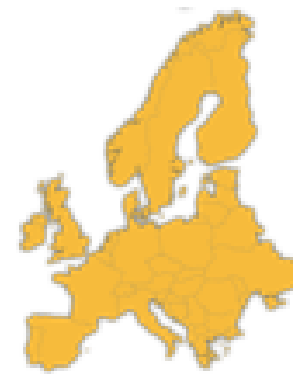




Insight to Action

MicroStrategy Background

- Founded in 1989
- \$454M Revenue 2010
- Largest independent Business Intelligence software provider (NASDAQ: MSTR)
- Twenty-year focus perfecting software for very large-scale data analysis
- Selected by Gartner for “Leader Quadrant” for Business Intelligence Platforms
- 3,600 customer organizations in over 20 industries
- Direct operations in 44 cities in 23 countries across the world
- 2,600 employees worldwide; approximately 20% are dedicated to R&D
- More than 70 patents granted for MicroStrategy software



Atlanta
Charlotte
Chicago
Dallas
Los Angeles

Montreal
New York
Portland
San Francisco
Seattle
Tampa
Toronto
Washington

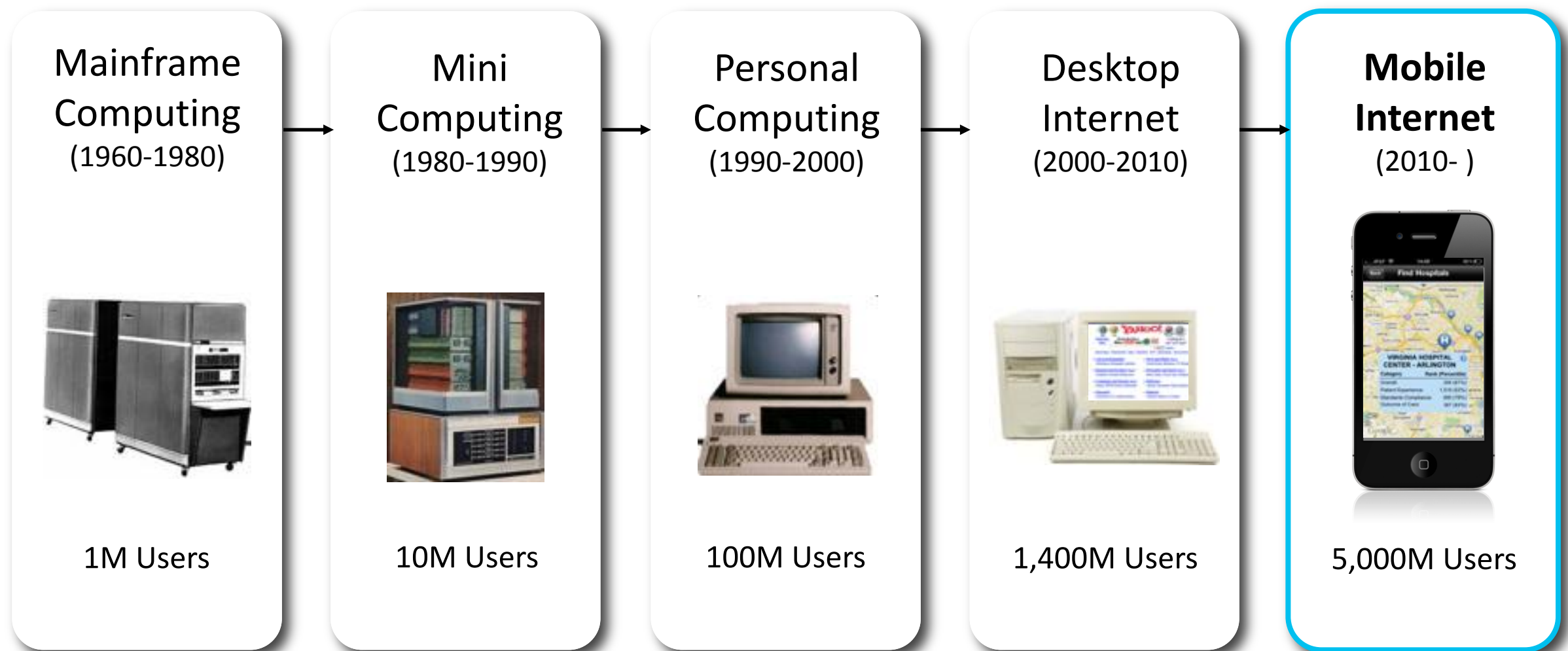
Buenos Aires
Ciudad de
Mexico
Monterrey
Sao Paulo
Barcelona
Brussels
Cologne
Frankfurt
Johannesburg

Lisbon
London
Madrid
Milan
Munich
Paris
Rome
Stockholm
Utrecht

Vienna
Warsaw
Zurich

Beijing
Canberra
Hangzhou
Melbourne
Mumbai
Seoul
Shanghai
Singapore
Sydney
Tokyo

The Fifth Wave of Information Technology Will Dwarf All Previous Waves

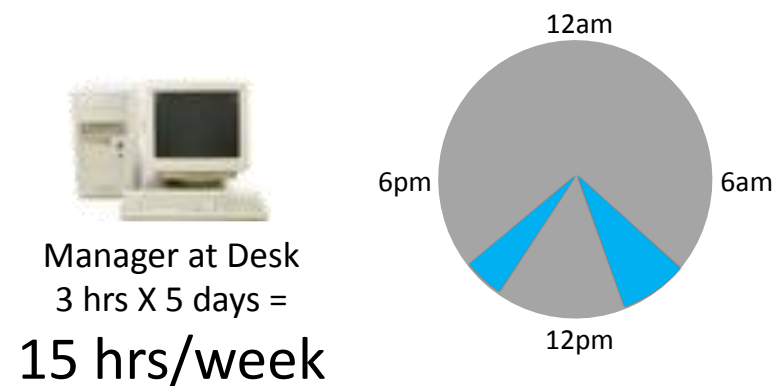


Source: Morgan Stanley, The Mobile Internet Report

Mobile Apps are better than Web and Desktop Apps

All The Time

Information Available 24 x 7

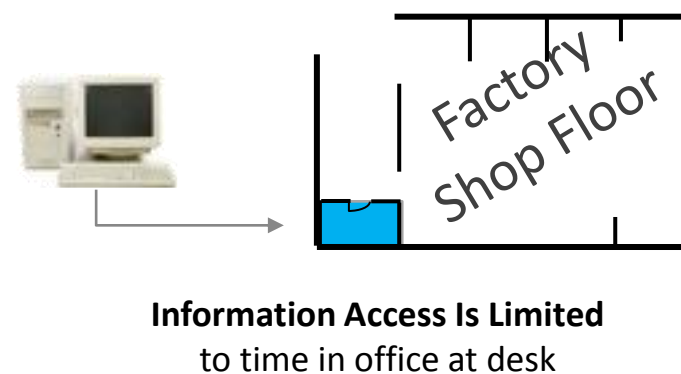


VS.



Everywhere

Every Location Becomes Your Office

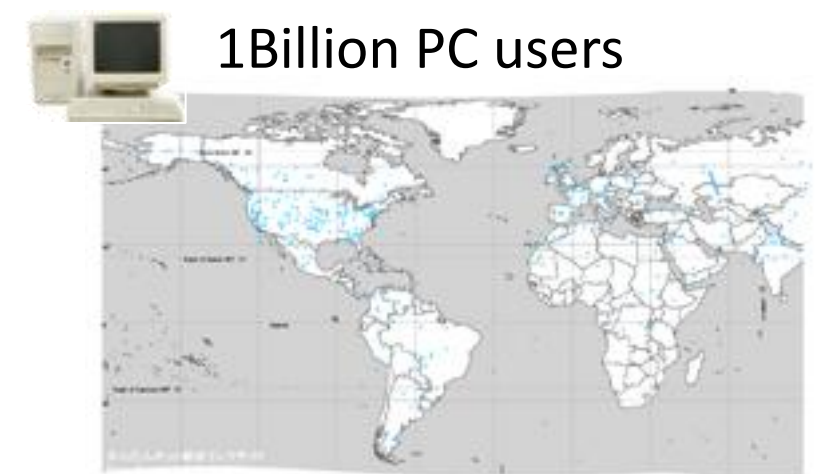


VS.

