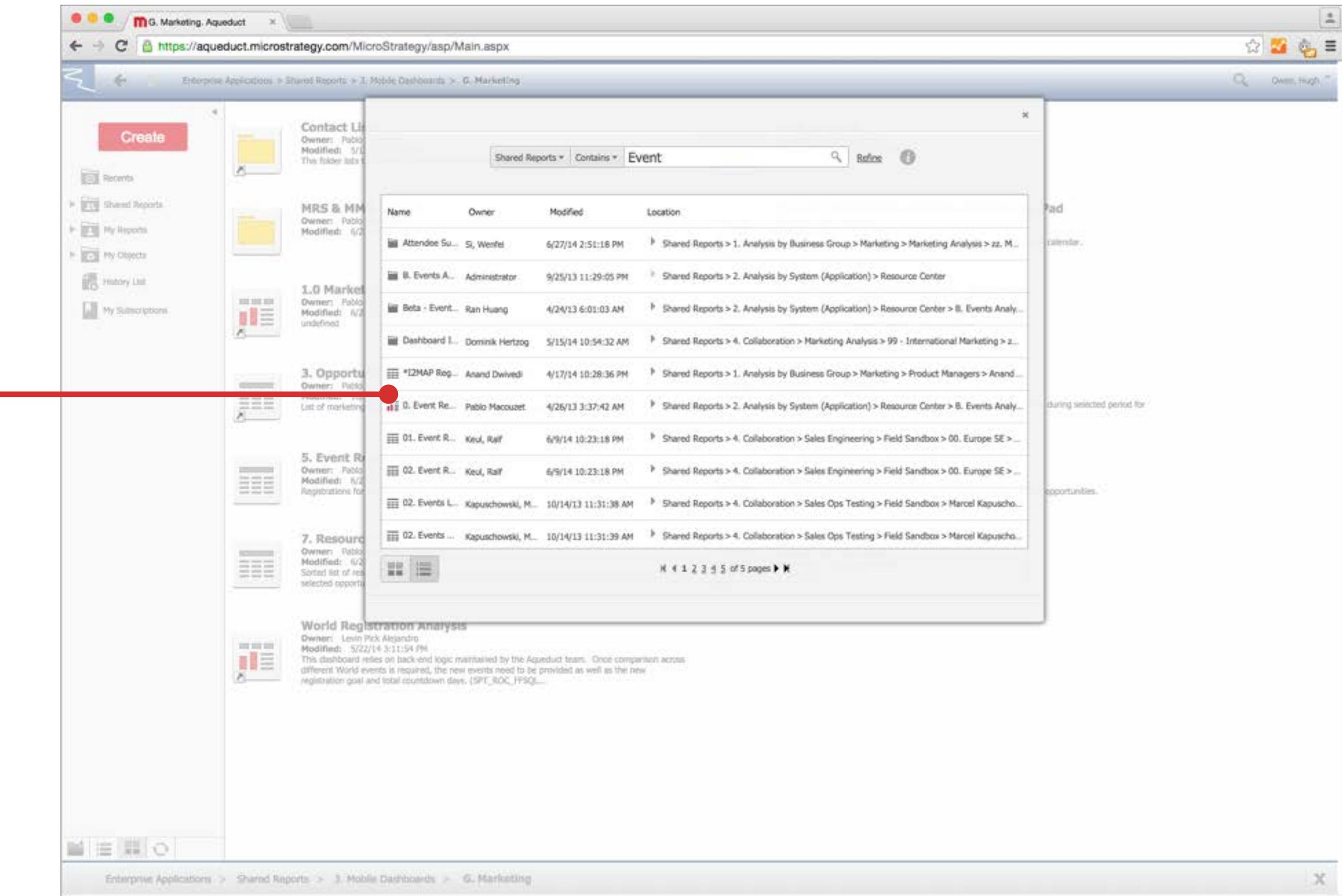


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Total	100.00%	1	100.00%	1

Search for Everything and Anything

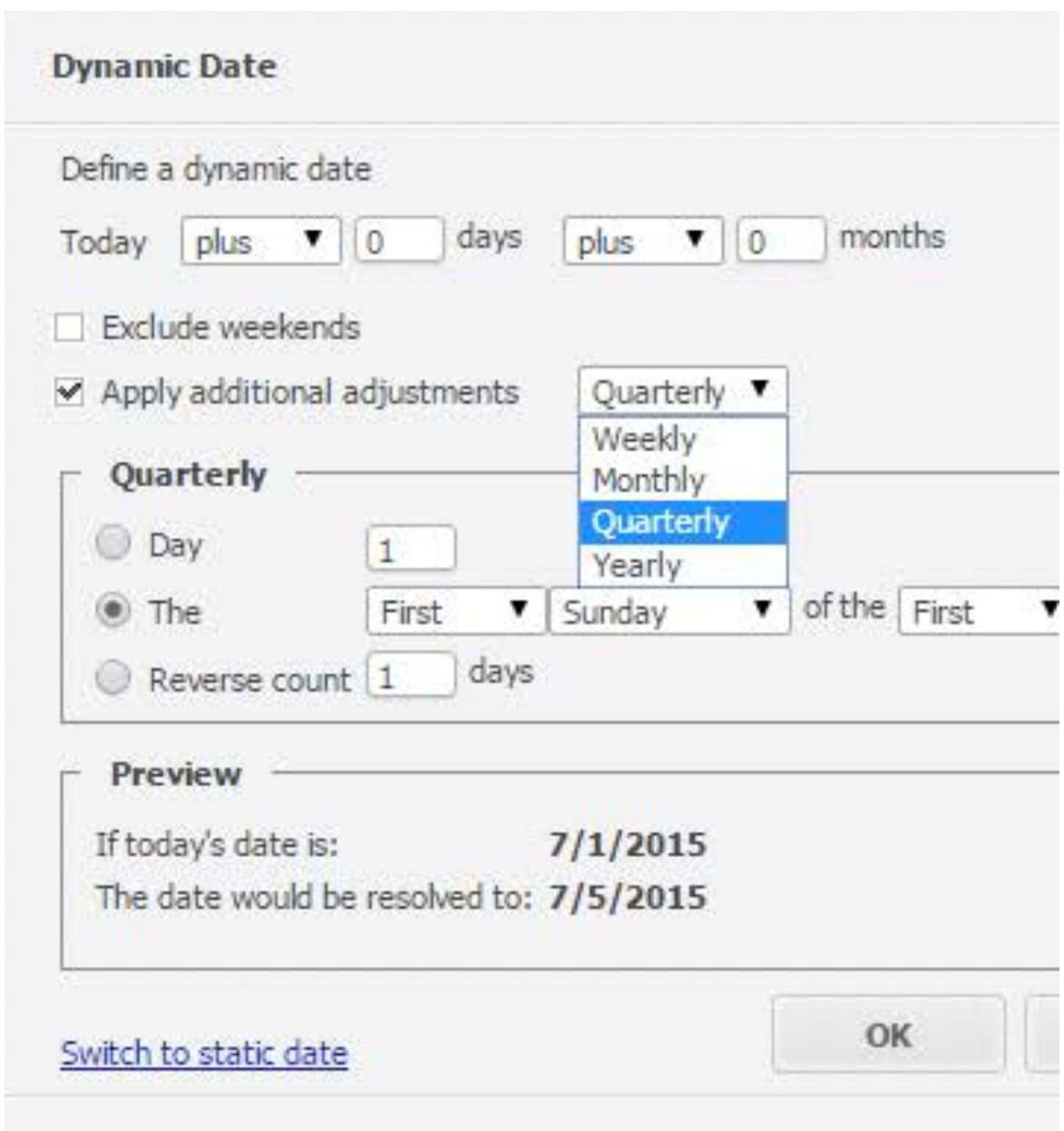
10.1 combines the advanced search and quick search workflows to provide a consistent way to search for objects.

A new consolidated search experience makes it easier to find objects quickly using a powerful search index of all project reports and dashboards.

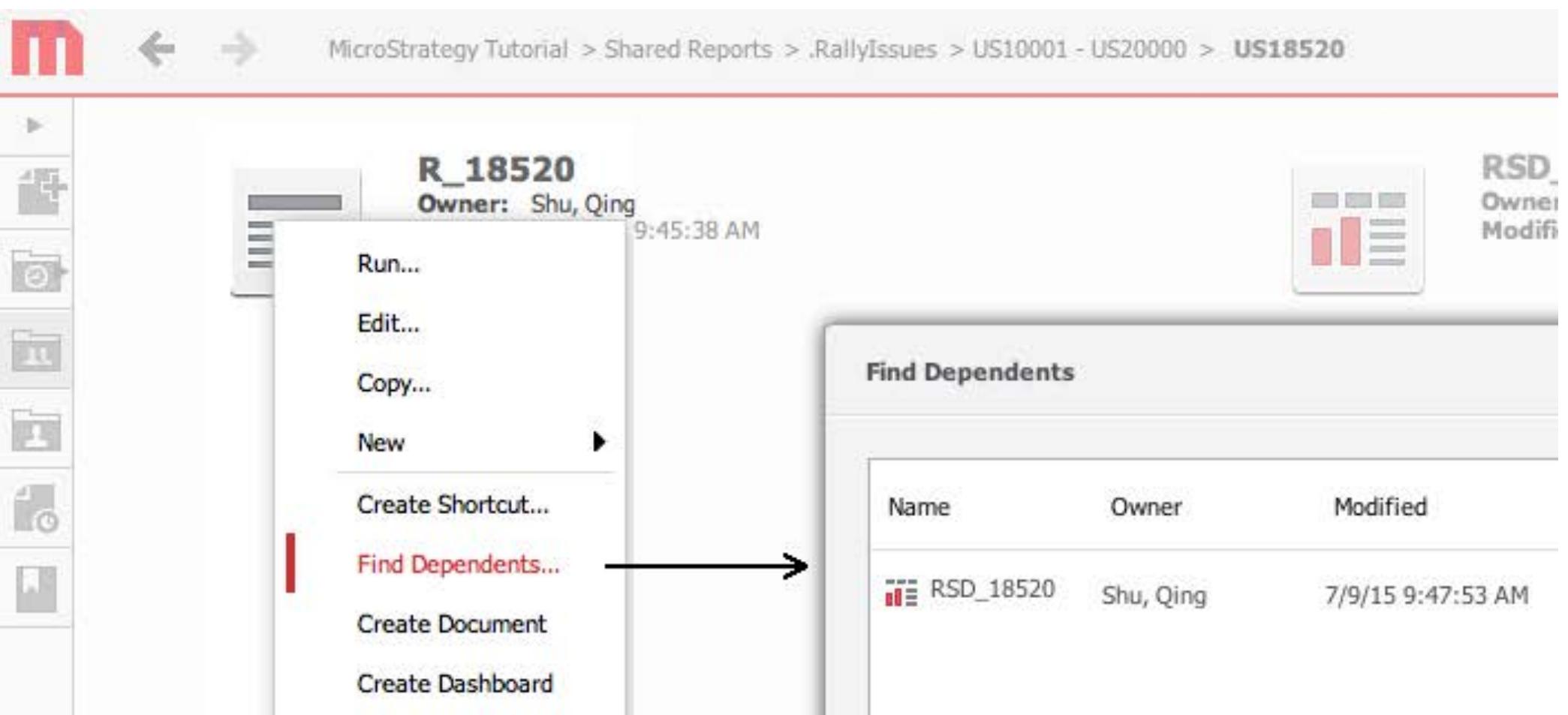


Further Improvements Across the Board

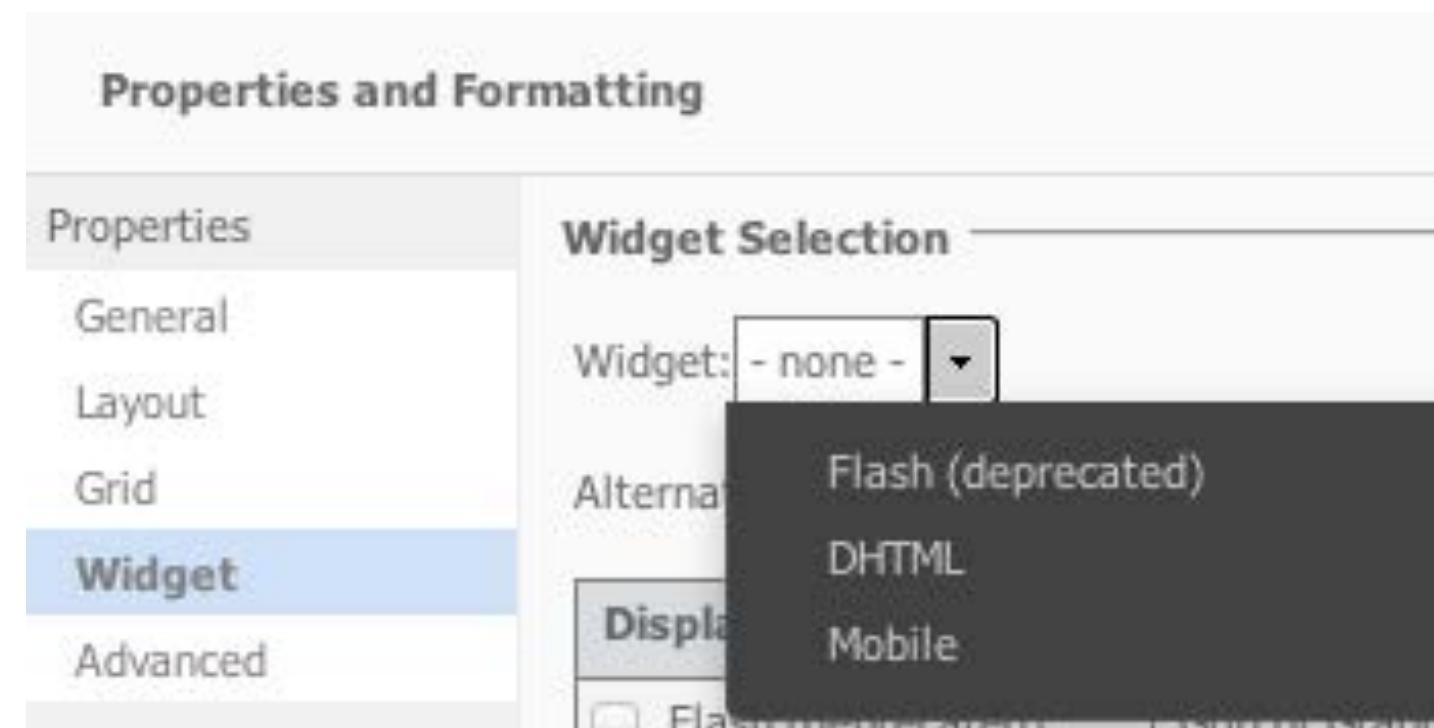
Quarterly adjustments
for dynamic date filters.



Search for dependents and find dashboards using your dataset, metrics.



'Flash' mode deprecated
ahead of future removal.



MicroStrategy Hearts Big Data

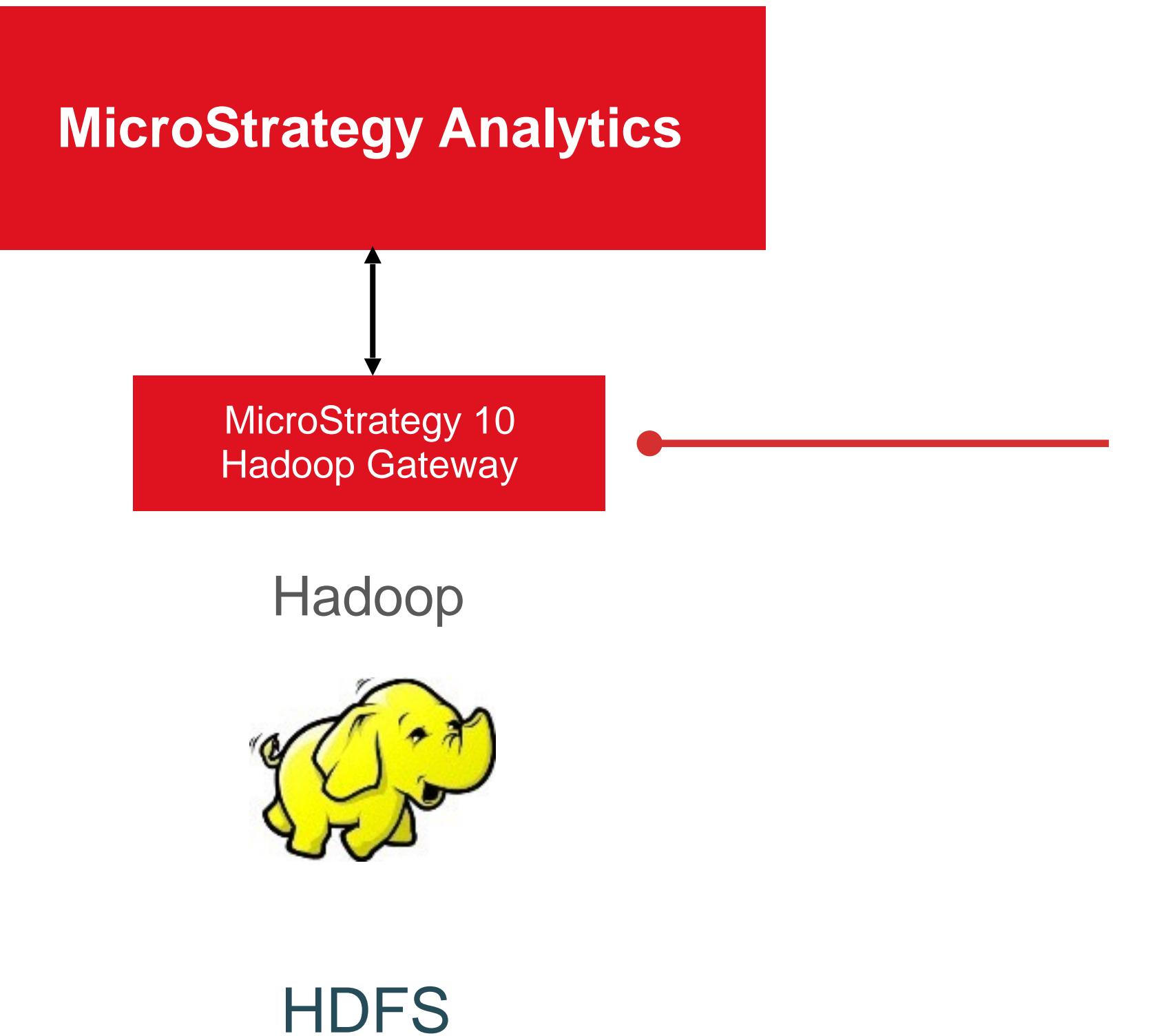
MicroStrategy 10.1 makes native Hadoop connectivity even better with:

Support for Kerberos authentication for Hadoop Gateway,

A new Hadoop Gateway monitor

Further optimization that delivers a 60% faster response times.

