

Part I

1. How can a pharmaceutical sales rep use mobile BI?

A rep can sit in a waiting room and learn what is happening with a specific doctor in preparation for his/her presentation (planning). Take notes about the interaction with the doctor (transactional). Premade presentations and information may be presented to the doctor (training). A signature may be electronically obtained from the doctor.

2. Who is the key user of mobile BI at the Container Store?

The general manager is the key user of mobile BI. It is a store leadership initiative. Employees come first. A happy employee will be able to make happy customers which in turn makes happy shareholders and a financially successful company. It is important for all members of a team to know the score just like it is important for all employees to know how well the company is performing.

3. Discuss how the wait time for an app to open can be customized?

The wait time for an app to launch can be used to "Brand" the app. Much like how Apple has a VP of Packaging for their products, a lot of polish and good first impressions can be shown every time the app is launched.

The next part of this assignment is to experience mobile BI on your smart phone or tablet computer. First you will need to download the MicroStrategy mobile BI app. Next, open the app and then the employee benefits app.

Part II

Assume you are Thomas Smith and answer the following questions:

1. In what city do you live?

I live in San Francisco, California.

2. How many vacation/sick days do you currently have?

I have 6 vacation/Sick Days.

3. What's your gross pay per month?

My gross pay per month is \$7,000.