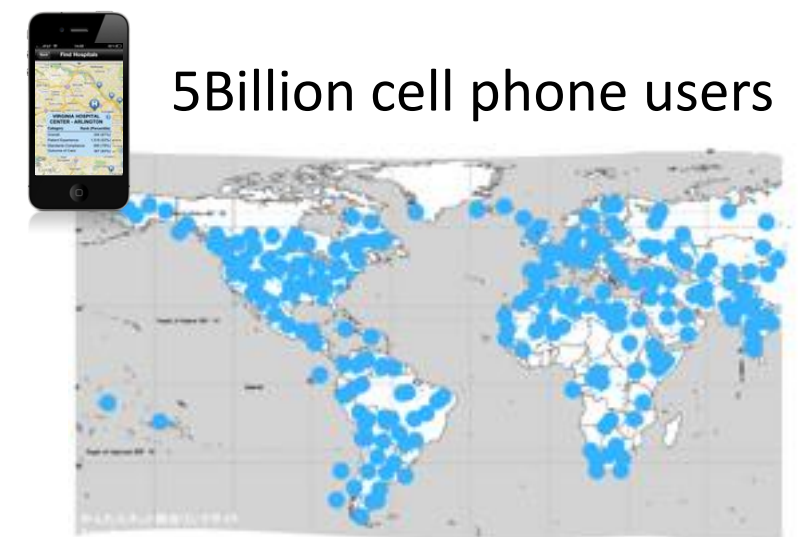


Everyone

Everyone Who Has a Phone



VS.

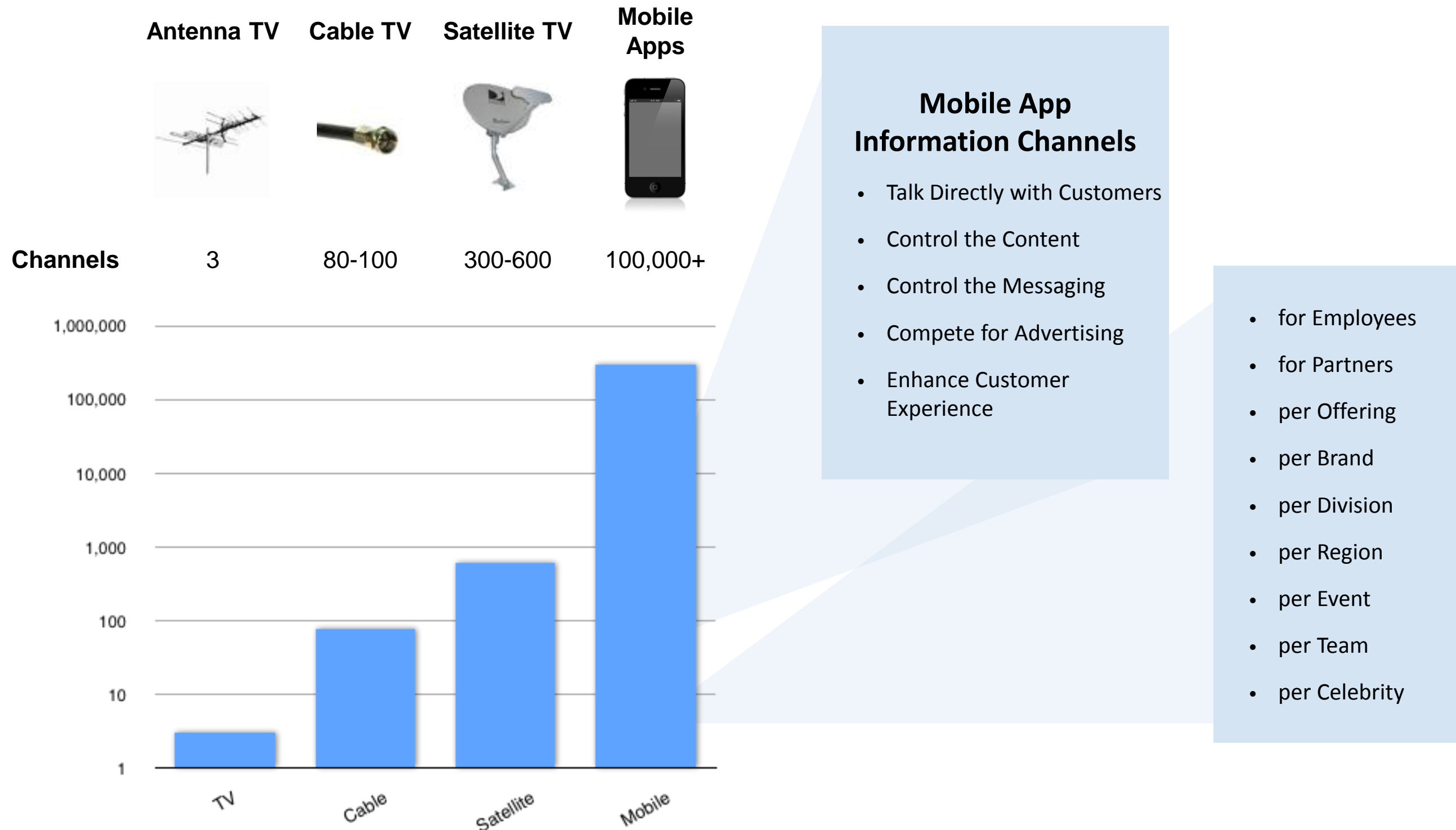


Mobile Computing Wraps People in Software

Replacing Everything They Write, Carry, and Touch Today



Apps are the Next Generation “TV” Channel



Mobile Apps Combine Three Types of Content

Business Intelligence

- *Analytics, Grids, & Graphs*
- *Data Visualizations & Exploration*



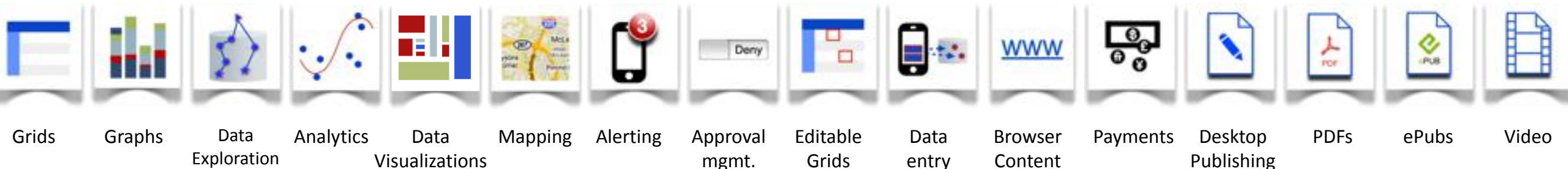
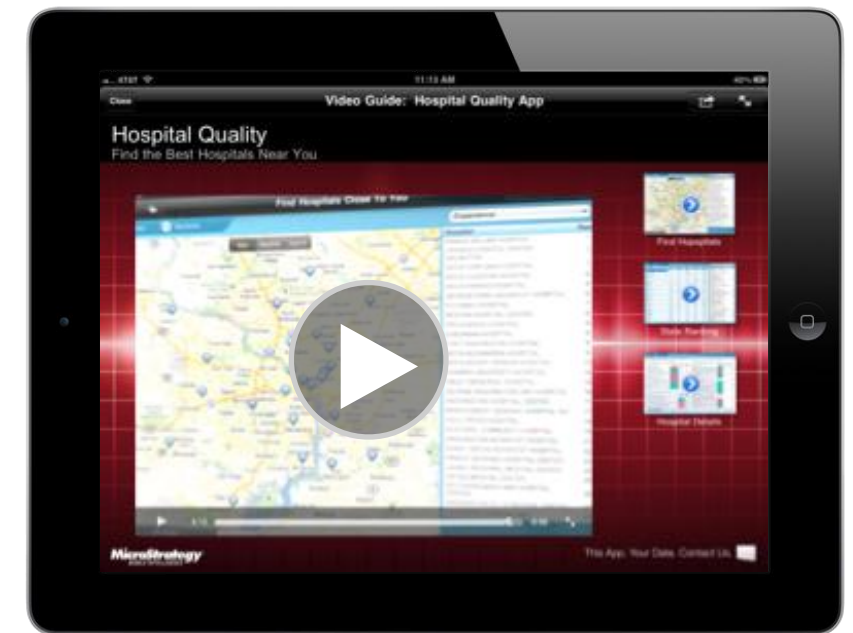
Transactions

- *Mobile Front-end to ERP/CRM*
- *Sell Products and Schedule Services*



Multimedia

- *Multimedia Content*
- *Mobile Information Channels*



Mobile App Capability 1: Business Intelligence

• Features

- Analytics
- Exploration and Manipulation
- Offline Analysis
- Grids and Graphs
- Touch-optimized controls
- Advanced data visualizations
- Interactive OLAP
- Data-driven Alerting
- User Scale
- Data Scale
- Performance