Native and fast



Direct connectivity to HDFS:

MicroStrategy's Hadoop Gateway can natively tap into HDFS. It generates the schema on read and generates the schema on read and enables fast parallel data transfer from Hadoop.

Bypass Hive:

Native connectivity saves users from the tedious process of ETL from HDFS to Hive. Also, it helps in overcoming any ODBC overhead that comes with Hive.

Parallel data load from HDFS:

The Big Data engine enables parallel loading of data from HDFS, hence much faster than single thread ODBC connection.

Wrangle HDFS files without relying on IT:

The MicroStrategy data wrangling capability is integrated with the native connectivity enabling users to cleanse and refine their Big Data.

MicroStrategy 10.1 Delivers our Fastest Analytics Yet

Significant performance improvements for both users and administrators.

MicroStrategy 10.1 further builds on the significant performance gains in MicroStrategy 10, delivering:

Up to **2X faster** when running a dashboard using cube live connect

30% faster performance against partitioned cubes

85% faster count distinct response times

Nearly **2X faster** count against attributes

41% faster incremental refresh (and up to an additional 71% increase in speed when partition is used)

Reduced load time of MicroStrategy Intelligence Server by up to 64% with parallel cube loading

MicroStrategy 10

Enterprise-ready analytics that are easy to use.

What's new in 10.1

Mobile productivity apps

Support for iOS 9

Making sure your enterprise productivity apps keep working after your users upgrade.



Support for Polygon Shapes on Maps in Mobile

Support for Polygon Shapes dynamically drawn onto Maps

Design once, deploy across web and mobile. Dynamic Geospatial analysis drawn on top of ESRI maps in MicroStrategy Web, and instantly converted and optimized for Apple maps in MicroStrategy Mobile.

Visualize areas or regions on a map, and color each area based on a category or a metric value using thresholds

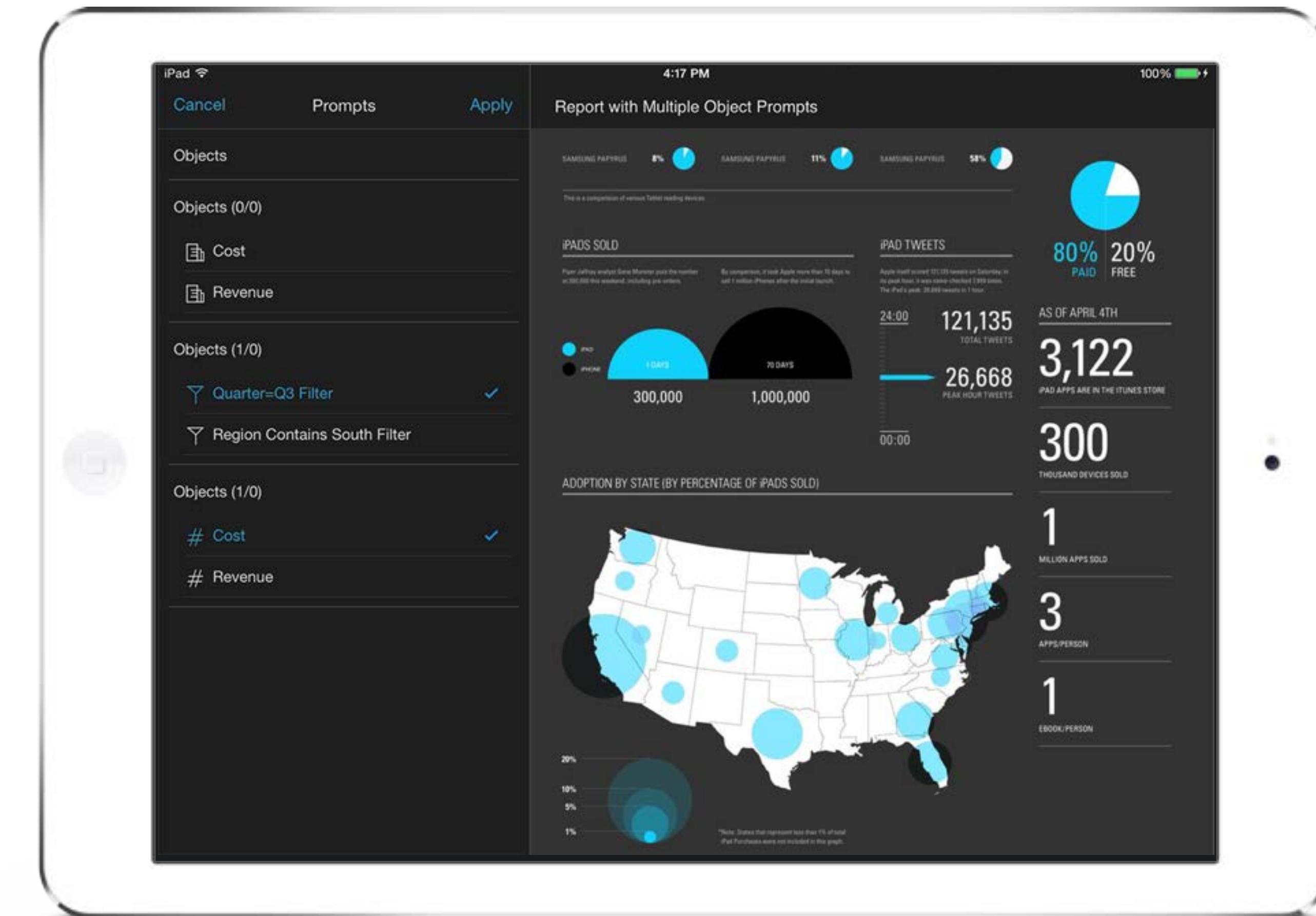
Support for standard geographical areas such as countries, states, zip codes
Support for custom shapes, such as customer specific regions



Build a Dataset From Almost Any Object...Consume in Mobile

New object prompt support lets Mobile users run reports with multiple object prompts.

- ◇ Attribute
- ❑ Metric
- ❑ Custom group
- ❑ Consolidation
- # Fact
- ❑ Template
- ❑ Filter



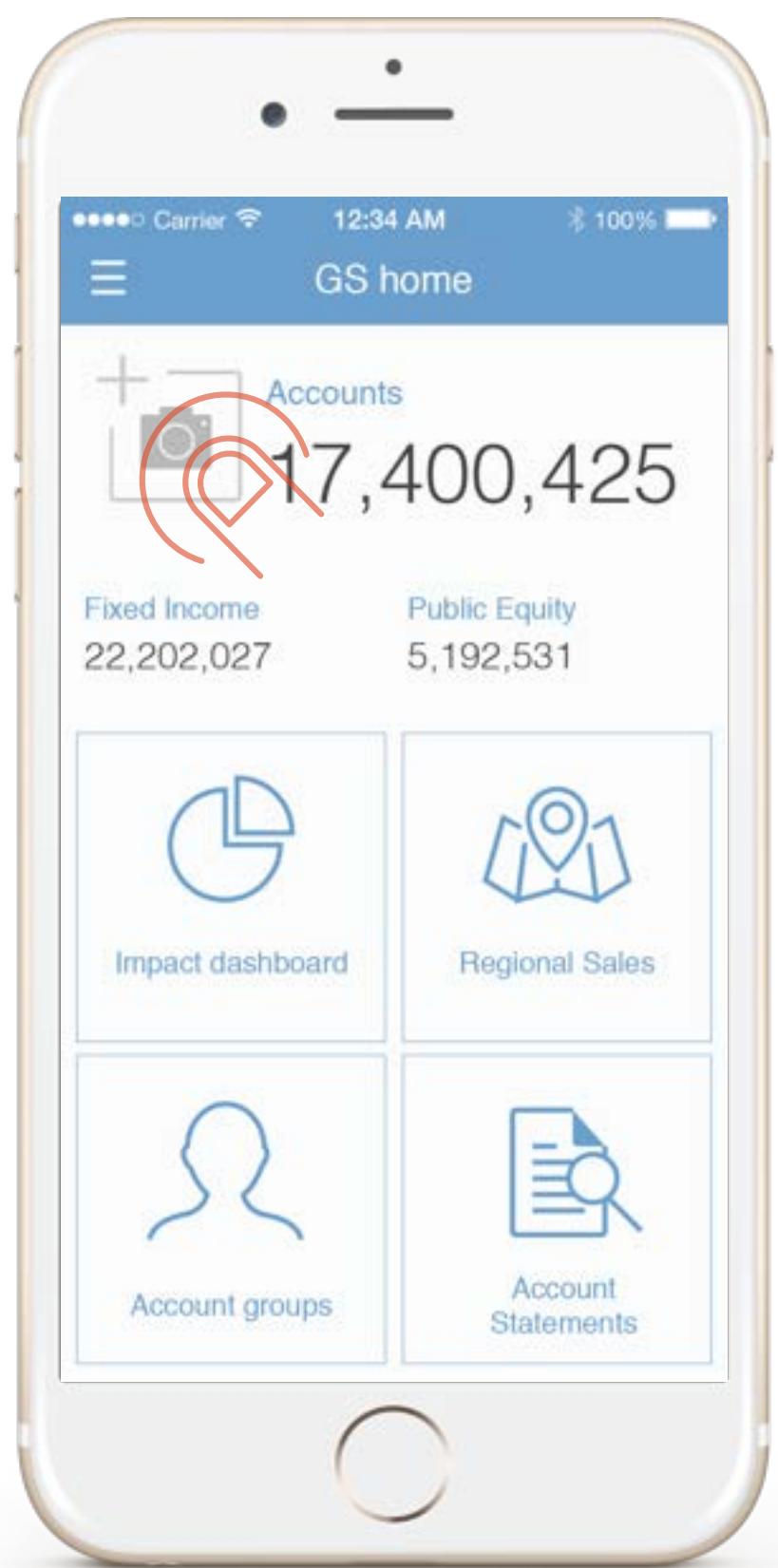
Faster, Simpler Photo Uploader

Allow user to upload multiple photos and choose image quality, size.

Options to control uploaded image quality and size

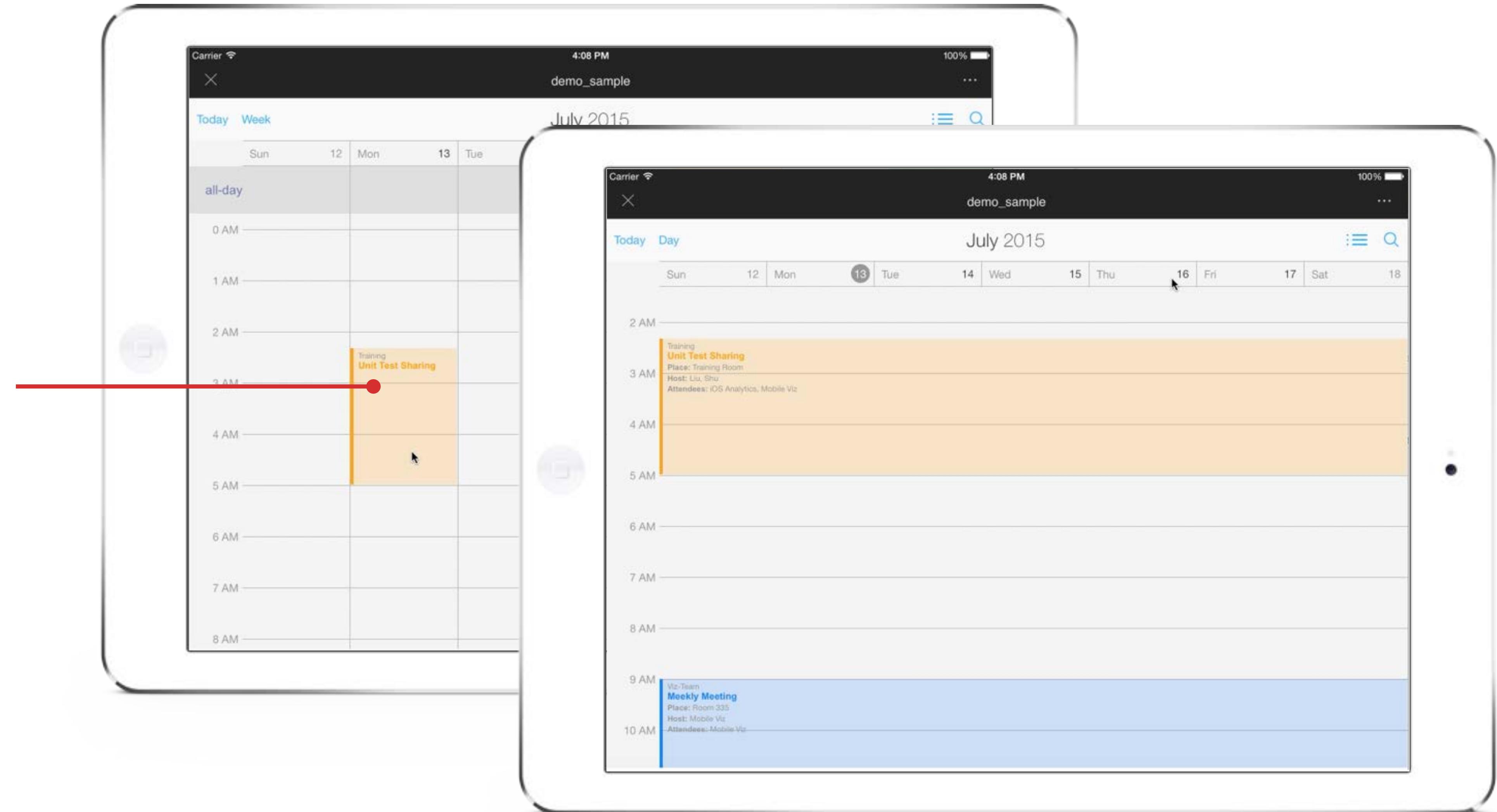
Options to upload multiple photos

Options to define the default camera



Hour-Level Granularity for Calendar Widget Events

Dynamic data-driven calendar widget now extends support down to the hour and minute.



What's new in MicroStrategy 10.2

MicroStrategy 10.2 delivers hundreds of new features across agile data discovery, enterprise analytics, and mobility, with bolstered stability and performance improvements across the overall platform.

MicroStrategy 10

Enterprise-ready analytics that are easy to use.

What's new in 10.2

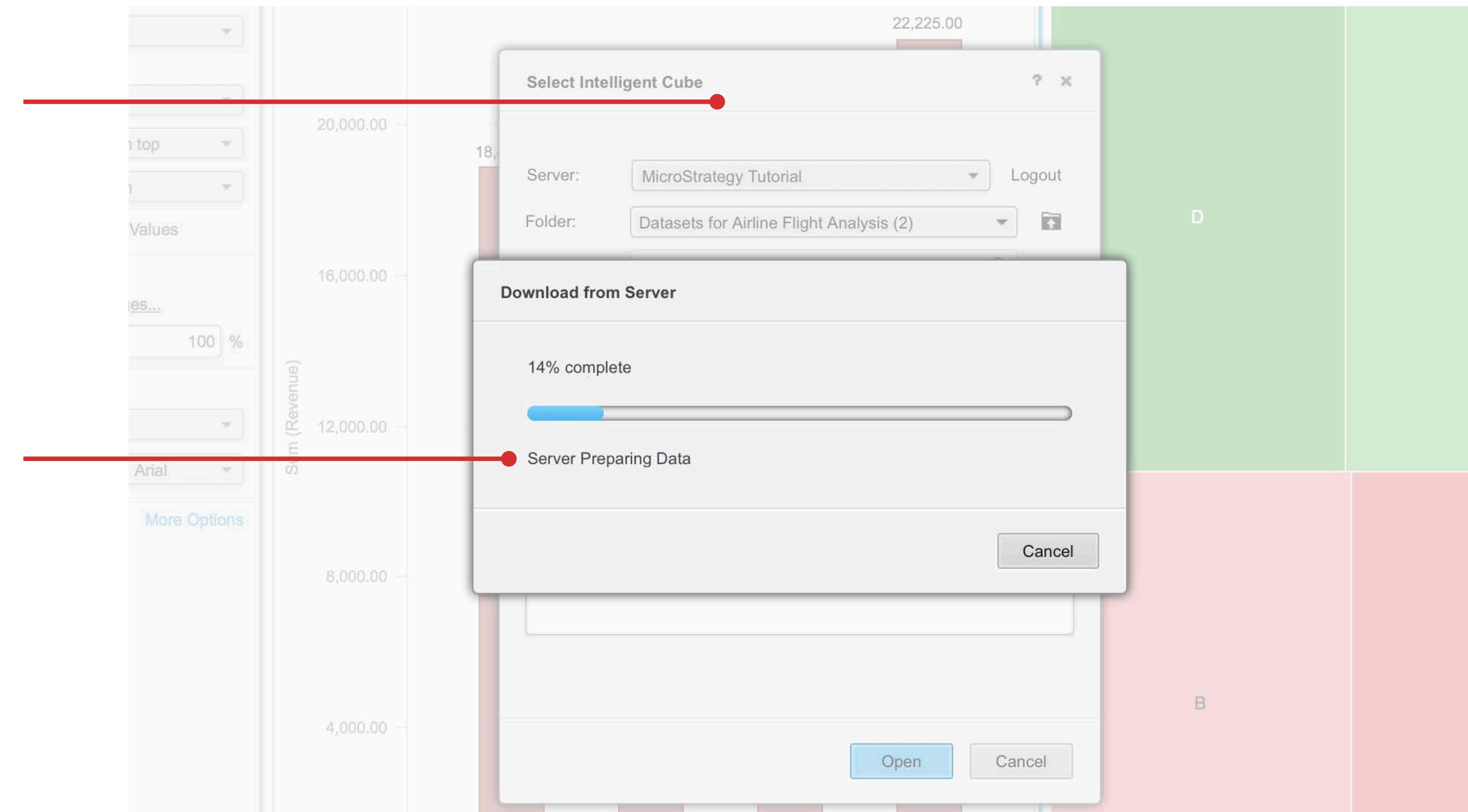
Data discovery (Web and Desktop)

Incremental download/upload of Dashboards and Cubes

Improved logic for uploads and downloads to/from Server

Better reliability - supports drop and resume when desktop is downloading/uploading to server.