MicroStrategy
Grids, Graphs,
Documents and
Visualizations

On your Mobile Devices



Six Reasons Why Mobile BI is even better than Web-based BI

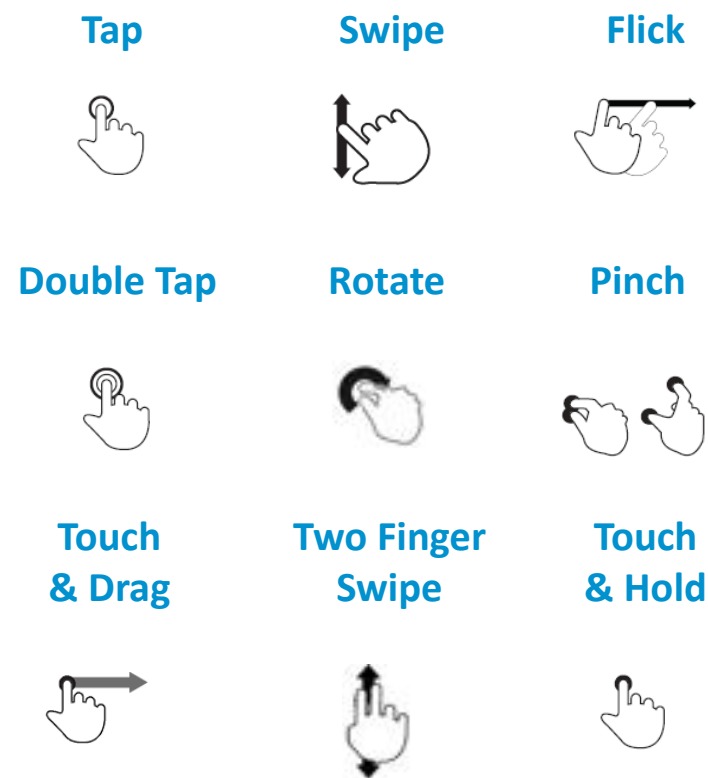
1. Immersive Mapping

Integrating Touch enabled Google Mapping directly into workflows



2. Multi-touch

Supporting native Apple multi-touch gestures



3. BI-specific Gestures

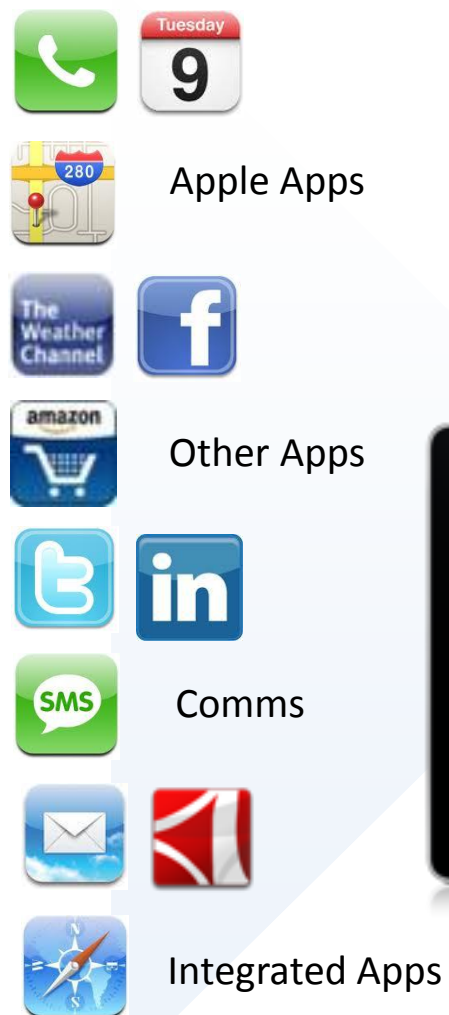
Including new, BI-specific, multi-touch gestures



Six Reasons Why Mobile BI is even better than Web-based BI

4. App Integration

Directly linking to/from other mobile Apps



5. Sensor-based Query

Prompt input directly from mobile sensors



6. Visualizations

Immersive advanced data visualizations



Mobile App Capability 2: Transactions

• Features

- 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



Customer support interaction

Time Off requests

Direct mobile payment solutions

Mobile coupons

Employee reviews

Purchase Order entry

Customer loyalty apps

Expense Management entry

Location-specific offers

Customer forums

Appointment Scheduling

Mobile tickets

Mobile Transactional Apps Enhance and Extend Existing Transaction Systems



**ERP / CRM
Operational
Systems**

- **Always Available**

Approve purchase orders while you wait for the elevator.

- **Secure**

Authenticate who you are, wipe access if lost or stolen.

- **Context Aware**

Incorporate GPS, bar code, location awareness, NFC.

- **Auditable**

360° activity record, provides an audit trail.

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



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

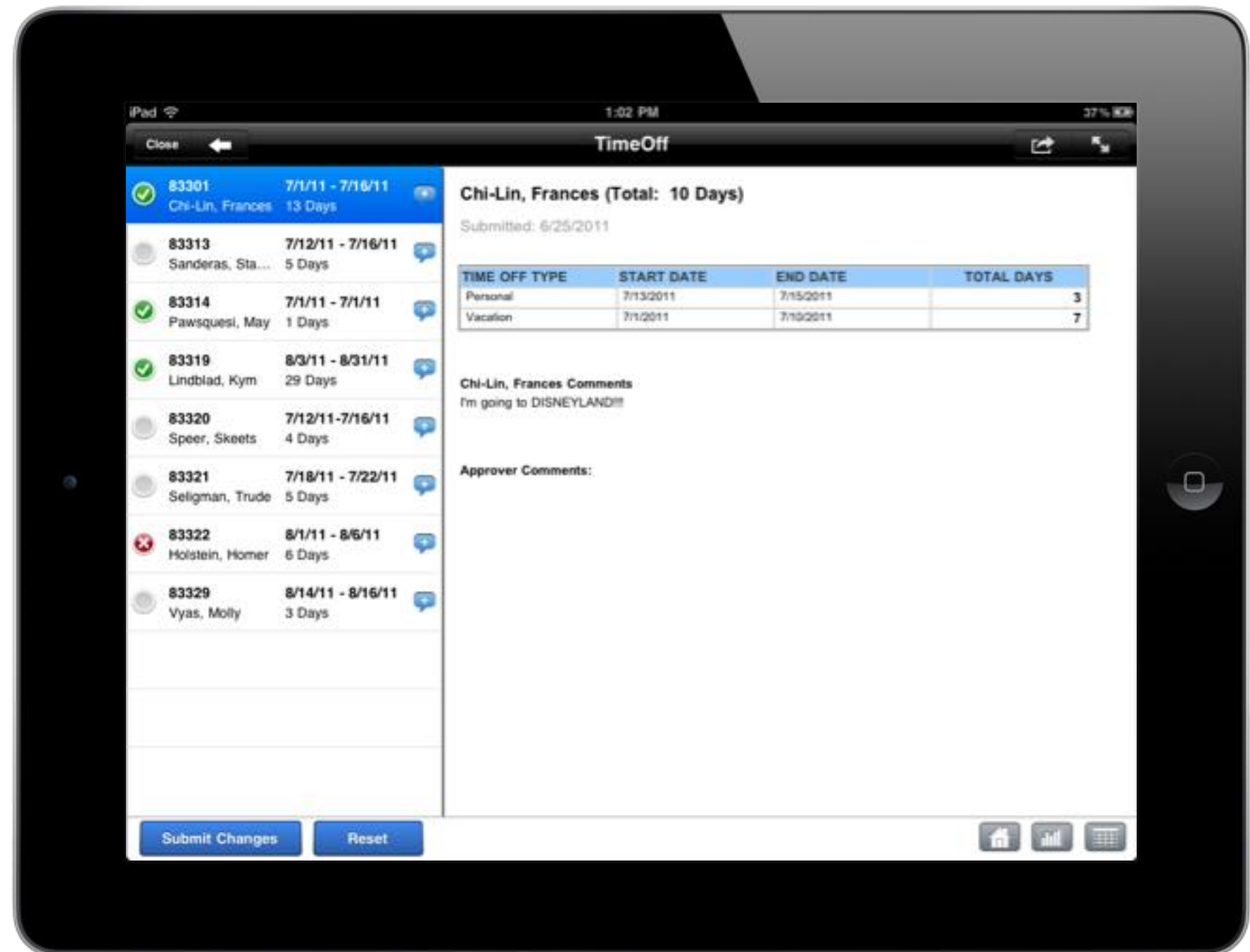
Example: Request Processing and Management

Review all business items requiring your action

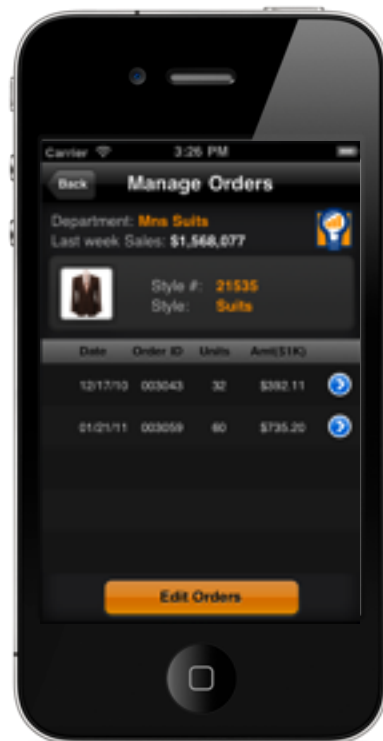
Approve requests based on the information presented

Deny requests at the tap of a button

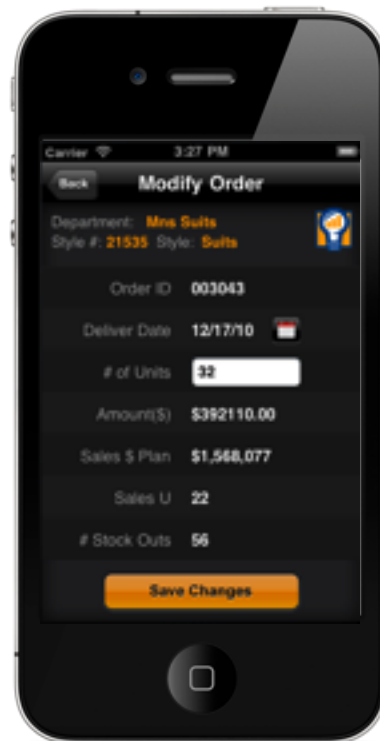
Reconsider ongoing requests by asking for more information



Example: Supply Chain and Order Management



Analyze the business to determine which orders to accelerate



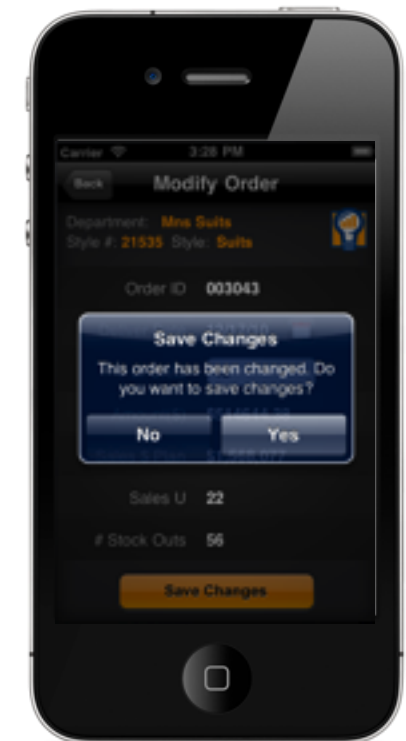
Edit any part of any order anywhere anytime



Change values using touch based controls such as wheels and switches



Update values to increase orders, increase prices, take actions

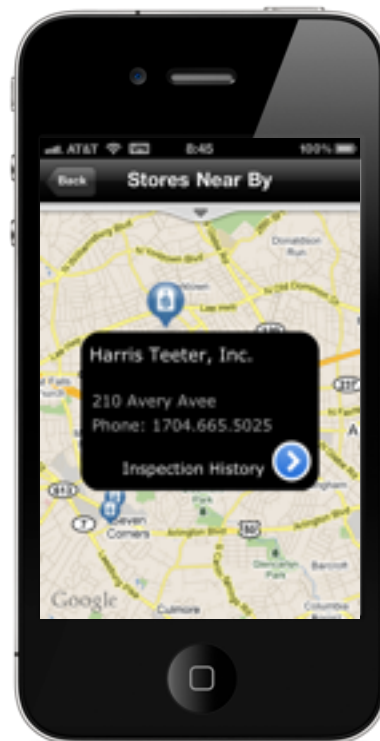


Execute your actions to drive the business forward

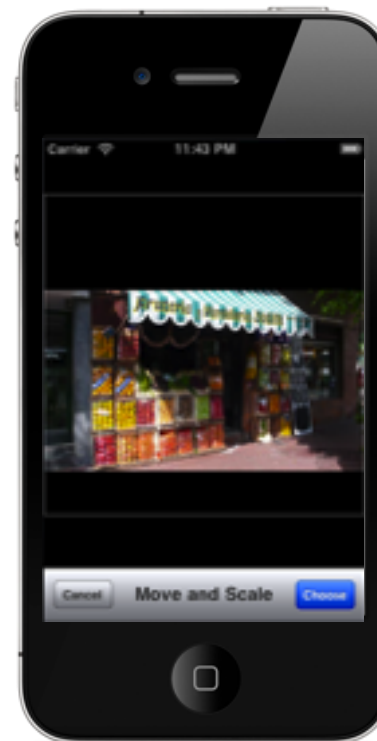
Example: Remote Data Collection



Empower your sales force with location specific information sourcing Apps



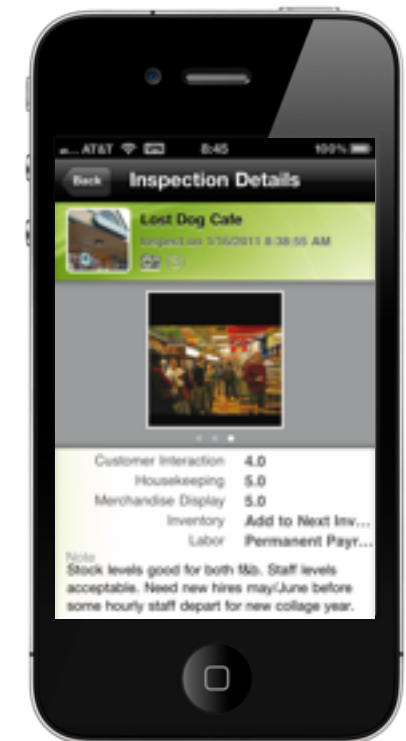
Deliver interactivity specific to the user's present location



Capture product displays, restaurant quality, warehouse stocks - whatever you see