Lower memory consumption on web server improves overall performance and stability.

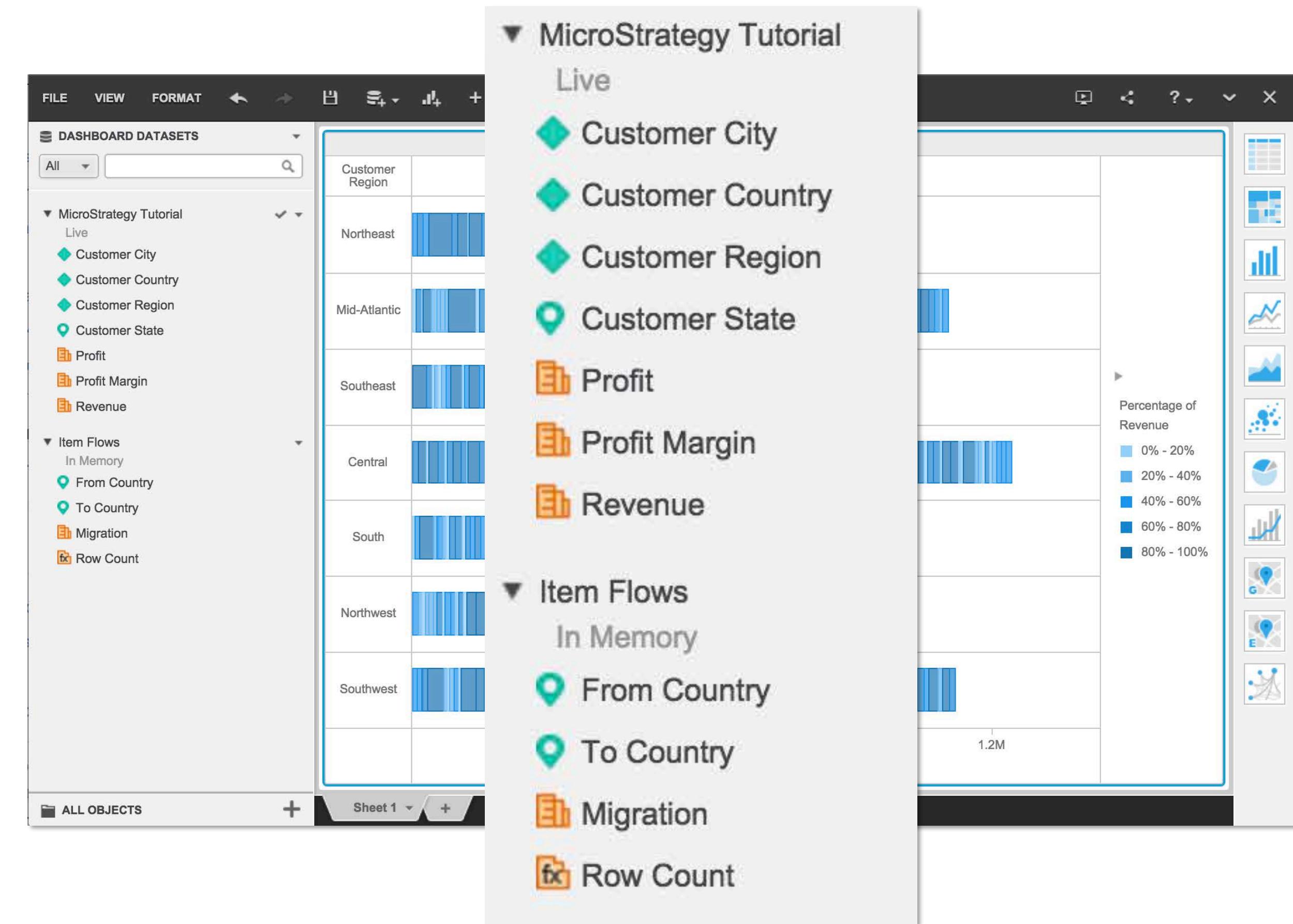


Dataset Connectivity State

View where data is coming from at a glance

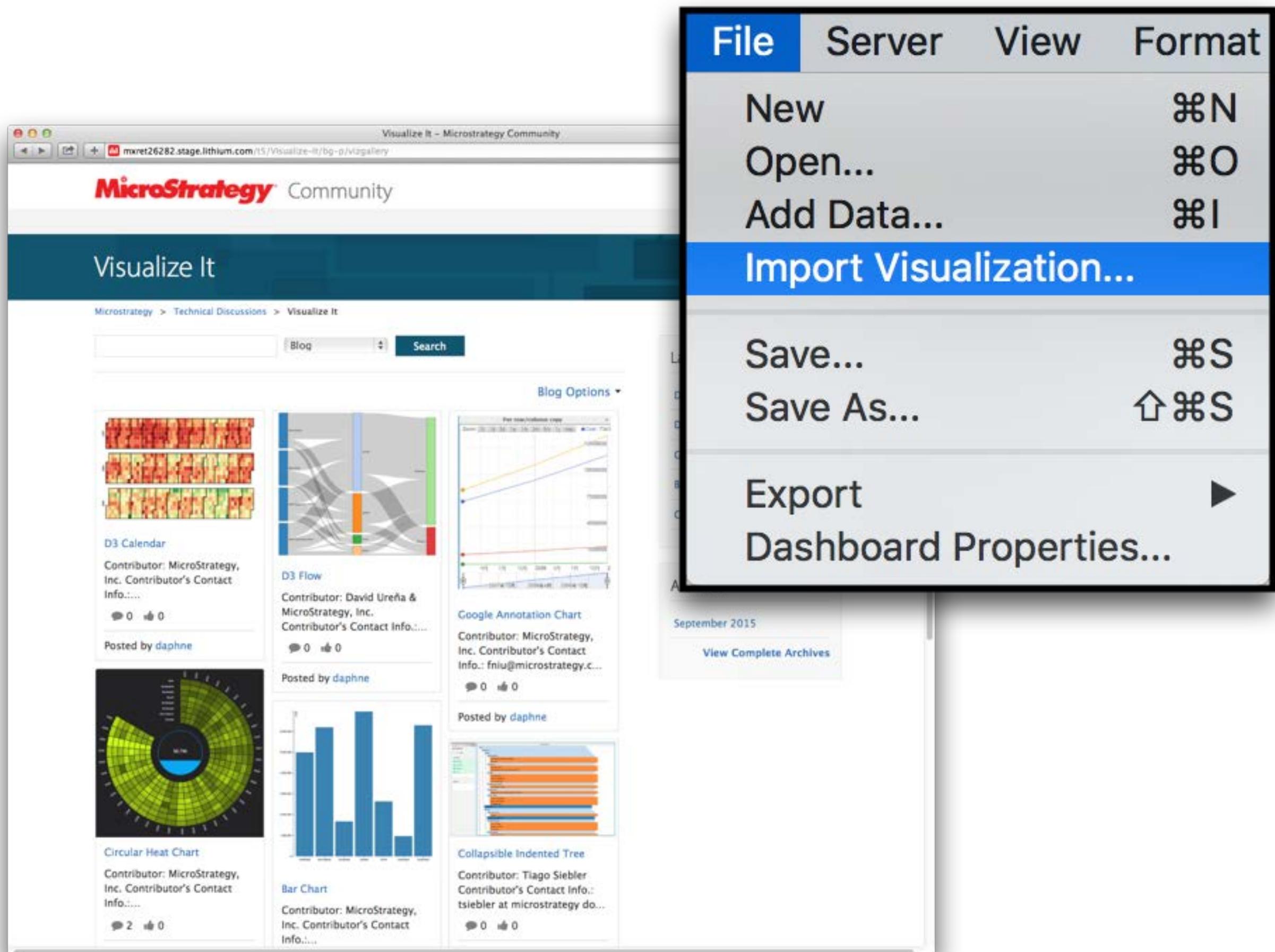
Quick identification of data state

Indicates whether dataset is from a live connection or in-memory



Expanded Library of Visualization Options

Creating a frictionless way to incorporate 3rd party visualizations into MicroStrategy

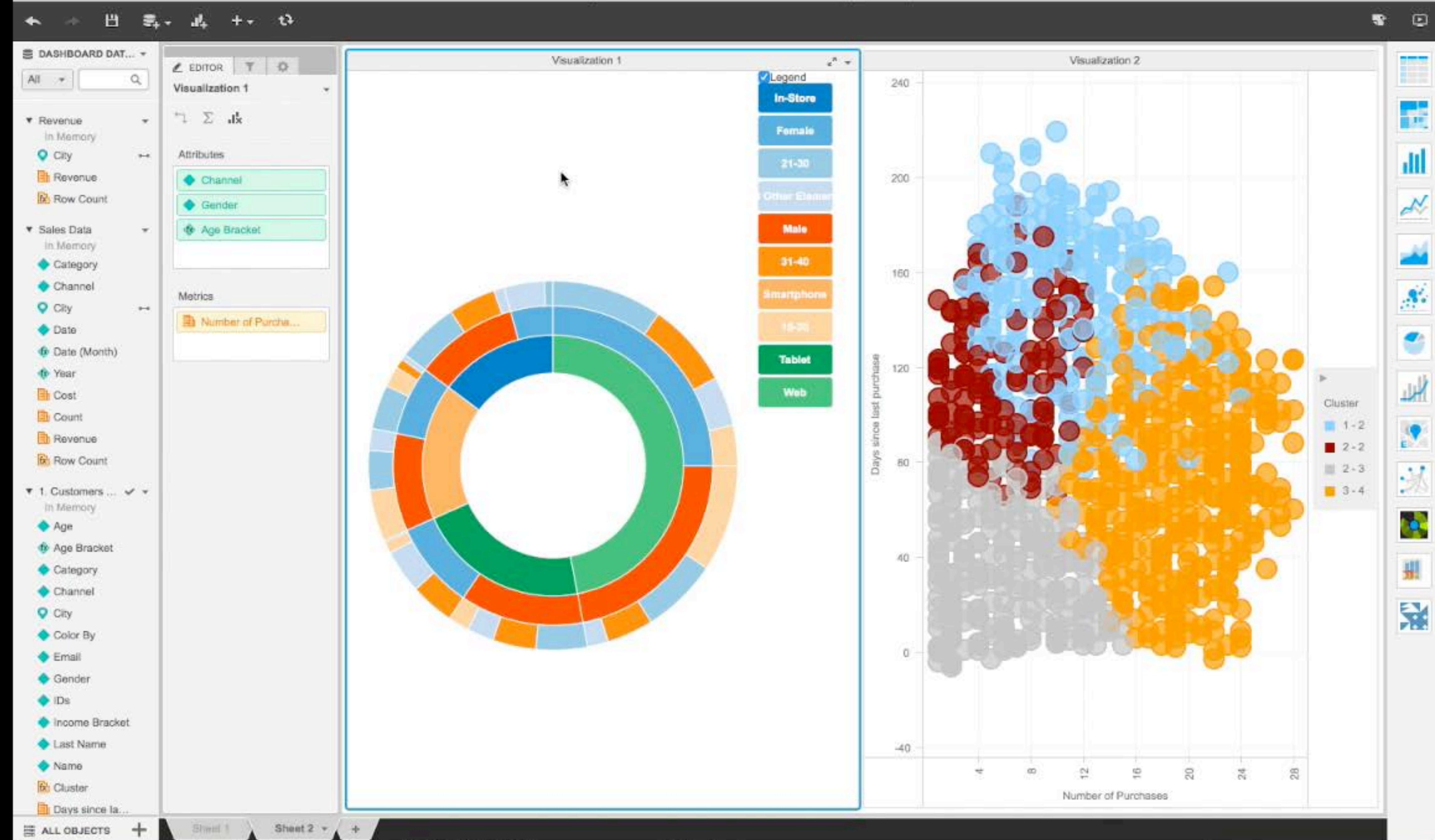


Brand New workflow to include new D3 charts

Expanded Visualization API

Visualization best-practices guidelines and samples

One stop shop for plug-ins



New Data Labels on Maps

Better cartographic labeling options

Display labels on markers or areas

Show contextual metric values and area names

Format data labels to match your dashboard

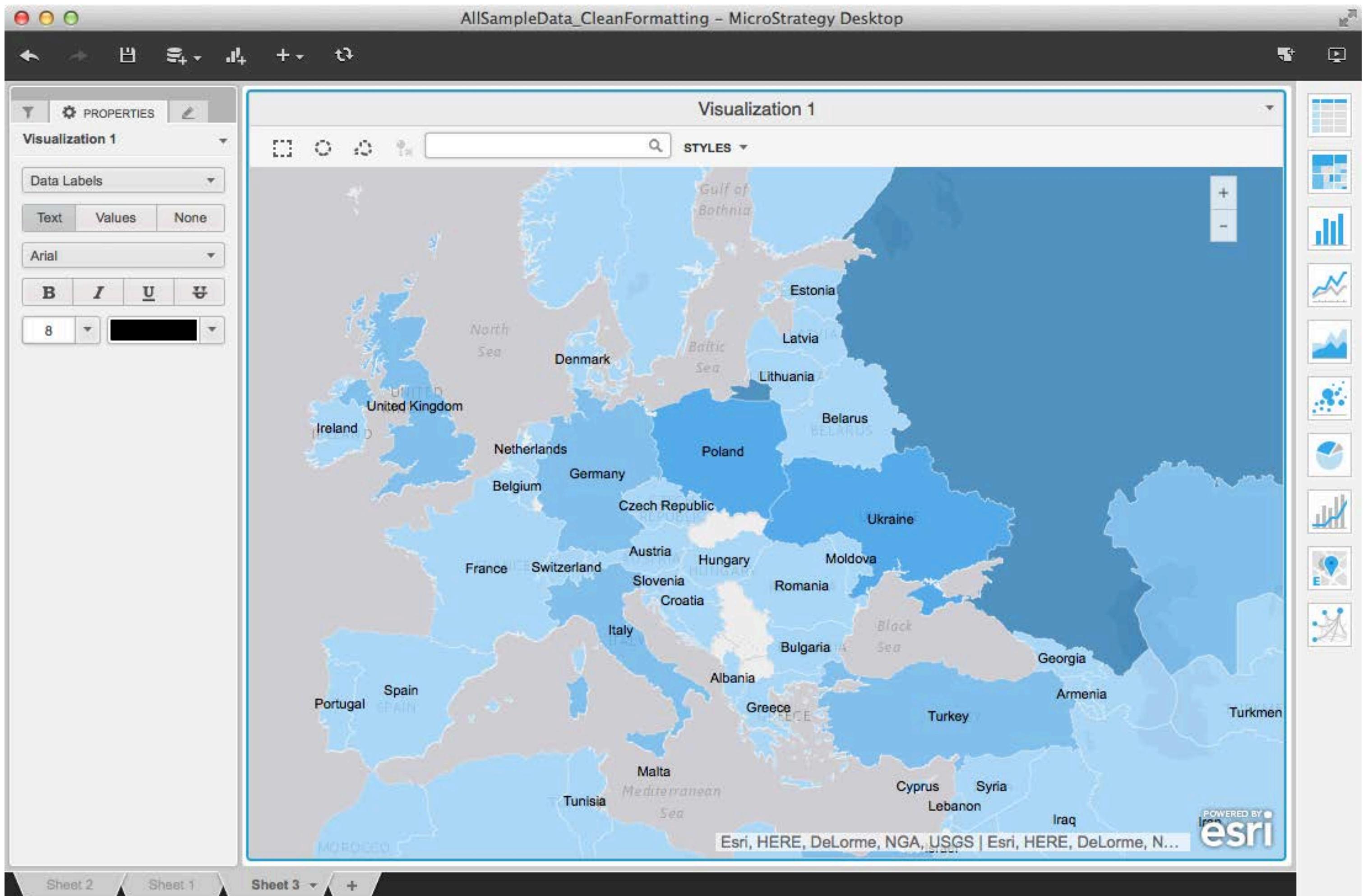
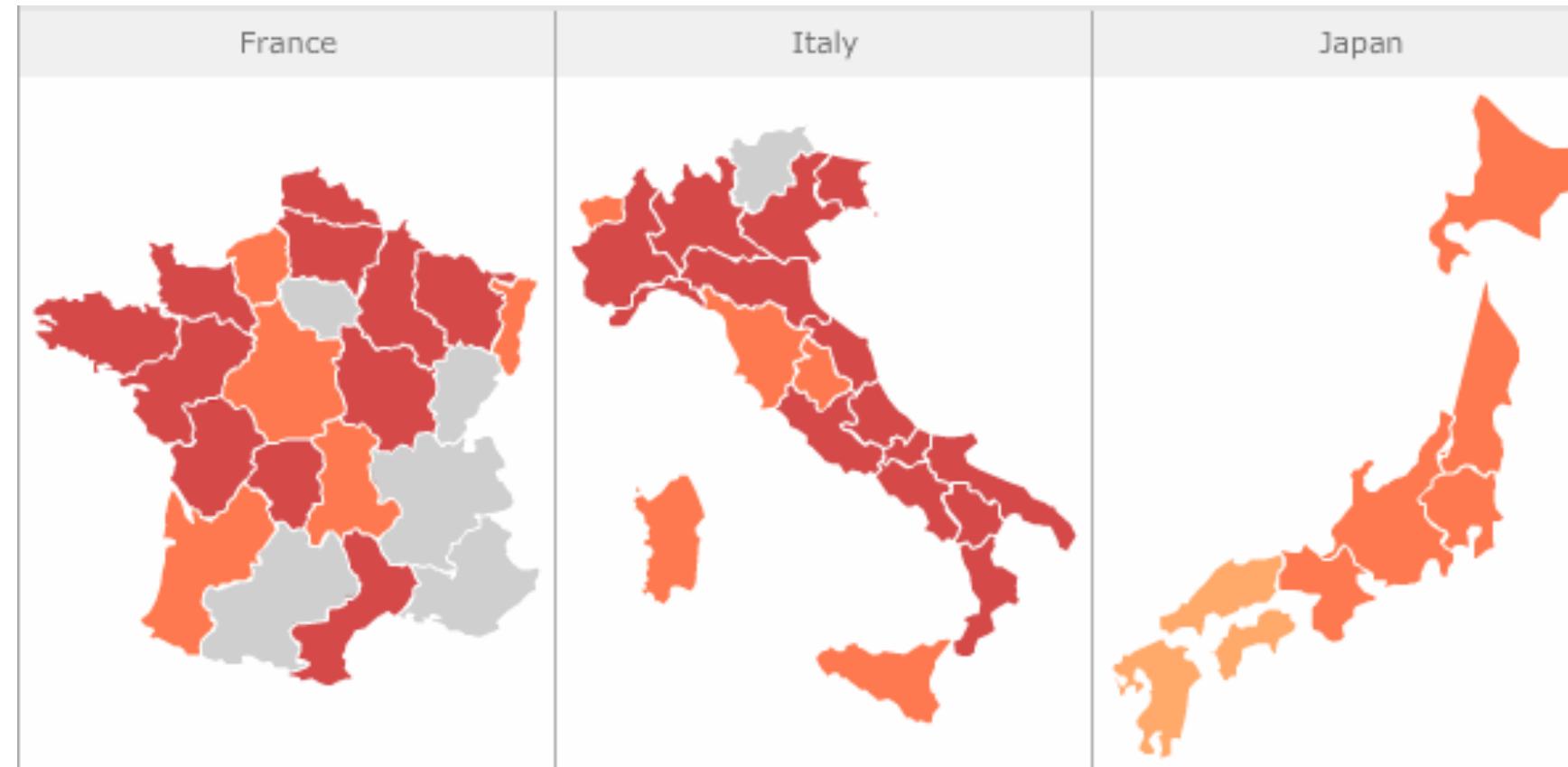