Store data on product and service quality, pricing, promotional offers

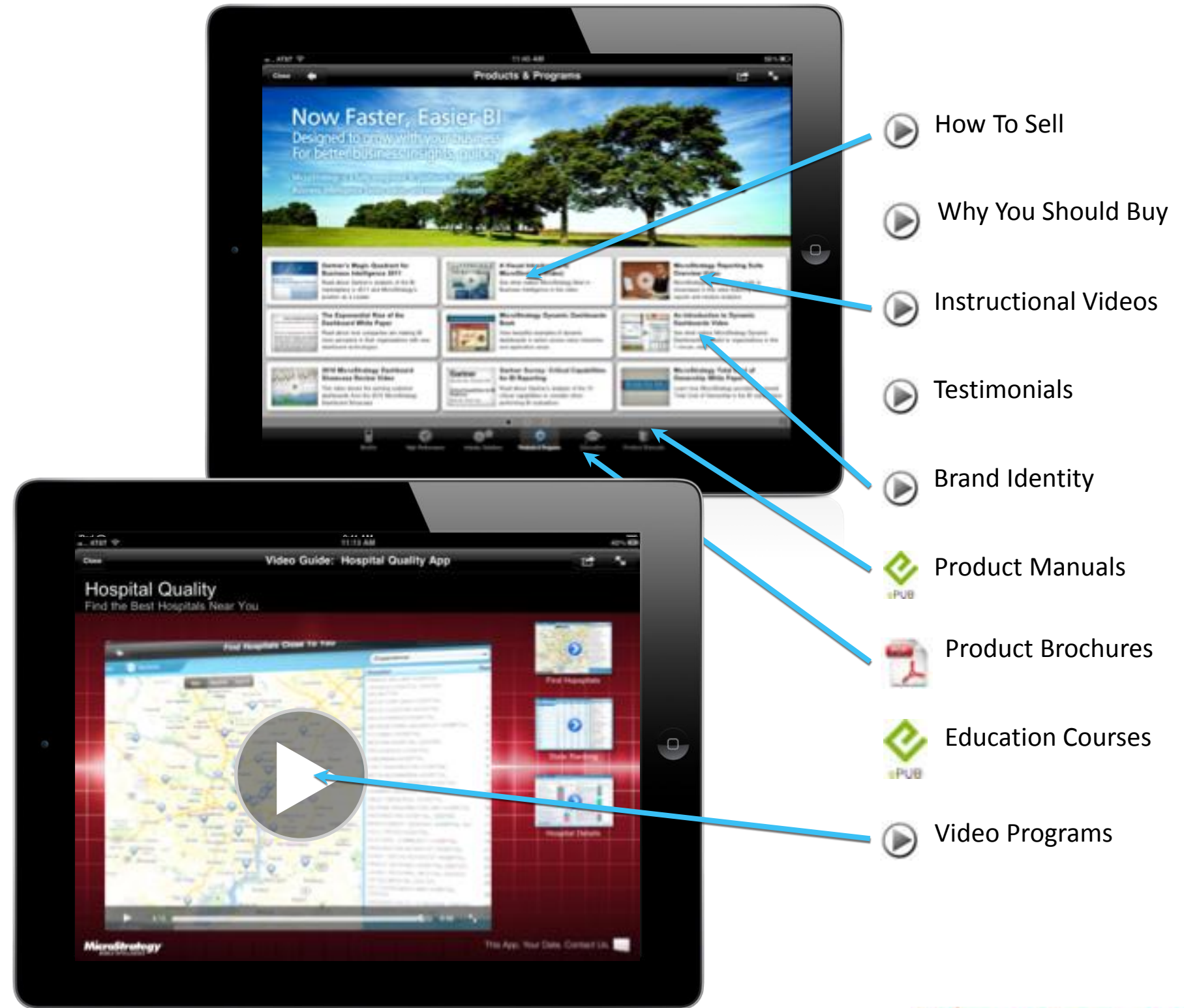


Analyze past surveys individually and as a whole to spot macro trends

Mobile App Capability 3: Multimedia

• Features

- Embed MultiMedia
- Freedom of Design
- In-App PDF reader
- In-App Email
- In-App Browser
- HTML Containers
- ePub integration

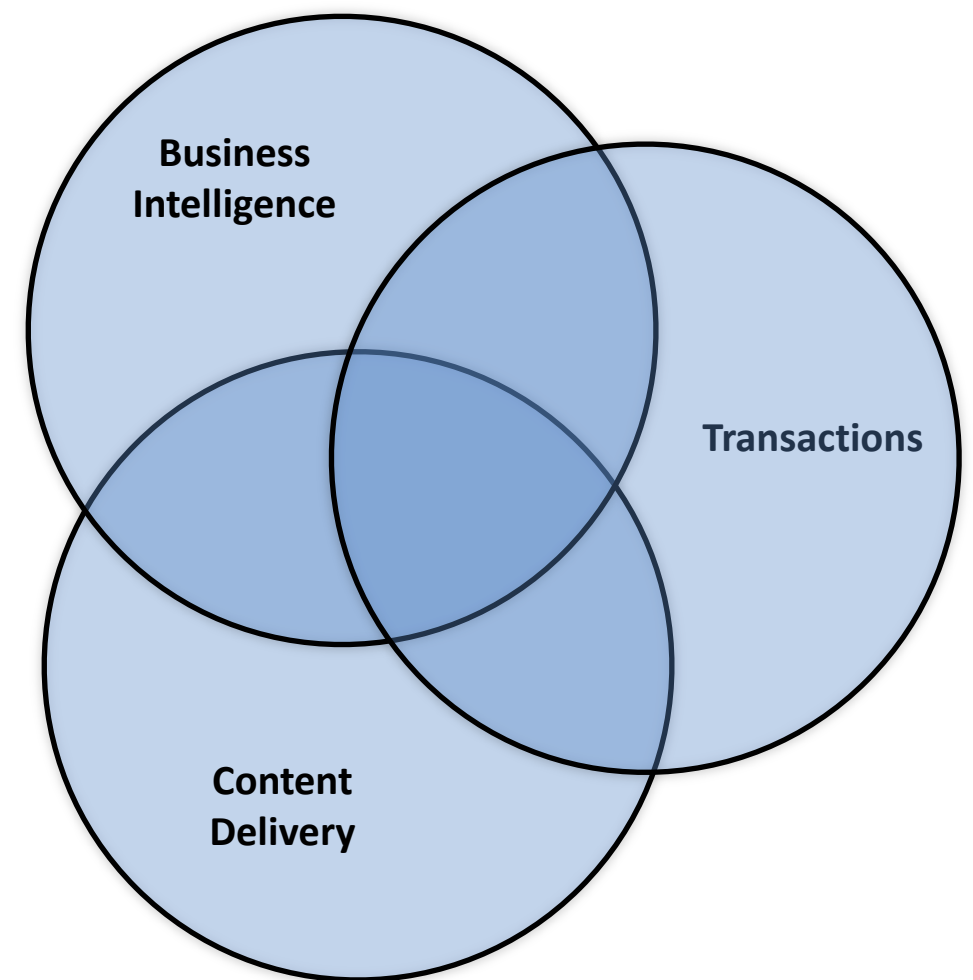


MicroStrategy's Platform Meets All Your Mobile App Needs

**Each Company Will Need to Deploy
100s of Mobile Apps**

**Each Mobile App will contain a
combination of the
3 core capabilities**

Human Resources	General Mgmt	Sales Force
 Hiring	 Carbon Emissions	 Lead tracking
 Bonuses	 Hot Desk Locator	 T&E Tracking
 Training Mgmt	 Employee Info	 Customer Info
 Time-off Request	 Product Sales	 Churn Rates
 Expense Approval	 Partner Sales	 Quotas
 T&E Tracking	 Corporate Events	 Pipeline
 Salary Review	 Facilities	 Services



Reference Applications

MicroStrategy Mobile™



Extensive Range of Industry Apps

Public Interest Apps

User Guides

+

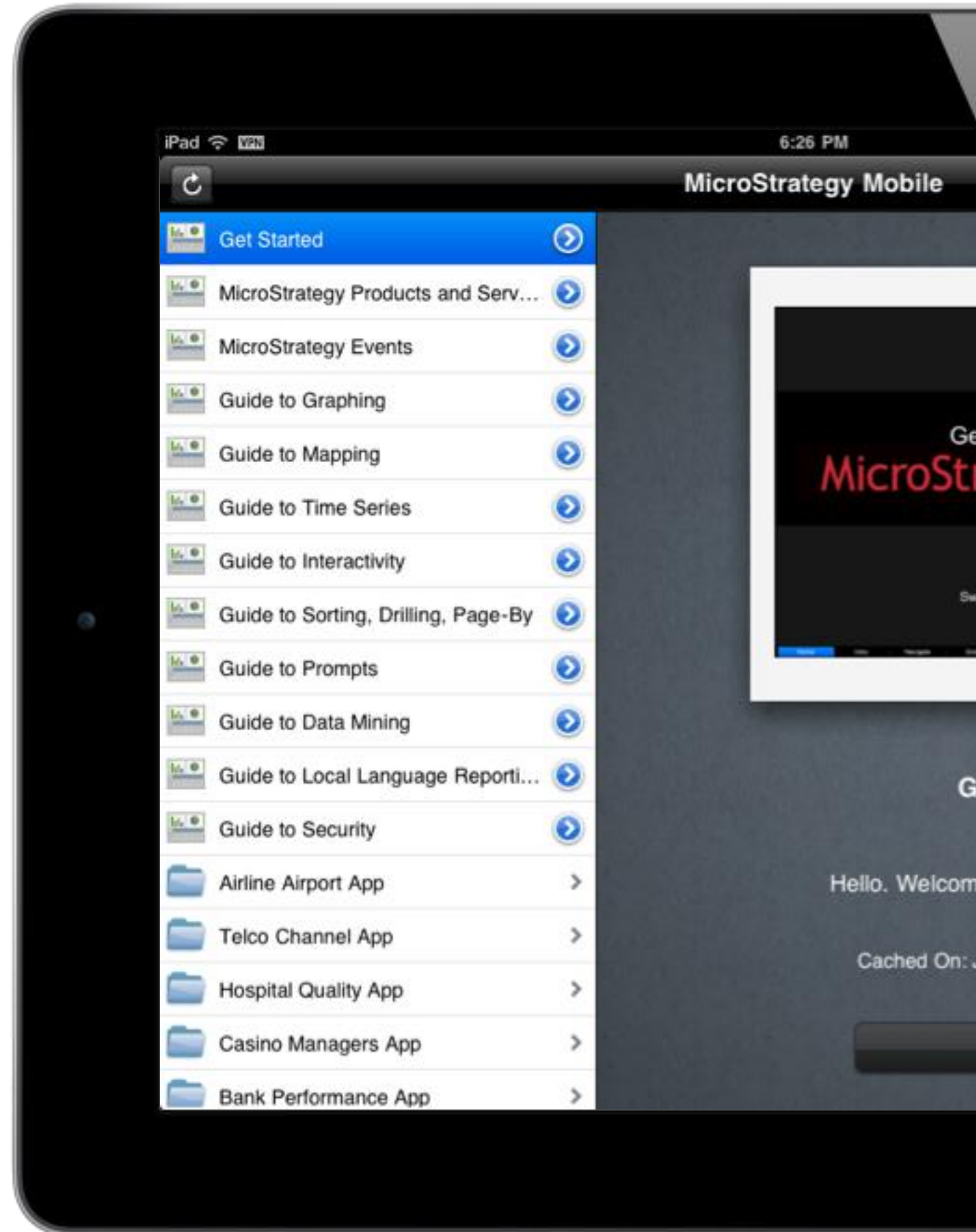
MicroStrategy Events Sign-up

Education Courses

Product Manuals

Library of BI White Papers

Latest Product Information





Guess Gmobile iPad App

- A Buyer's Workbench for Corporate & In-Store Use
- "On the Go" or At Meetings
- Brand Appropriate & Full Apple Experience
- Visual Analytics Lead to More Insight



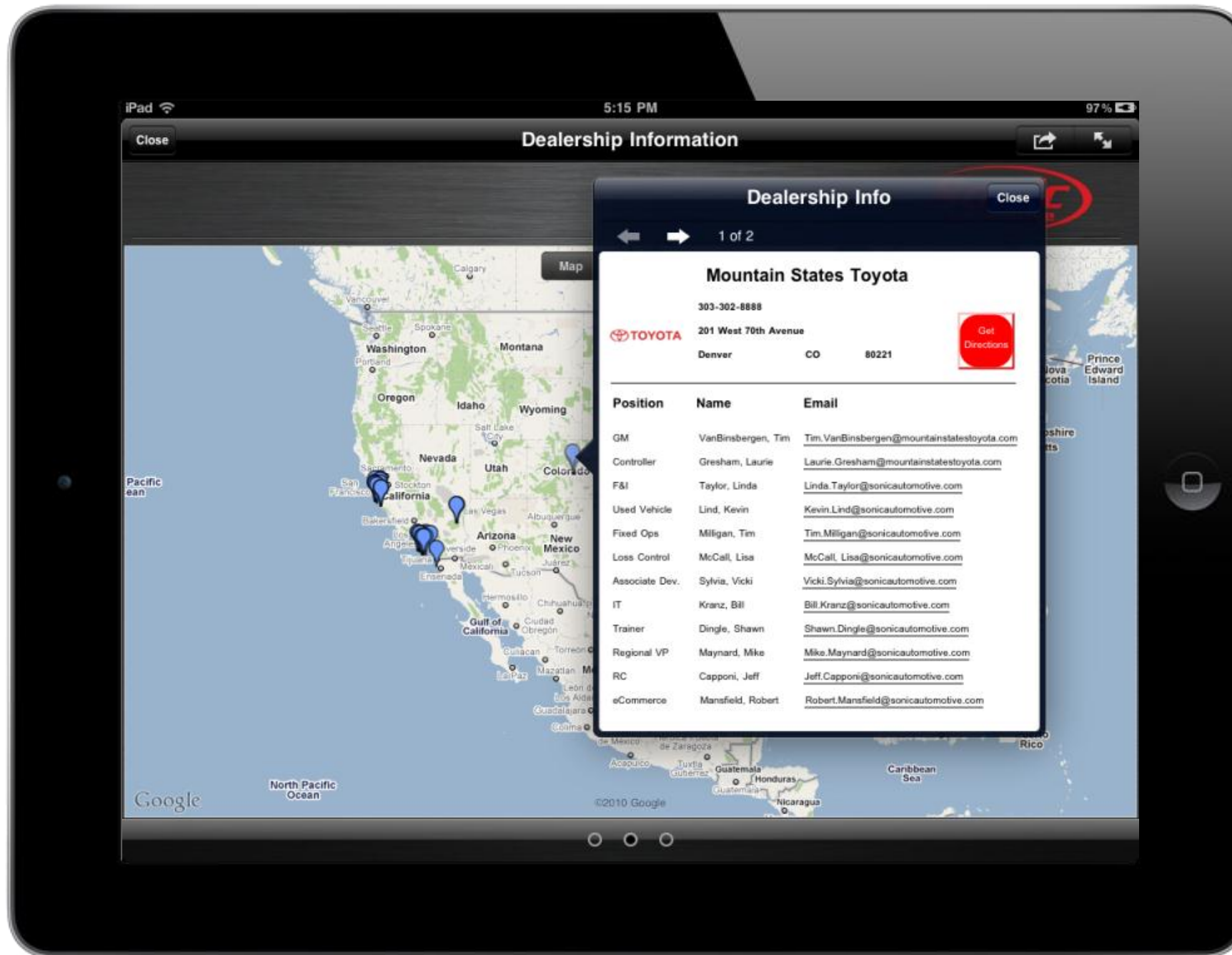
Sales and Product Analysis

- Executives and Store Management analyze sales KPIs, including Sales Growth %, Sales per Labor Hour, Basket Size, and Regional Contribution %
- Monitor sales performance vs. expectations, at the store, team/department (e.g. seafood), and regional levels



Dealership Analysis

- Executives analyze dealership performance
- Thick paper binders replaced by a single light application
- Lease analysis, budget attainment, matrix reporting





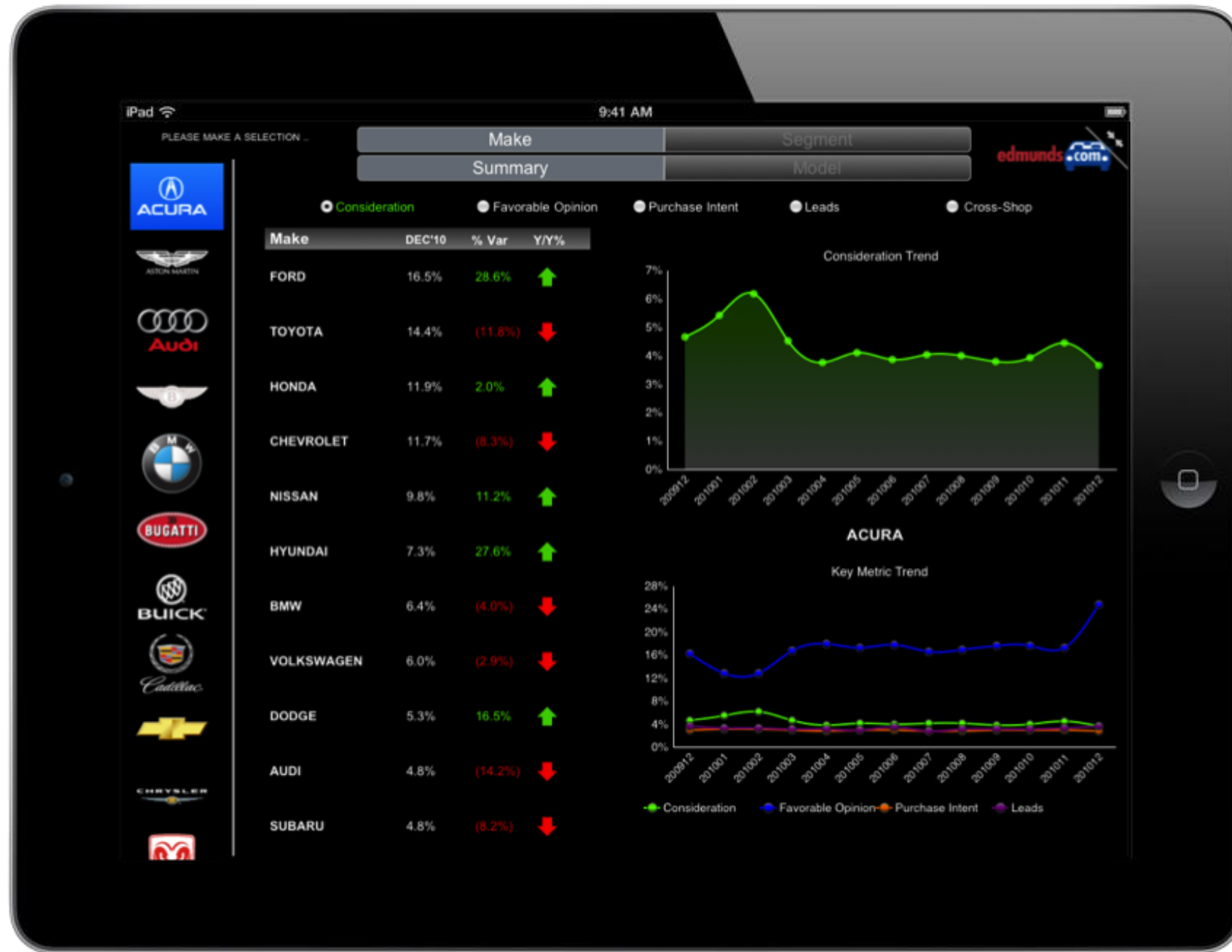
VHA PriceLYNX App

- Helps hospitals cut costs and improve supply chain management
- Enables purchasing performance benchmarking against peers