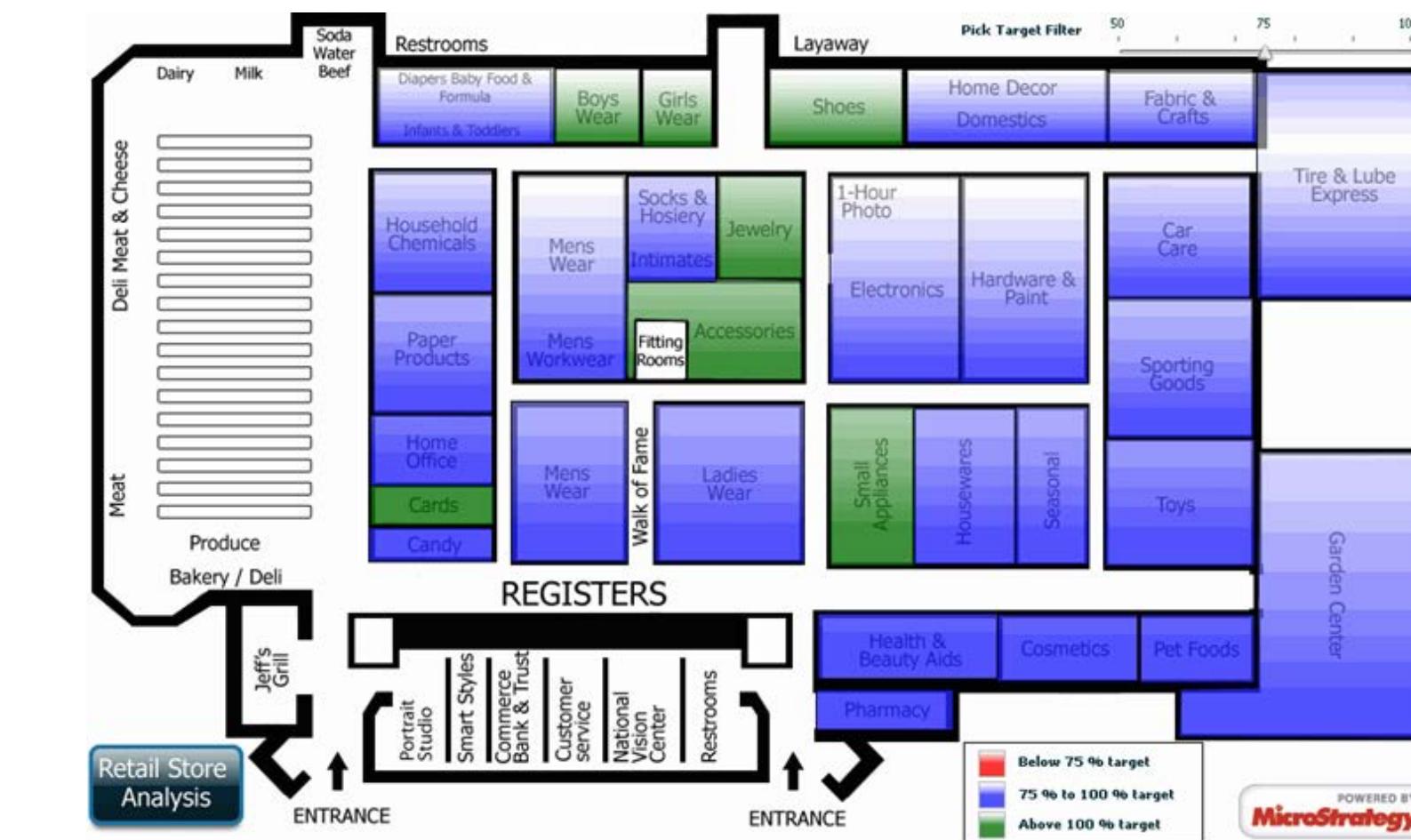
Image Layout Visualization

Image layout visualization for flexibility of creating custom layouts and maps

Rebuilt to support HTML5



Functional parity with 9.4.1



Turned off by default but can be turned on

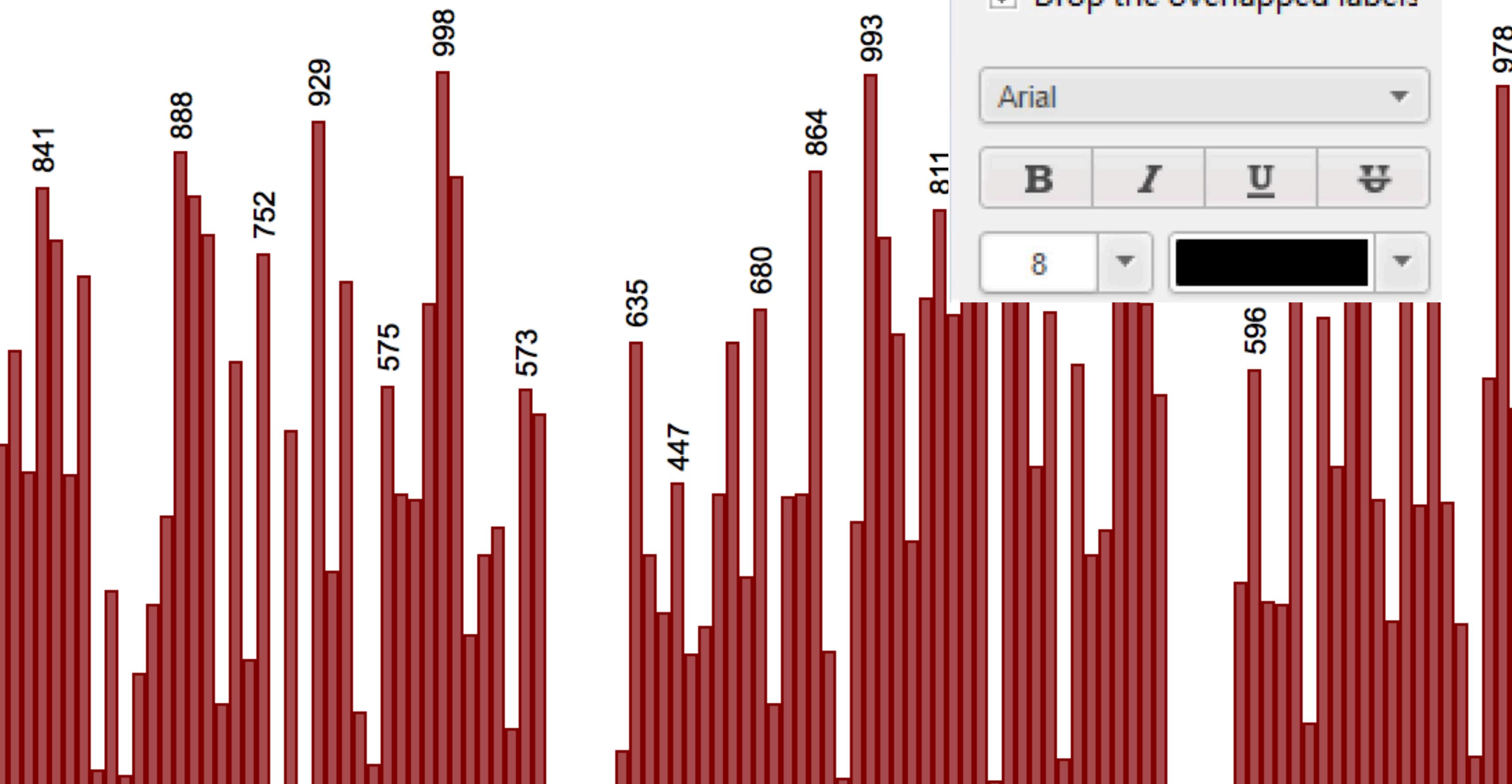
Improved Data Labels

More flexibility for users to hide overlapping data labels

By default overlapping labels are dropped

User has the option to show overlapping labels

Requested by existing customers

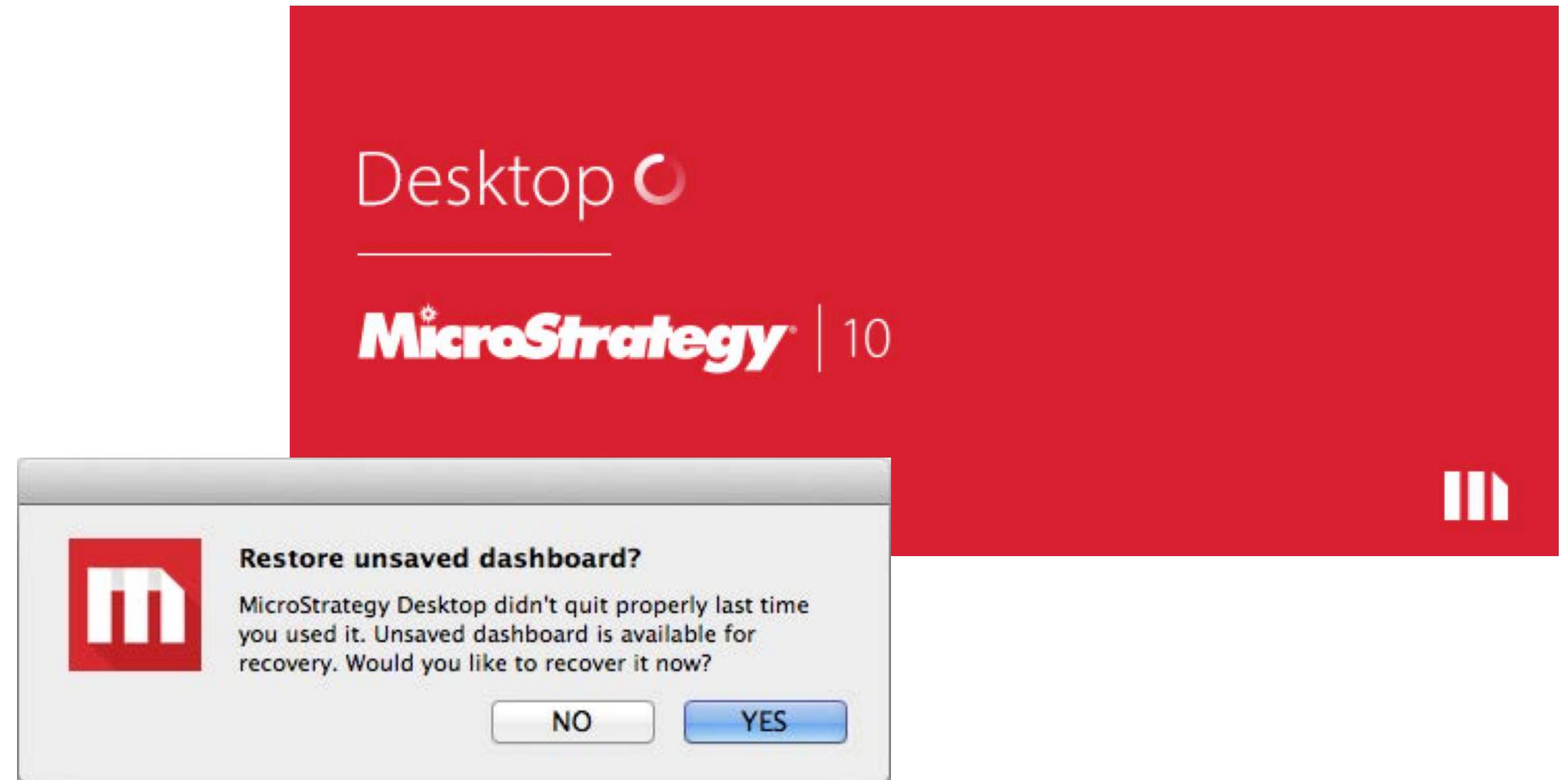


Desktop Auto Recovery

Saving your work from unexpected shutdowns

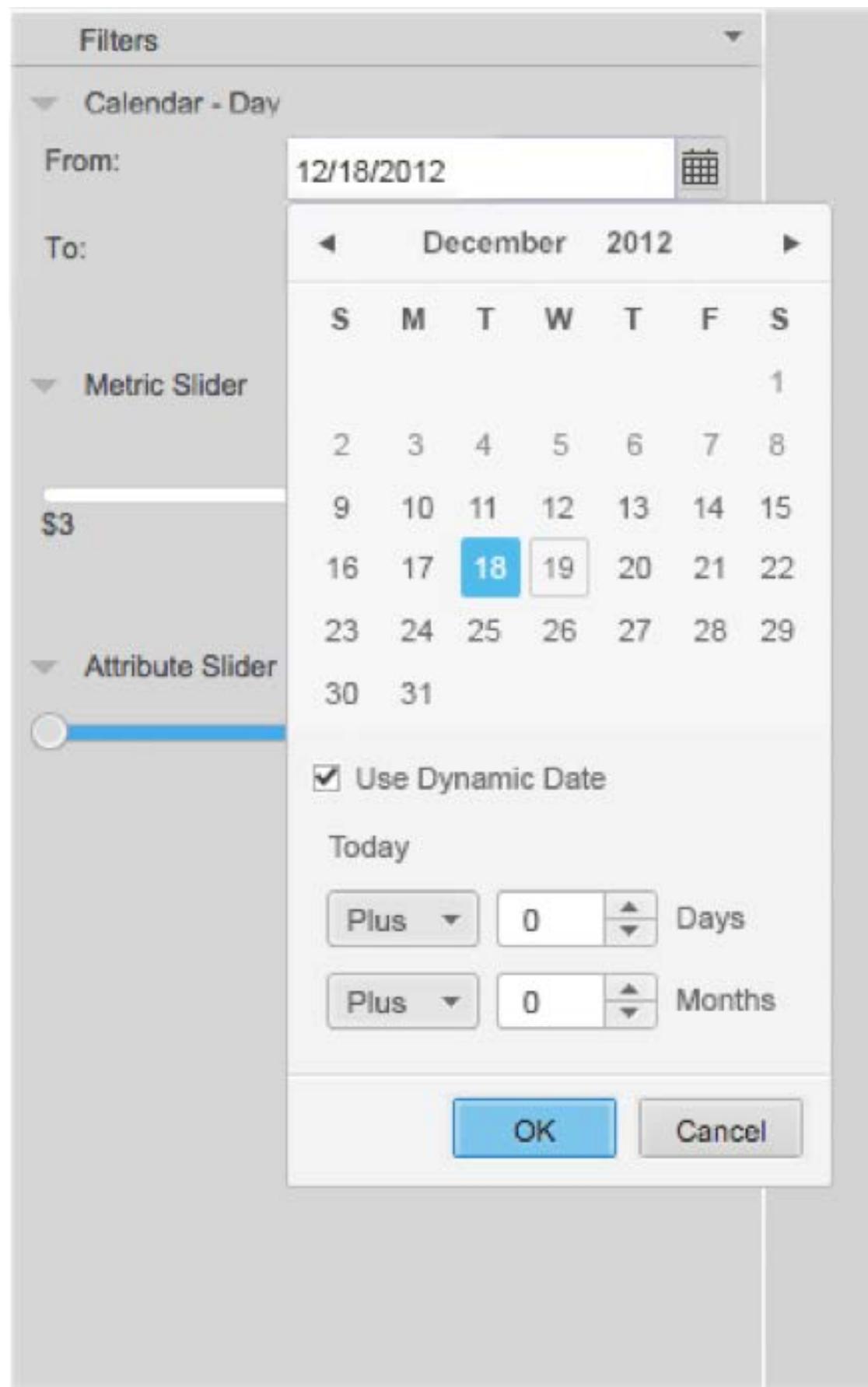
Restore unsaved work after
unexpected closures