About VHA:

VHA is a national network of not-for-profit health care organizations that work together to drive maximum savings in the supply chain arena, and improve operational efficiency and clinical outcomes. VHA serves more than 1,400 hospitals and more than 28,000+ non-acute care providers nationwide.



edmunds.com Web Metrics

- A Buyer's Workbench for Corporate & In-Store Use
- "On the Go" or At Meetings
- Brand Appropriate & Full Apple Experience
- Visual Analytics Lead to More Insight
- Available on the App Store

MicroStrategy Mobile Apps are **Quick to Develop**



Management Dashboard App

3 days



Price Analytics App

7 days



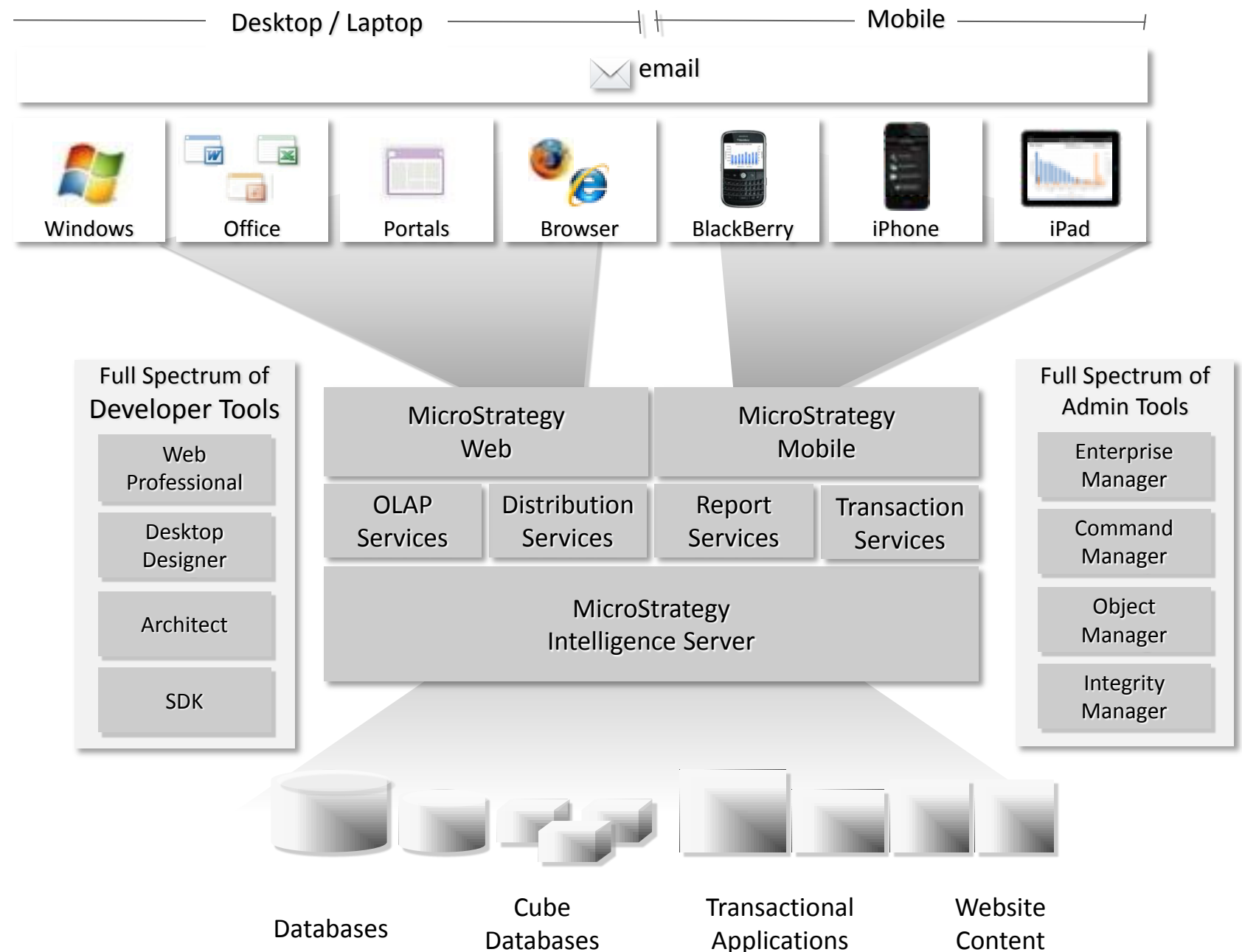
Hospitality Executive App

5 days

MicroStrategy's Platform Experience Conveys Directly to Mobile Apps

MicroStrategy's Enterprise Capabilities

1. Rapid Development
2. Easy Deployment
3. High User and Data Scale
4. High Performance
5. Economies of Scale
6. Flexibility Openness and Extensibility
7. Secure Data Access Model
8. Comprehensive Administration Control
9. Unmatched Analytical Power



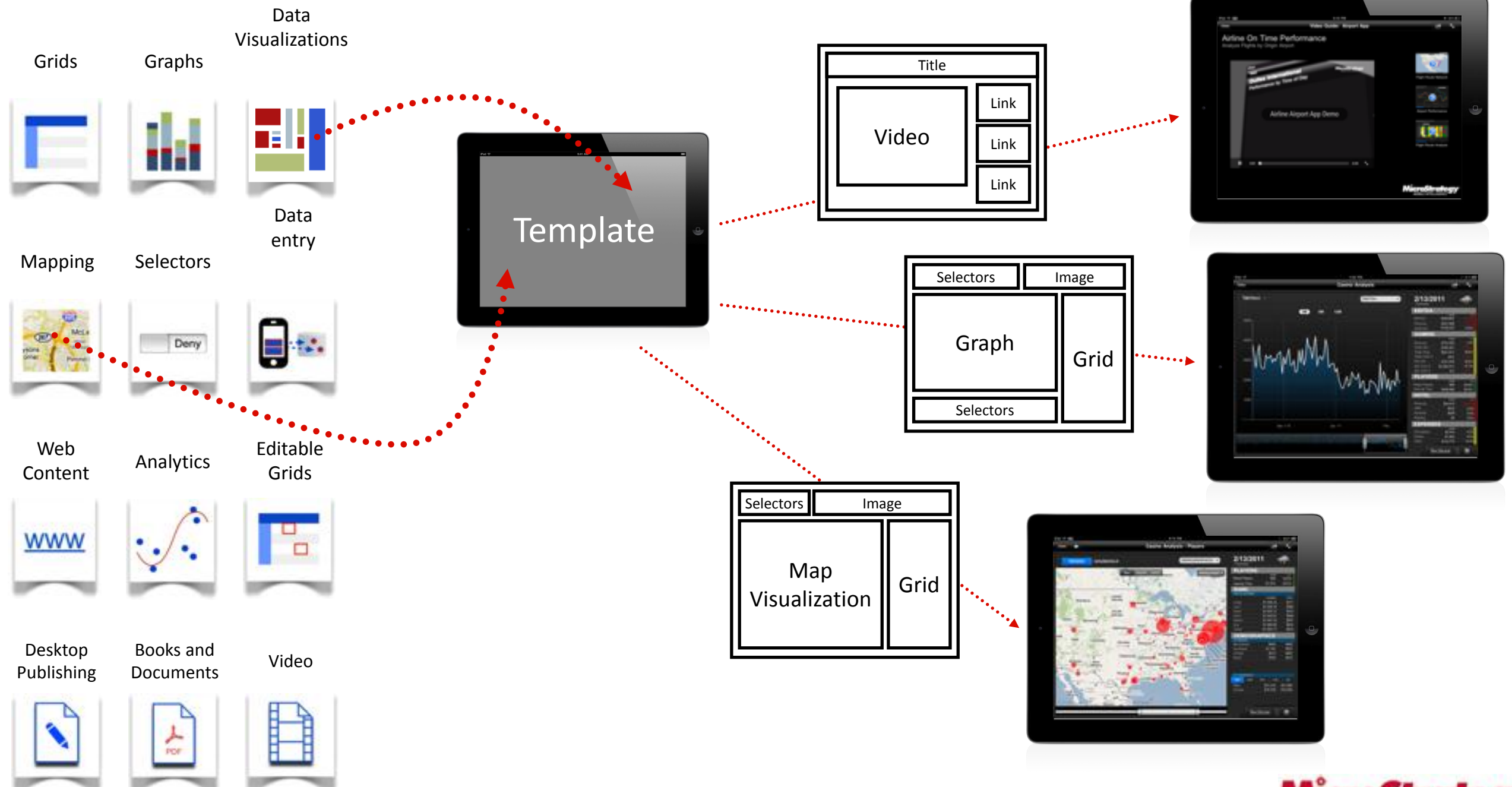
MicroStrategy Design Tools are Highly Flexible and Code-Free