Optional restoration when
opening Desktop



New Dynamic Date Filters

Simplified filtering interactions when analyzing data across time



Up-to-date analytics relative to current date

Support for [Today] +/- [x months/days]

Plan to support YTD, MTD, custom fiscal calendar

Dashboard Annotations and Sharing (Beta)

Collaborate and focus attention on insights, patterns, and outliers



Highlight with boxes, arrow and free form line



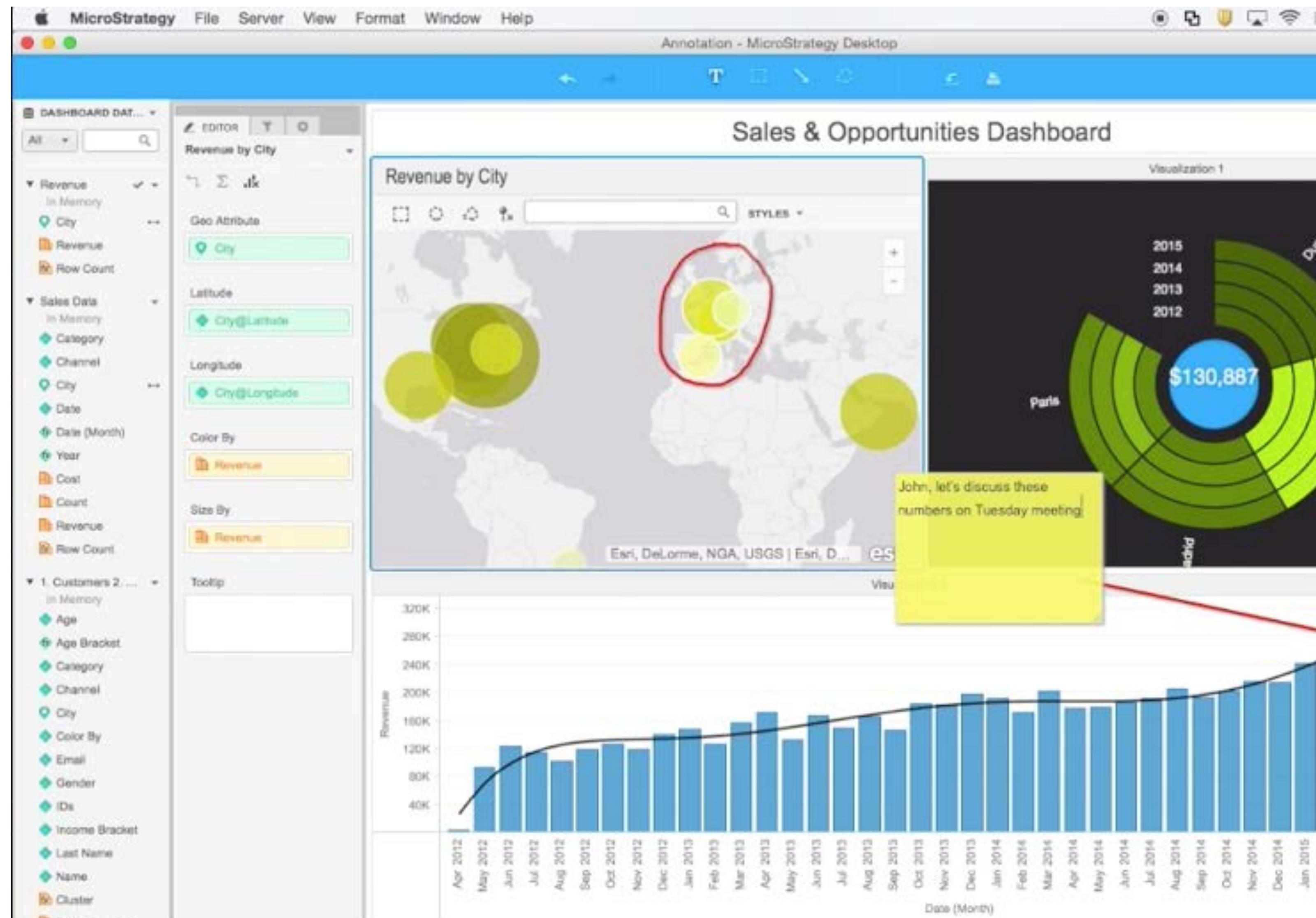
Add comments via “sticky notes”



Save and print screenshot



Share by email



Spot trends
and patterns

MicroStrategy 10

Enterprise-ready analytics that are easy to use.

What's new in 10.2

Enterprise Analytics

Reusable Document Themes across Documents

Better Formatting by allowing designers to apply themes to documents and can easily enforce common themes

Create document templates with fonts, colors etc.





Layout 1



GROUPING:



LABOR STATISTICS (Region & State)

District of Columbia, South

246,724
Unemployed7.8%
Change in Employment10.2%
Change in Employment by
Region

324,679 Labor Force



Unemployment rate by State

State	Rank	Average (Unemployment Rate)
Nevada	1	13.5%
California	2	11.7%
Rhode Island	3	11.3%
Mississippi	4	10.7%
Florida	5	10.5%
North Carolina	5	10.5%
Michigan	7	10.3%
South Carolina	7	10.3%
District of Columbia	9	10.2%
Georgia	10	9.8%
Illinois	10	9.8%
Arizona	12	9.5%
Kentucky	12	9.5%
Oregon	12	9.5%
New Jersey	15	9.3%
Tennessee	16	9.2%
Washington	16	9.2%
Alabama	18	9.0%
Indiana	18	9.0%



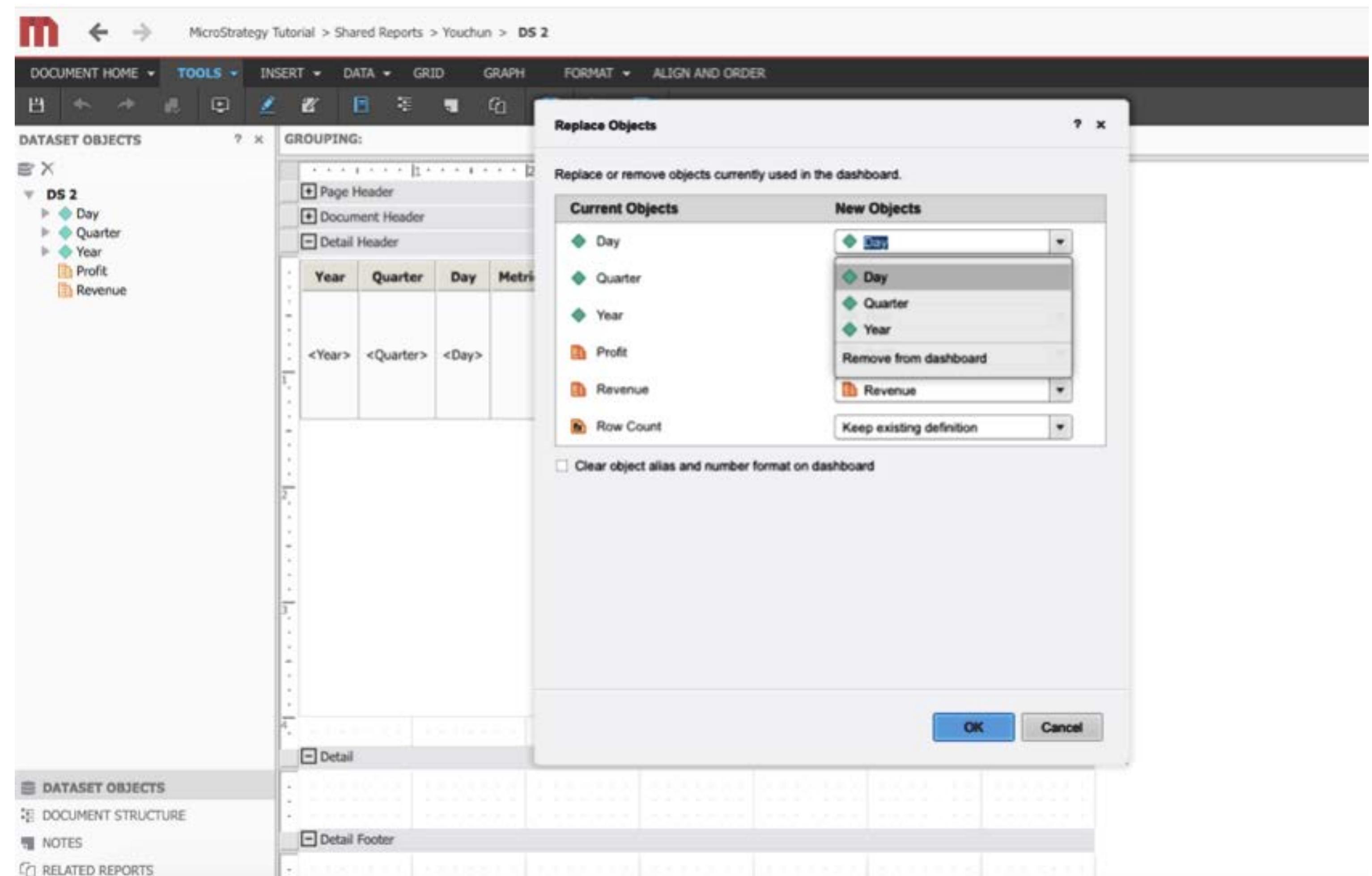
Dataset Replacement: Repurpose Document Design across the organization

Design once, and reuse across any vertical and horizontal

Replace datasets with any other data for both dashboards and documents

Automatically re-conciliates differences between datasets

Reuse Document designs even for datasets with different number of dimensions and metrics



A New Home screen for Every User

Beta

MicroStrategy Web users can customize their home screens to show recent, shared, or favorite reports, as well as selected images.

Custom multimedia, including training content

Recently viewed reports and dashboards, previewed

Setup shortcuts to history lists and specific folders

The screenshot shows the MicroStrategy Web interface with several customization features highlighted:

- Custom multimedia, including training content:** A red line points to a video player window displaying a video titled "RIGHT ANALYTIC SOLUTION".
- Recently viewed reports and dashboards, previewed:** A red line points to a "Recents" section containing four preview cards: "When and Where are the Matches? (Recovered)", "Payroll Structure for Top 5 Employees", "Ridership Compared to Projections", and "Total Deposits: Total Loans: Accounts:".
- Setup shortcuts to history lists and specific folders:** A red line points to the "History List" and "Shared Reports" sections in the bottom navigation area.

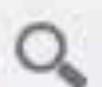
On the right side of the screen, there are additional sections:

- Helpful Links:** Includes links to "TechTarget" and "MicroStrategy unveils its new take on self-service analytics".
- Archives:** A dropdown menu labeled "Select Month".
- Categories:** Includes links to "Contributors" and "About MicroStrategy".
- In the News:** Includes a link to "See All".
- TechTarget:** A logo with the text "TechTarget".
- MicroStrategy news article:** A snippet from TechTarget about MicroStrategy's new self-service analytics solution.
- My Reports:** Includes links to "Inventory By Subcategory", "Supply Chain Management Report", "Shipping Analysis", and "Monthly Loan Payment Calculator".



← →

MicroStrategy Tutorial > Home



Khandelwal, Swati ▾

Create

Browse



Recents



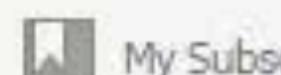
Shared Reports



My Reports



History List



My Subscriptions

Analyze



Create Dashboard



Add External Data



Upload MicroStrategy File

Develop



Create Report



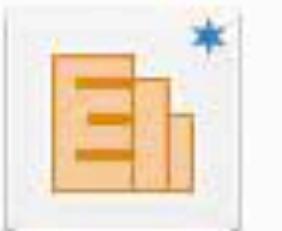
Create Document



Create Filter



Create Prompt



Create Metric



Automatic Partitioning for In-memory cubes

Automatically choose optimal attribute to partition the in-memory cube for parallel processing

Version 10.2 offers more flexible editing options for multi-table in-memory cubes, including the ability to optimally modify columns without needing to republish the cube.

The screenshot shows the 'All Objects View' dialog in a software interface. At the top, there are tabs for 'Edit', 'DMA ID', 'DMA DESC', 'VISIT TYPE CODE', and 'ROW Labels'. Below the tabs, there is a search bar and a 'Partition Attribute' dropdown set to 'Automatic' with a green box around it. To the right of the dropdown is a 'Number of Partitions' input field set to 4. The main area contains two tables: 'Attributes' and 'Metrics'. The 'Attributes' table lists various dimensions and facts with their respective partition counts (e.g., CLASS DESC, 1/4; DEPARTMENT ID, 2/4). The 'Metrics' table lists metrics with their partition counts (e.g., SALES, 1/4; Sum of SALES, 1/4). At the bottom right are 'Save' and 'Cancel' buttons.

Search Index	Attributes	Table
<input type="checkbox"/>	CLASS DESC	1/4
<input type="checkbox"/>	CLASS ID	2/4
<input type="checkbox"/>	CONTRACT GRP MGR	1/4
<input type="checkbox"/>	CONTRACT PDT MGR	1/4
<input type="checkbox"/>	DEPARTMENT DESC	1/4
<input type="checkbox"/>	DEPARTMENT ID	2/4
<input type="checkbox"/>	DIVISION DESC	1/4
<input type="checkbox"/>	DIVISION ID	2/4
<input type="checkbox"/>	DMA	1/4
<input type="checkbox"/>	DMA DESC	1/4
<input type="checkbox"/>	DMA ID	1/4
<input type="checkbox"/>	Online GRP MGR	1/4
<input type="checkbox"/>	Online Merchant	1/4
<input type="checkbox"/>	Online VP GMM	1/4
<input type="checkbox"/>	Row Labels	1/4

Metrics	Table
SALES	1/4
SMS MARGIN	1/4
Sum of SALES	1/4
Sum of SMS MARGIN	1/4

MicroStrategy 10

Enterprise-ready analytics that are easy to use.

What's new in 10.2

Tools

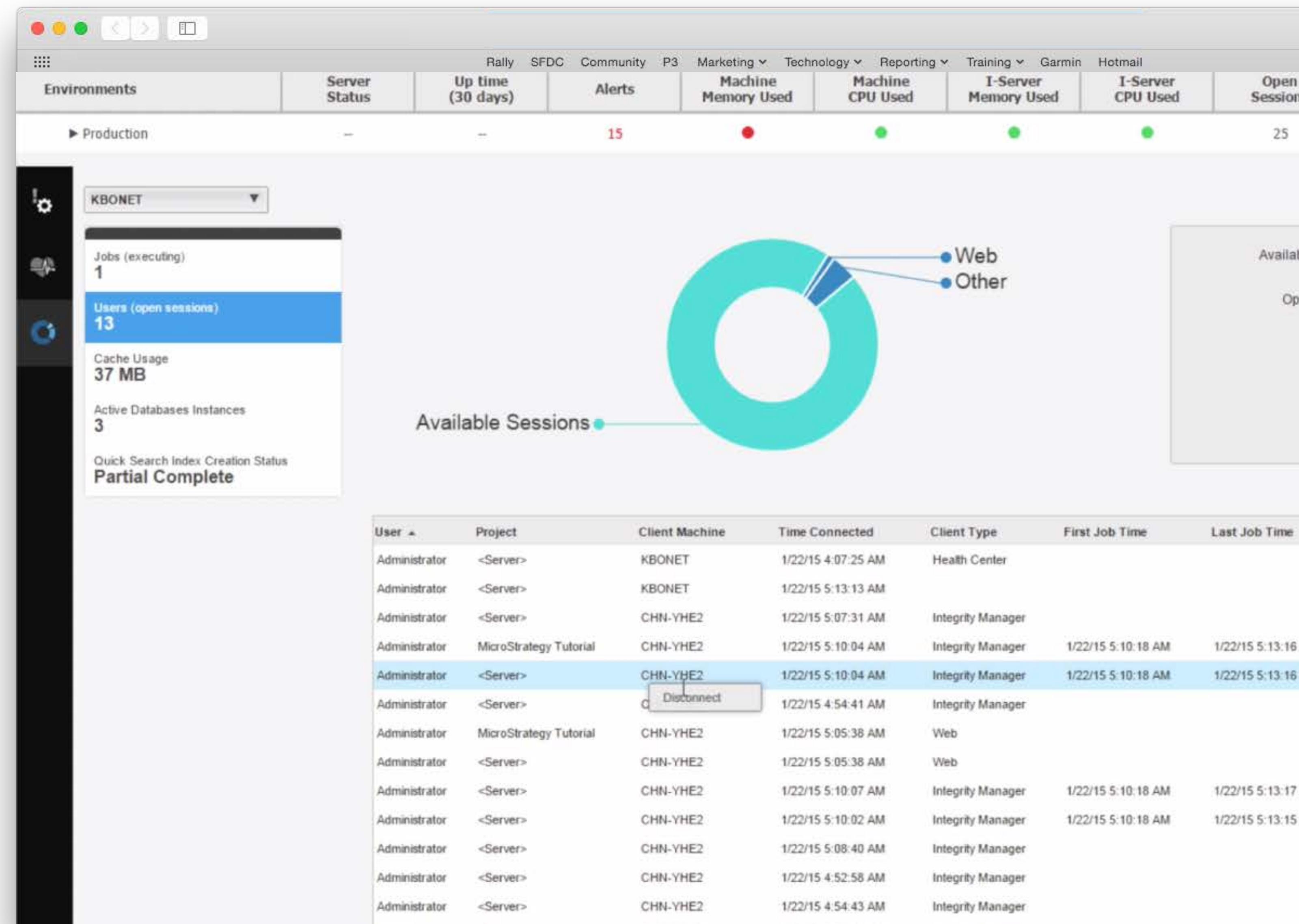
Deploy Enterprise Manager as a stand-alone tool

MicroStrategy provides administrators with powerful development tools to monitor, automate, and control your system

MicroStrategy Operations Manager, launched with version 10.0, delivers Faster and Easier Administration

Dependency between Operations Manager and Health Center eliminated in 10.2

Ability to deploy Enterprise Manager without Operations Manager or Health Center



MicroStrategy 10

Enterprise-ready analytics that are easy to use.

What's new in 10.2

Mobile

iOS: Support for prompt workflow in offline mode

10.2

Offline support for:

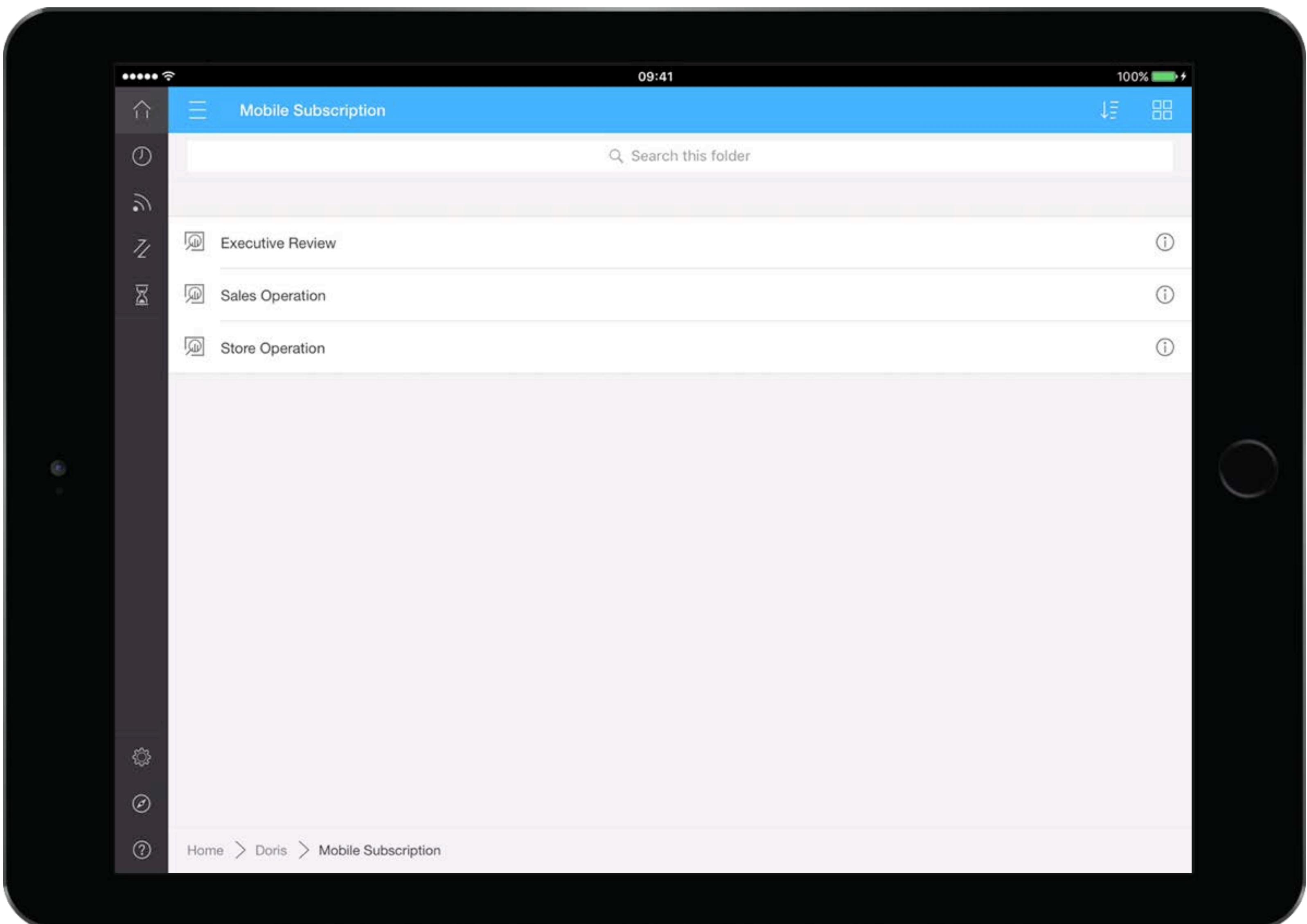
- Value prompts
- Attribute prompts
- Hierarchy prompts



iOS: Ability to create and manage subscription from mobile

10.2

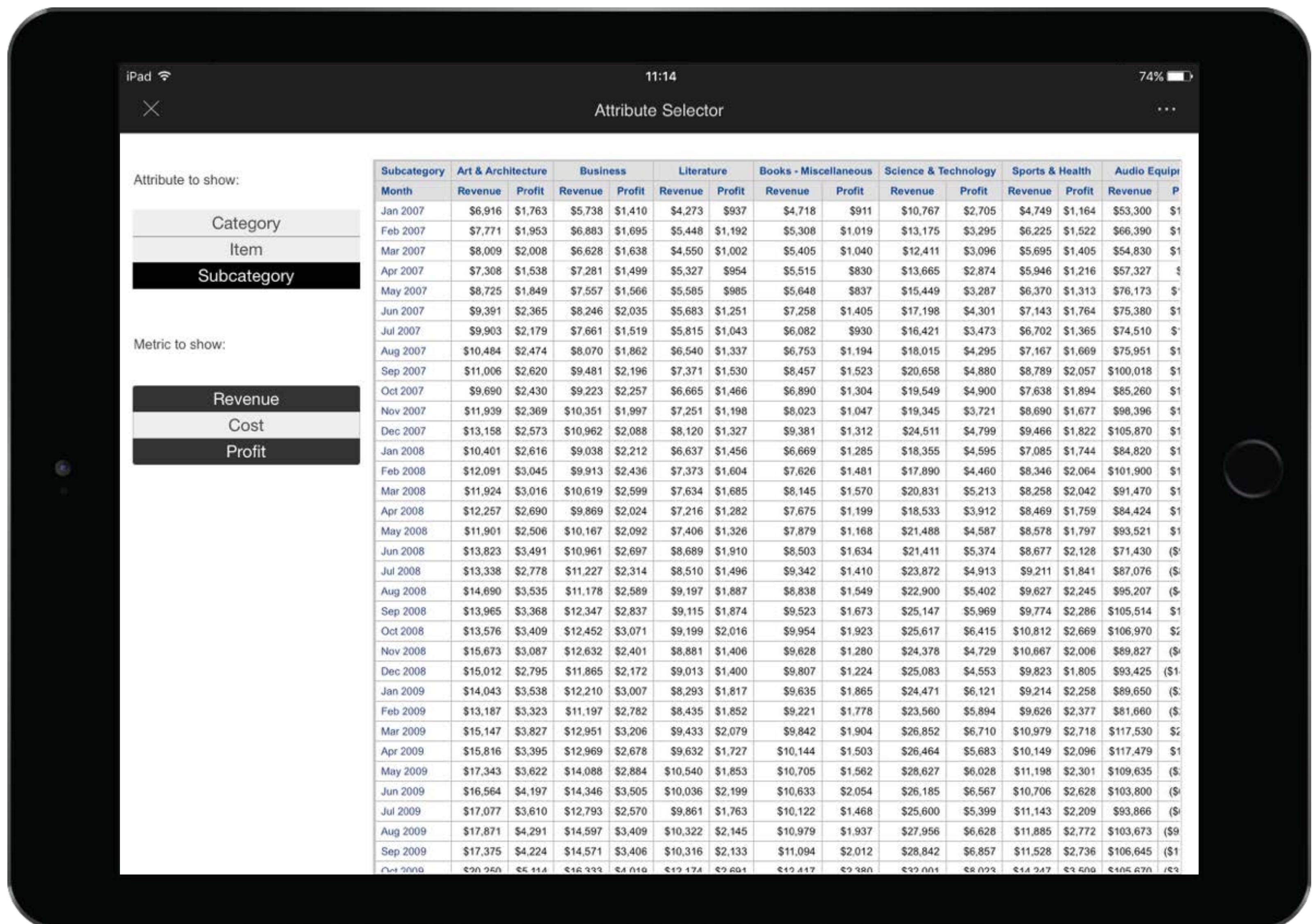
Create, schedule, and manage subscriptions from a Mobile device



iOS: Attribute object selector support

10.2

Toggle between templates using attribute selectors



iOS: Enhanced drilling user experience

10.2

9:41 AM 100%

Sorting, Drilling, Page-By

Dive into Your Data

Find any answer, no matter where it hides.

MicroStrategy's drilling capabilities turn every report into a powerful tool for slicing and dicing data to gain business insight.

Drilling enables the user to take a report and dynamically change the view of the data to make it either more detailed (down to each transaction) or more general (to gain a higher level perspective).

Drill Anywhere.

This powerful feature enables the user to filter a set of data against an entirely new set of attributes on-the-fly.

Books \$122
Music \$62
Electronics \$579
Books \$96
Music \$912

70K-80K

Drill Anywhere...

Income Bracket	Seasons	Winter		Spring		Summer		Fall	
		Category	Revenue	Profit	Revenue	Profit	Revenue	Profit	Revenue
20K and Under	Books	\$42,918	\$7,936	\$41,796	\$8,962	\$47,676	\$10,450	\$50,328	\$9,791
	Electronics	\$404,845	\$59,939	\$389,567	\$67,101	\$461,484	\$82,275	\$492,238	\$75,506
	Movies	\$67,106	\$1,825	\$65,871	\$3,915	\$74,833	\$5,007	\$80,702	\$2,725
	Music	\$66,453	\$623	\$65,234	\$2,932	\$70,834	\$3,603	\$75,229	\$1,524
20K-30K	Books	\$40,921	\$7,849	\$39,608	\$8,446	\$42,991	\$9,570	\$49,044	\$9,399
	Electronics	\$385,306	\$57,082	\$365,317	\$63,177	\$389,784	\$70,670	\$465,226	\$72,694
	Movies	\$63,469	\$1,912	\$61,911	\$3,610	\$69,065	\$4,949	\$75,717	\$2,767
	Music	\$58,188	\$467	\$58,918	\$2,590	\$64,273	\$3,549	\$74,096	\$1,438
30K-40K	Books	\$36,651	\$6,814	\$36,320	\$7,660	\$38,278	\$8,397	\$41,778	\$8,014
	Electronics	\$342,221	\$48,658	\$327,379	\$55,859	\$340,666	\$60,836	\$406,721	\$63,582
	Movies	\$55,356	\$1,369	\$55,532	\$3,014	\$60,048	\$4,133	\$64,679	\$2,290
	Music	\$52,657	\$624	\$53,104	\$2,059	\$55,516	\$2,969	\$60,992	\$984
40K-50K	Books	\$102,128	\$22,136	\$100,975	\$21,455	\$111,334	\$24,559	\$123,401	\$26,668
	Electronics	\$936,429	\$165,729	\$907,936	\$155,417	\$1,012,942	\$183,164	\$1,152,941	\$205,661
	Movies	\$160,238	\$10,211	\$155,627	\$8,935	\$170,023	\$11,621	\$187,254	\$11,819
	Music	\$153,036	\$7,421	\$145,981	\$6,198	\$162,467	\$8,306	\$177,994	\$8,308
50K-60K	Books	\$75,785	\$16,431	\$74,993	\$15,851	\$82,615	\$18,113	\$95,276	\$20,586
	Electronics	\$730,530	\$129,868	\$683,182	\$118,700	\$762,044	\$136,681	\$845,536	\$150,801
	Movies	\$121,728	\$7,756	\$115,285	\$6,650	\$127,768	\$8,448	\$147,804	\$9,376
	Music	\$112,723	\$5,411	\$109,601	\$4,798	\$121,721	\$6,385	\$140,033	\$6,852
60K-70K	Books	\$84,901	\$18,373	\$78,696	\$16,665	\$84,703	\$18,591	\$95,022	\$20,768
	Electronics	\$774,144	\$138,694	\$695,907	\$119,068	\$784,274	\$143,083	\$867,654	\$151,913
	Movies	\$129,754	\$8,380	\$119,286	\$6,907	\$134,505	\$9,398	\$148,203	\$9,452
	Music	\$122,197	\$5,554	\$113,162	\$4,746	\$126,720	\$6,628	\$142,270	\$7,030
70K-80K	Books	\$62,865	\$13,435	\$61,850	\$13,085	\$62,548	\$13,808	\$75,701	\$16,457
	Electronics	\$579,231	\$102,470	\$574,139	\$97,879	\$598,703	\$109,678	\$693,130	\$123,890
	Movies	\$96,473	\$6,017	\$93,043	\$5,272	\$97,974	\$6,816	\$118,432	\$7,789
	Music	\$91,253	\$4,114	\$91,403	\$3,826	\$93,133	\$5,085	\$112,172	\$5,549
80K-90K	Books	\$46,136	\$10,951	\$45,778	\$9,765	\$47,375	\$10,536	\$52,194	\$12,330
	Electronics	\$421,936	\$83,420	\$438,402	\$76,070	\$442,595	\$81,191	\$487,554	\$94,769
	Movies	\$72,999	\$6,362	\$71,132	\$4,100	\$71,876	\$4,949	\$84,344	\$7,075
	Music	\$68,808	\$4,927	\$66,330	\$2,701	\$70,165	\$3,961	\$80,489	\$5,578

In the report above, hold your finger on an income bracket or a product category. Lift your finger. Tap on Drill Anywhere, and then choose how you want to drill into the data.

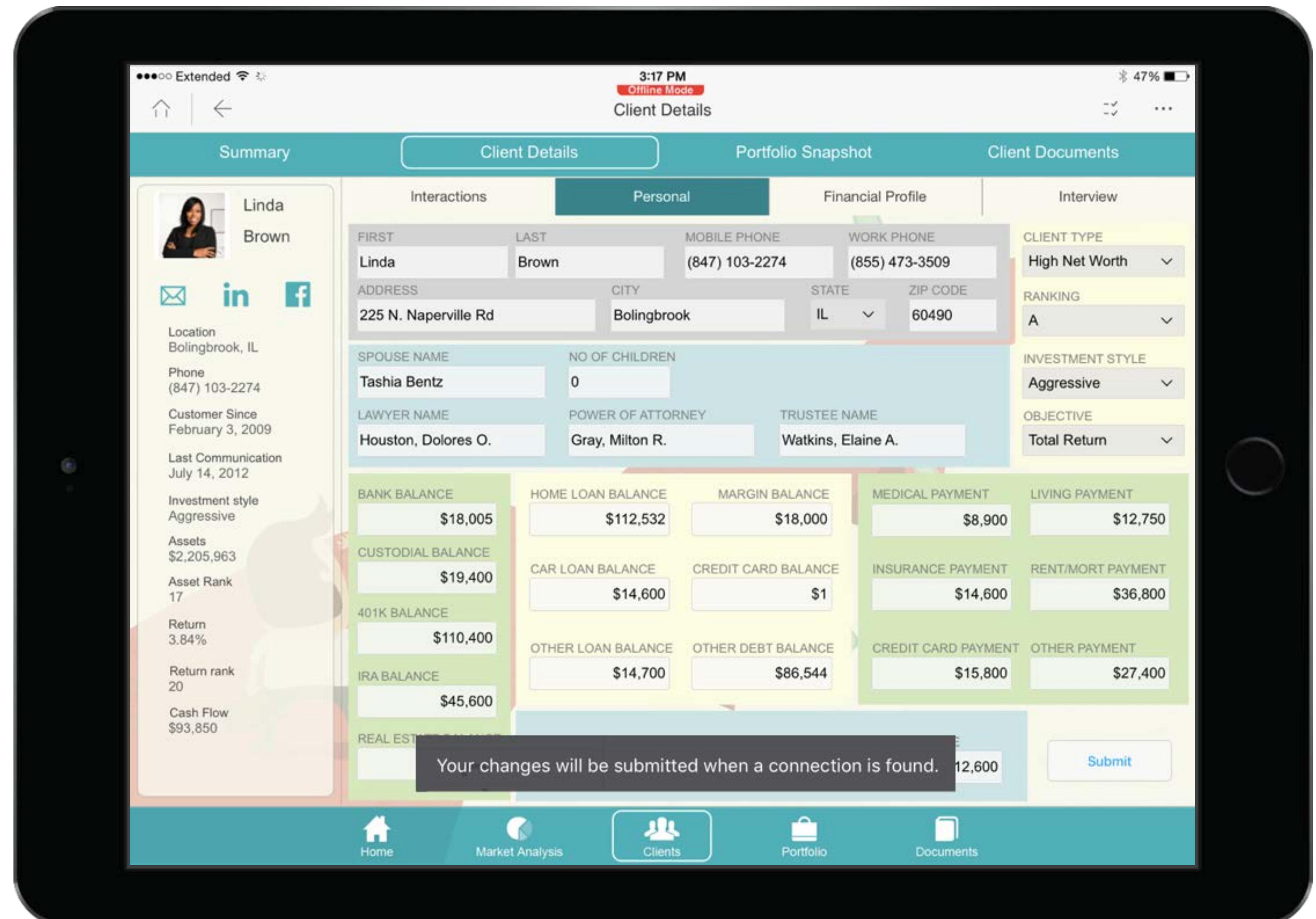
Home Sorting **Drilling** Page-By Rapid Reporting

iOS: Enhanced user experience in offline transactions

10.2

Optimized workflow when submitting offline transactions.

Offline submission is added to queue without much interruption

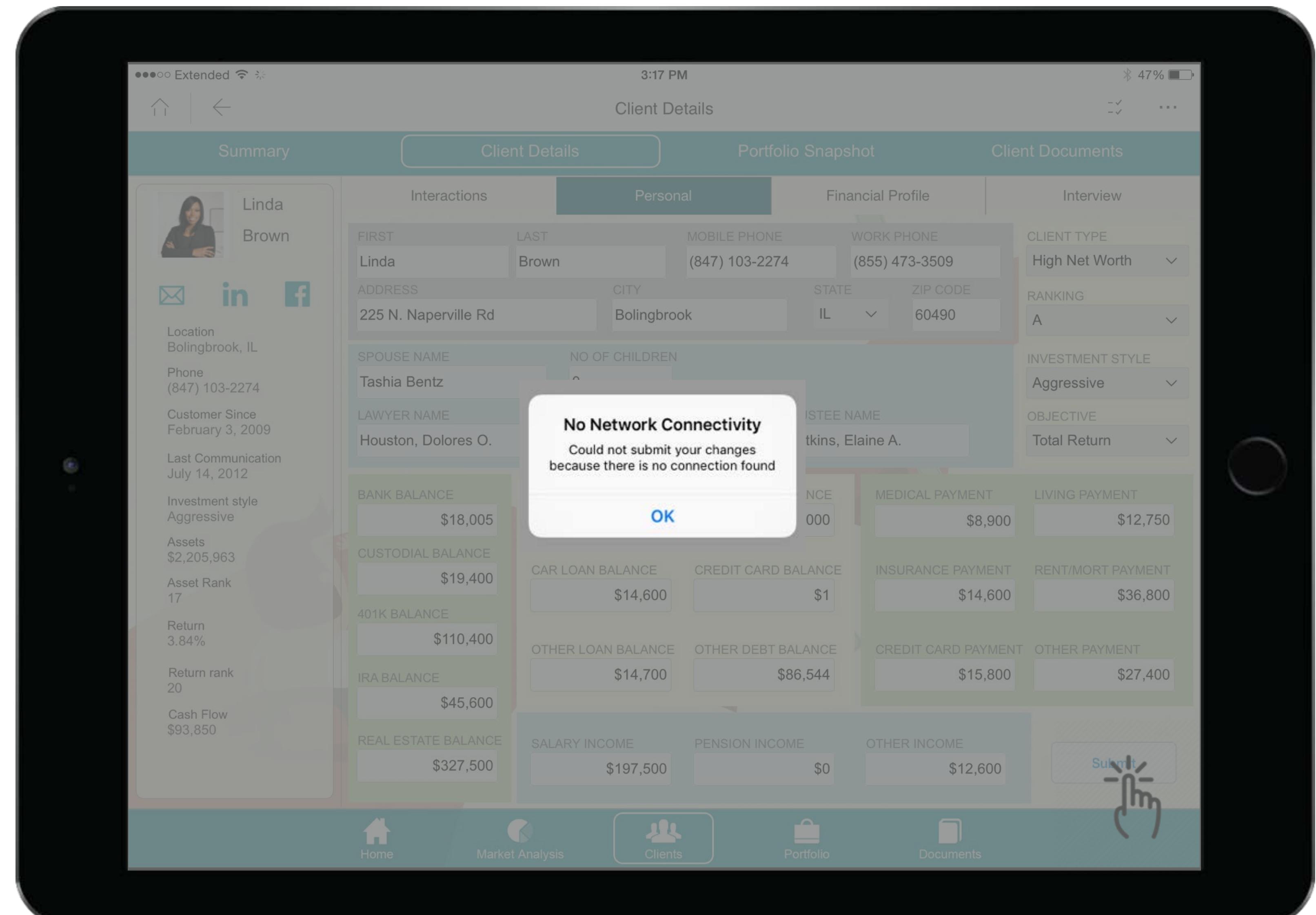


iOS: Disable offline transaction submission per need

10.2

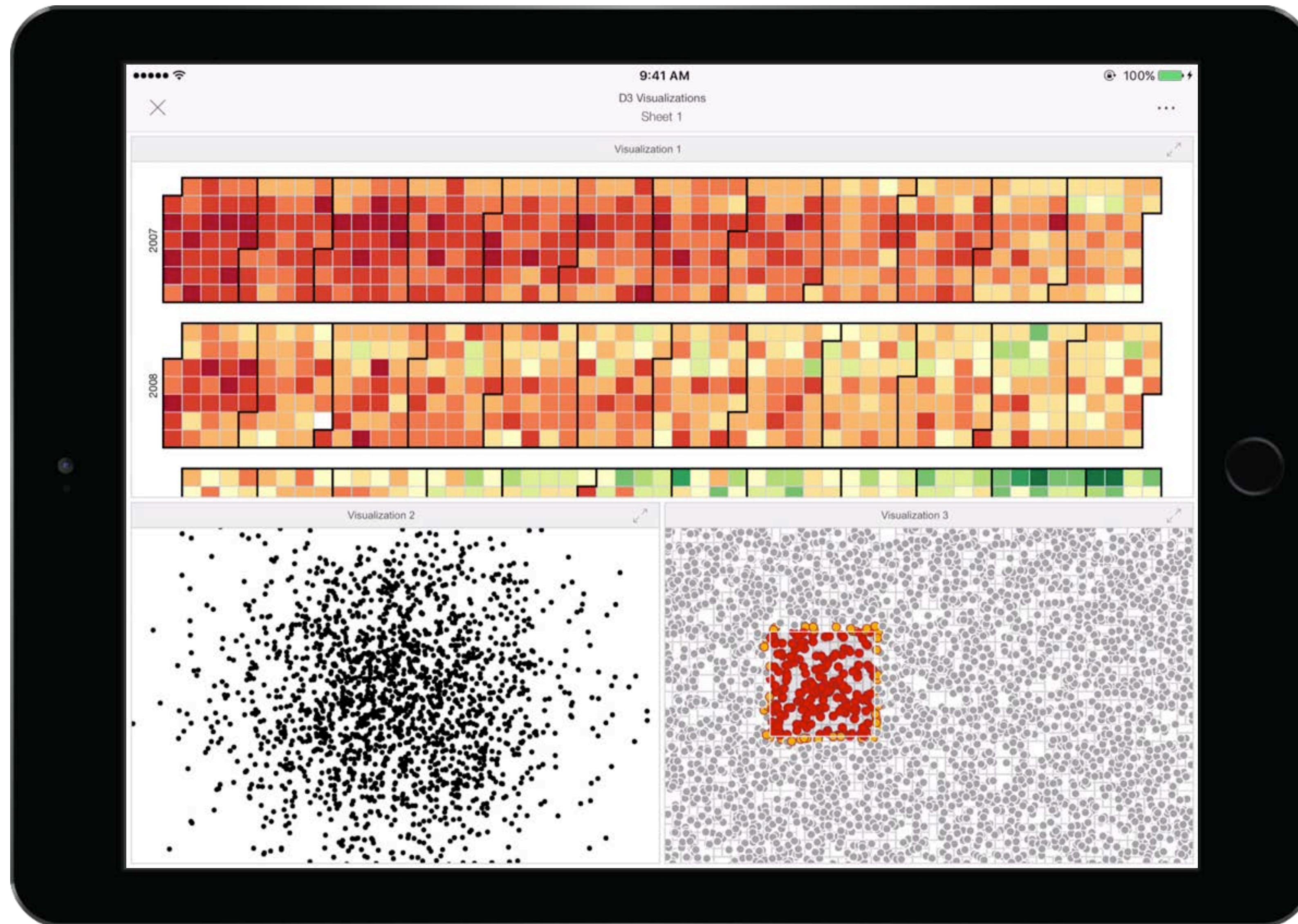
Provide the flexibility to control whether transaction can be submitted or not when offline

Configurable through web property



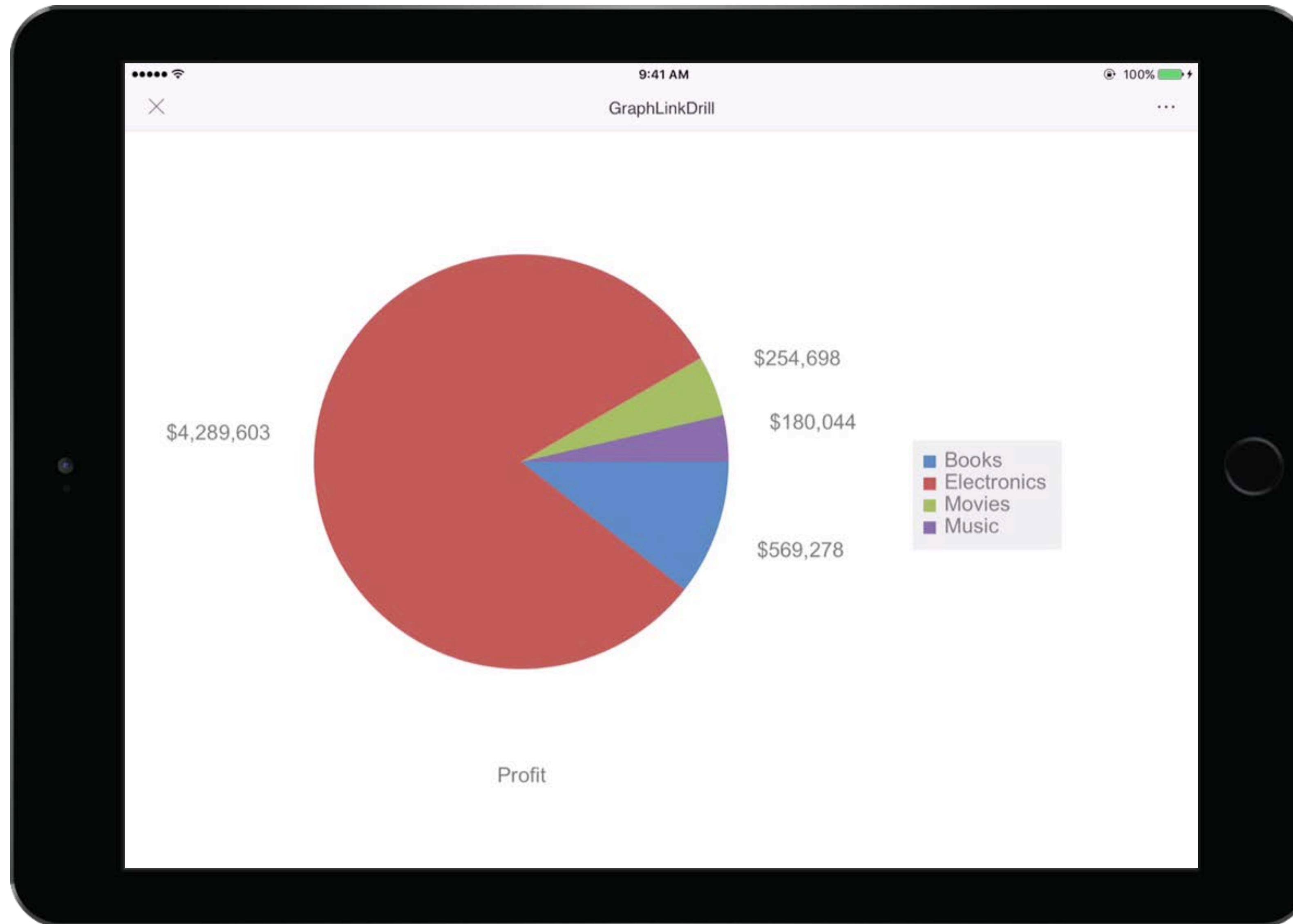
iOS: D3 visualization native gesture support

10.2



iOS: Ability to link from graphs

10.2

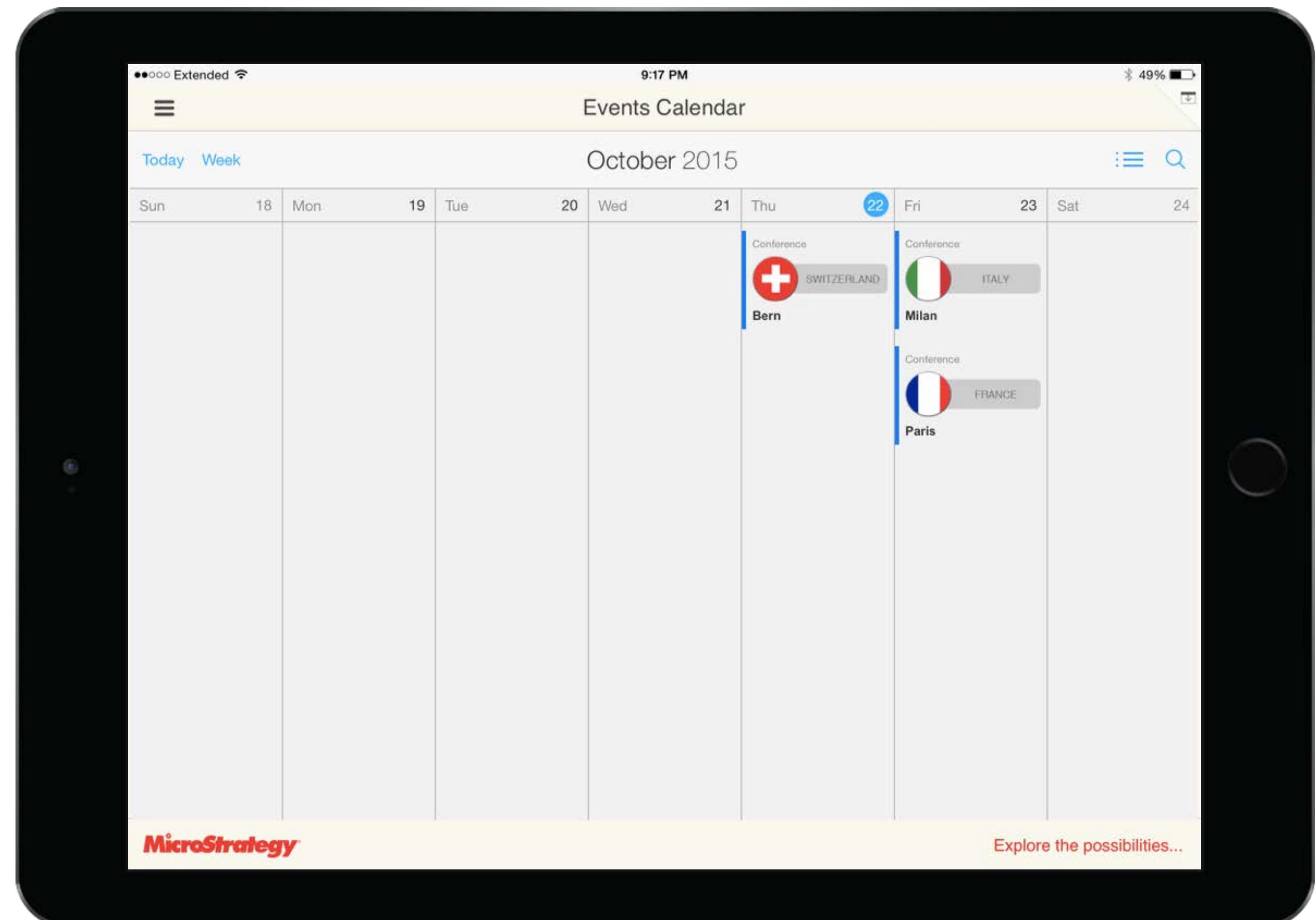


iOS: Select a default view for Calendar Widget

10.2

Select default view by:

- Month
- Week
- Day

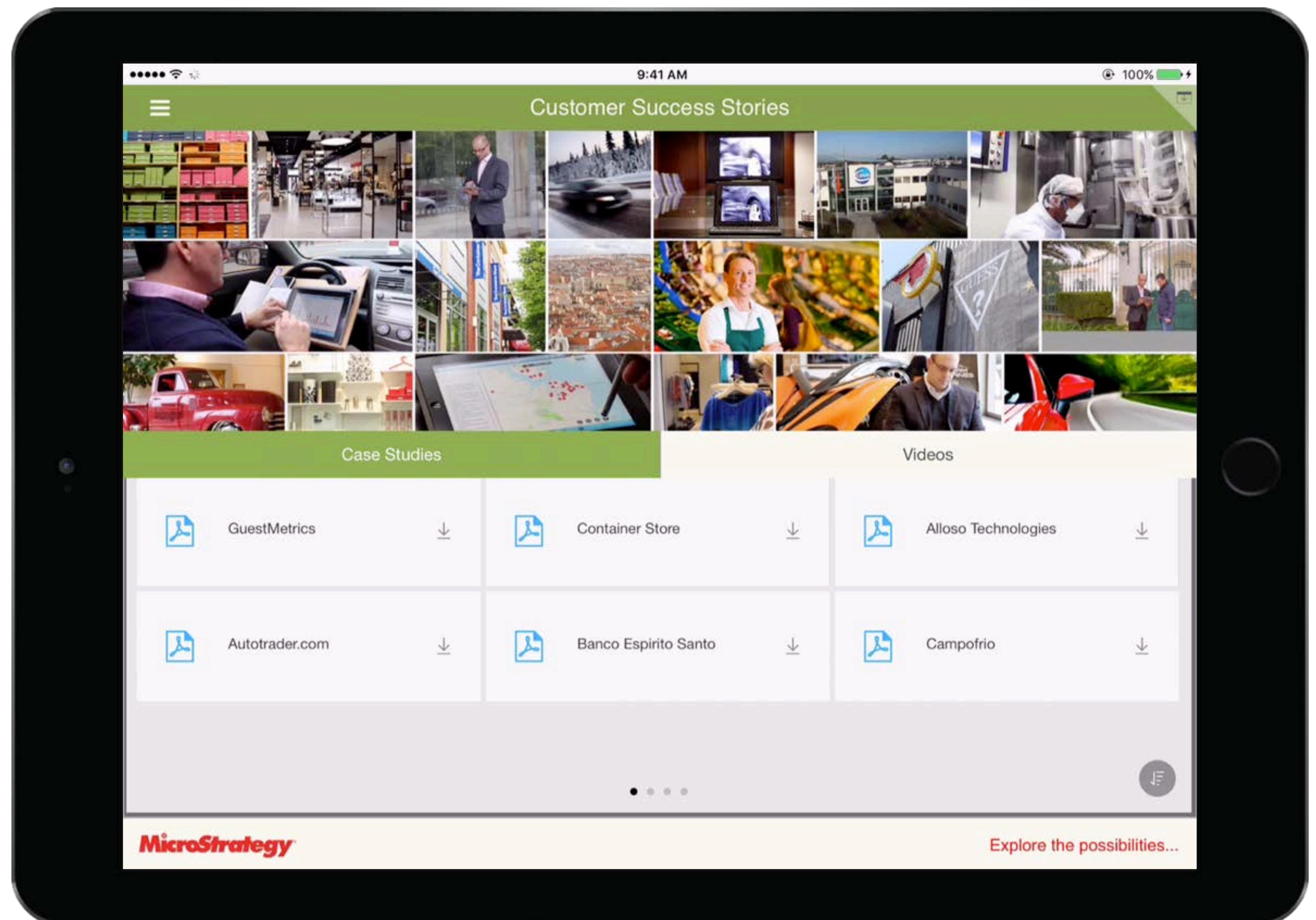


iOS: Multimedia Widget sorting support

10.2

Users can sort multimedia objects by:

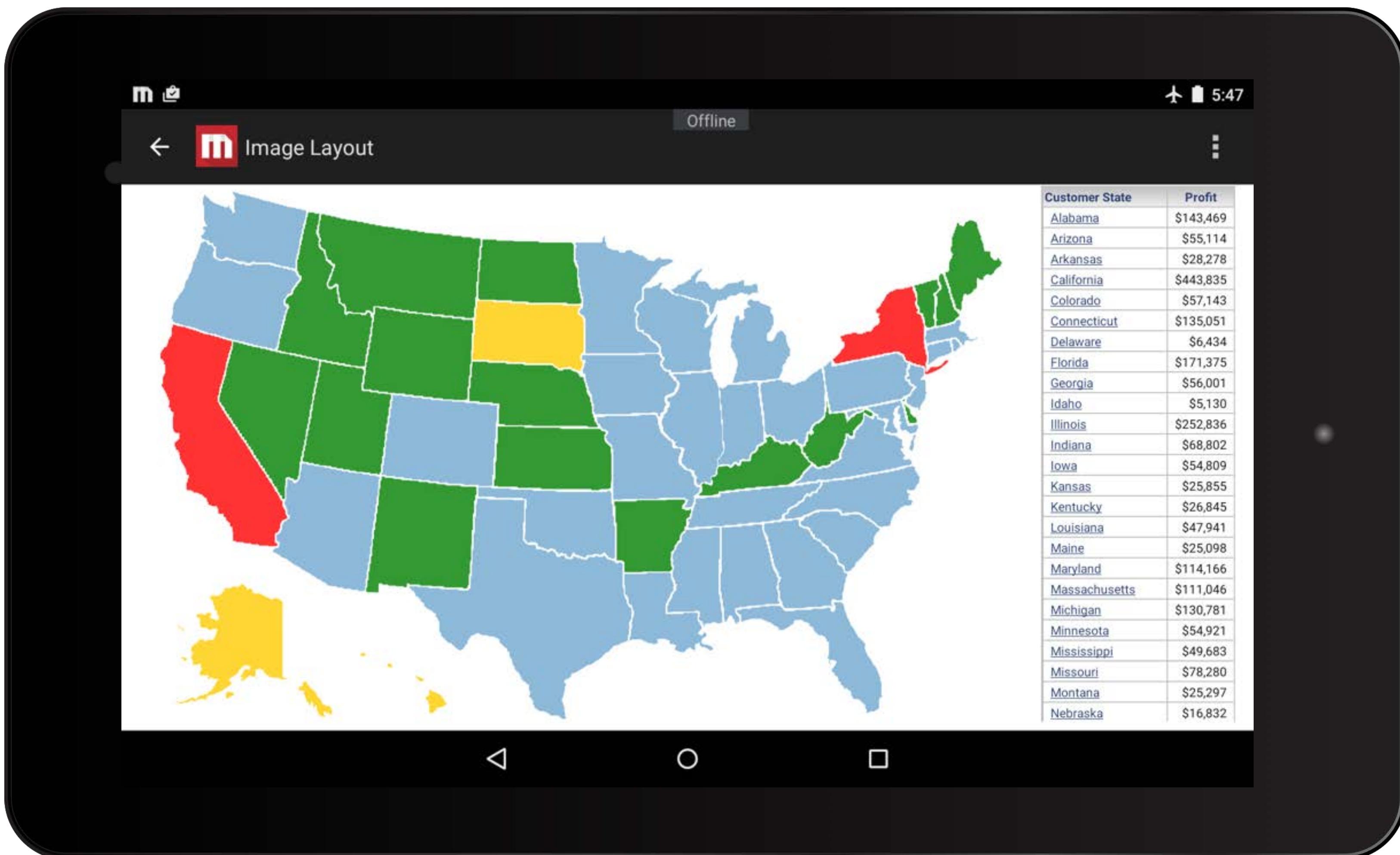
- Name
- Time



Android: Image layout offline support

10.2

Ability to show image layout in offline mode

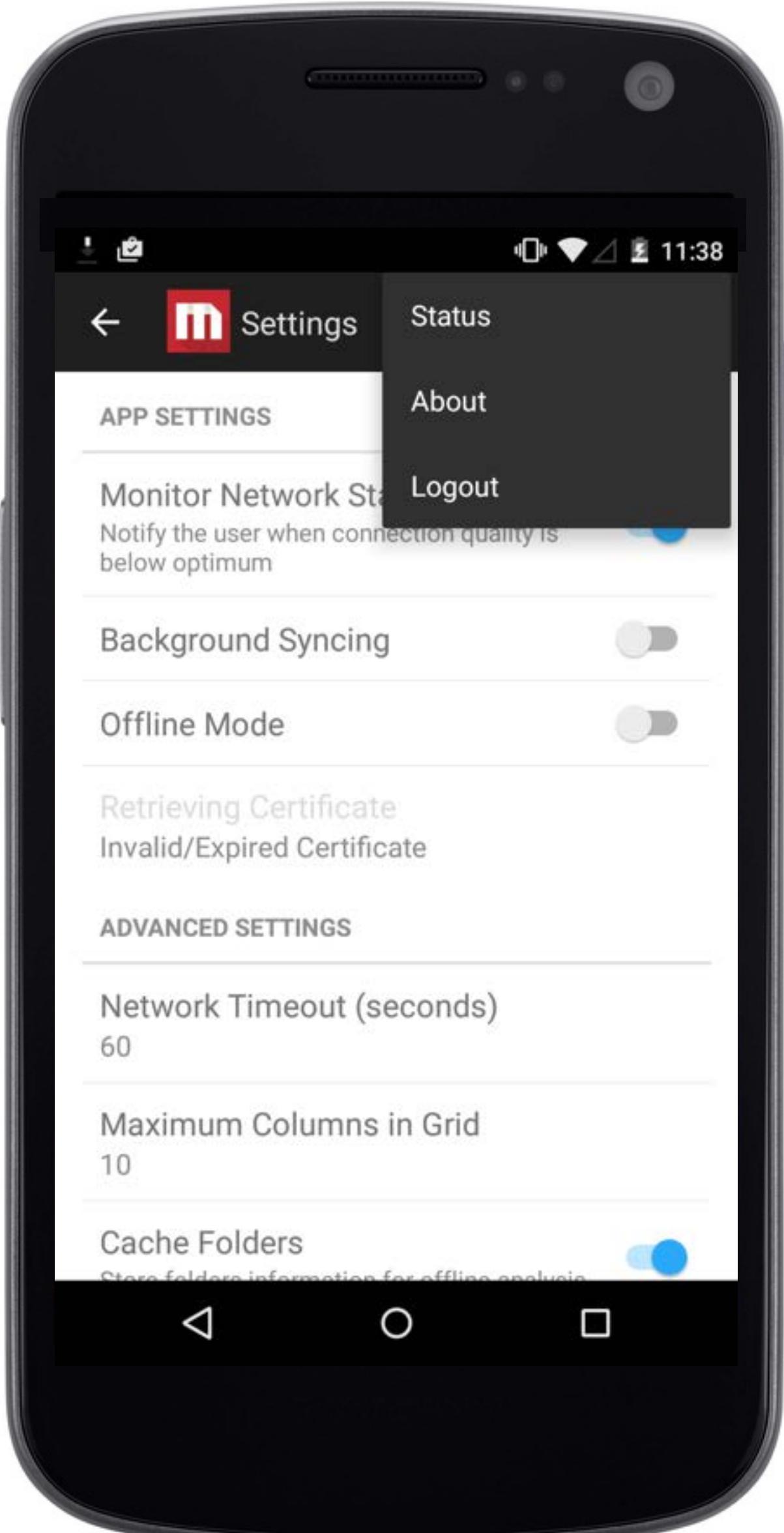


Android: Support for logout functionality

10.2

When logging out on demand, close the user session on server and purge the credentials

Ability to logout through linked objects such as a button, text, image, etc

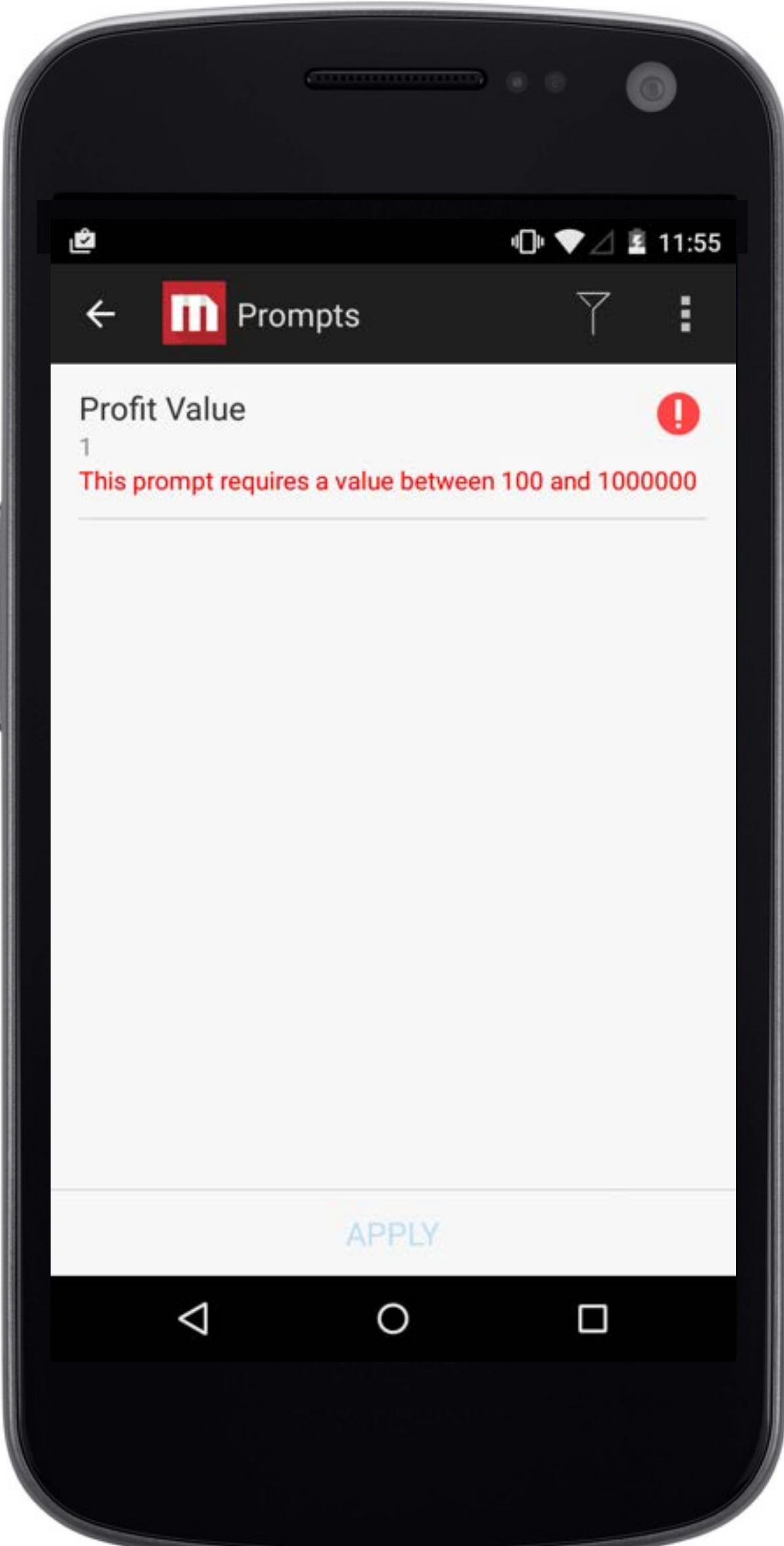


Android: Value prompt validation

10.2

Validate the user's input by:

- Data type
- Numeric type
- Numeric range



Android: Offline mode quick switch

10.2

Ability to enable and disable offline mode through linked objects such as a button, text, image, etc

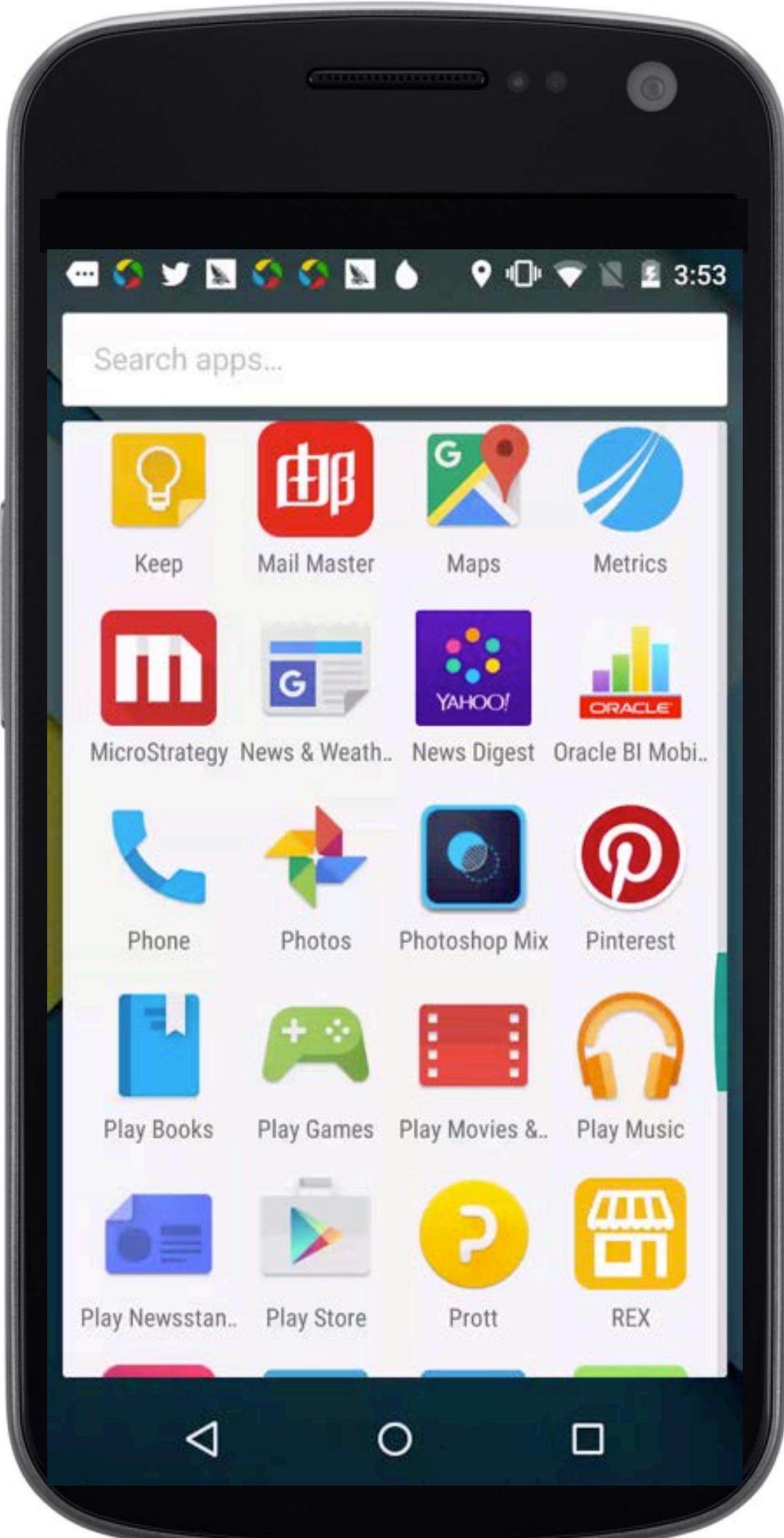
By manually switching to Offline Mode, the app ensures good response time by avoiding requesting new data to the server.



Android: Usher integration

10.2

Allow project access with Usher authentication



Thank you