1

Select from a range of Design Objects

2

Drag objects to Templates, and Define Interactivity



MicroStrategy's Metadata makes apps Easy to Enhance and Maintain

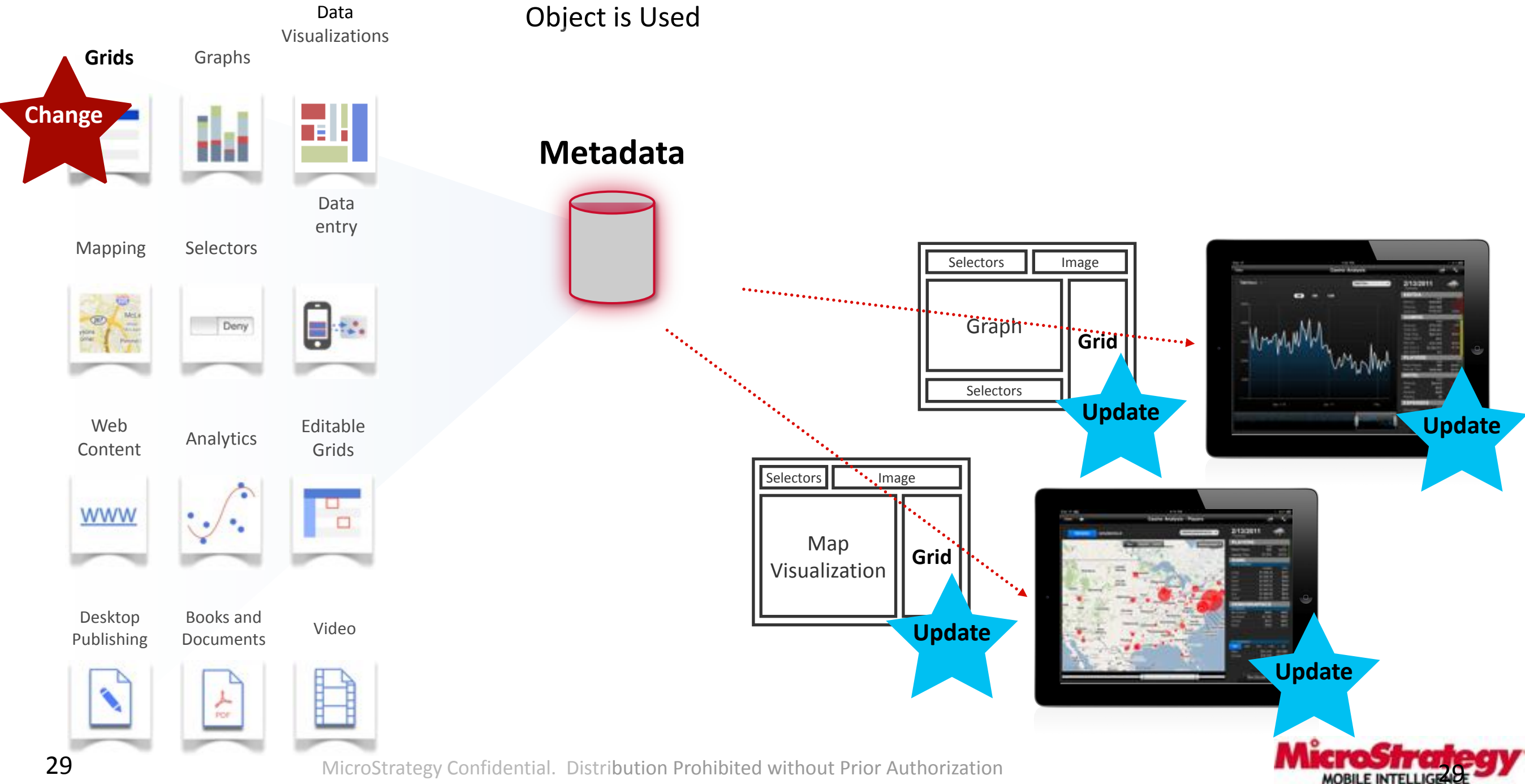
1

A Change Here

2

Is Instantly Reflected
Everywhere That
Object is Used

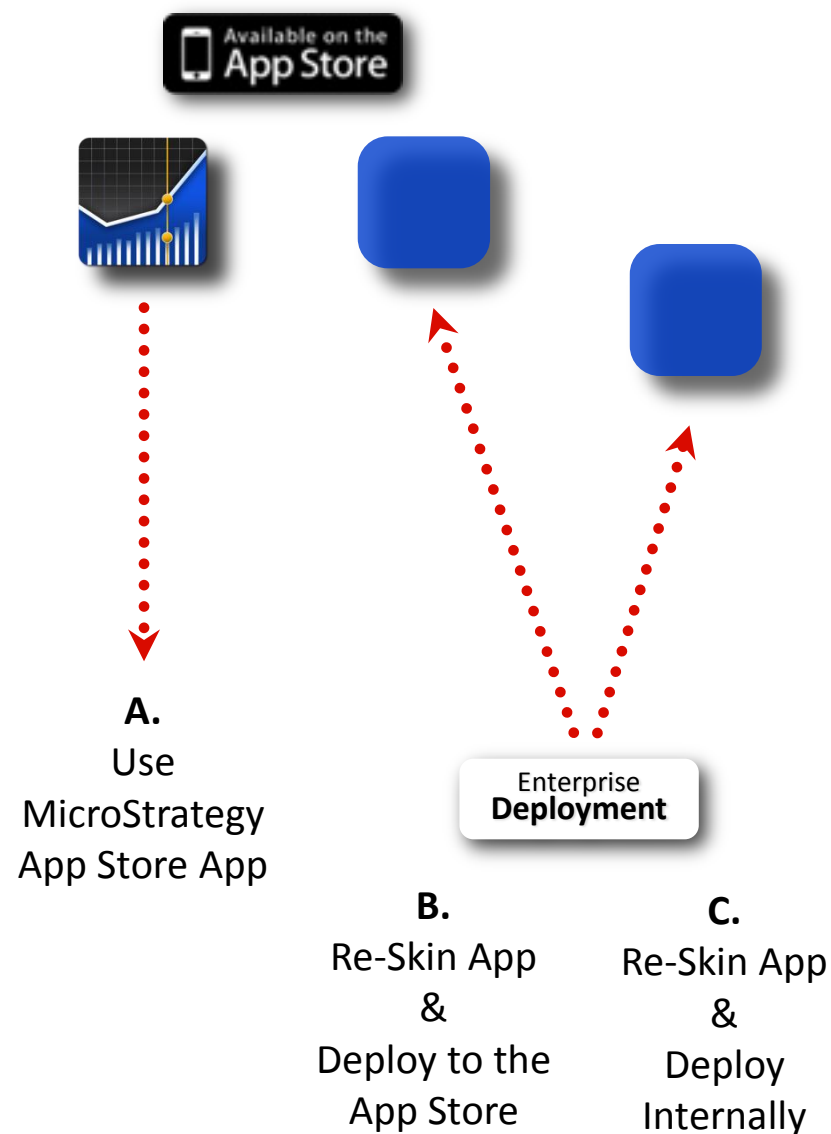
*The Key to Lowest Total Cost of Ownership is
the Metadata Abstraction Layer and Object
Re-Use.*



MicroStrategy App Deployment is Easy, Fast, and Secure

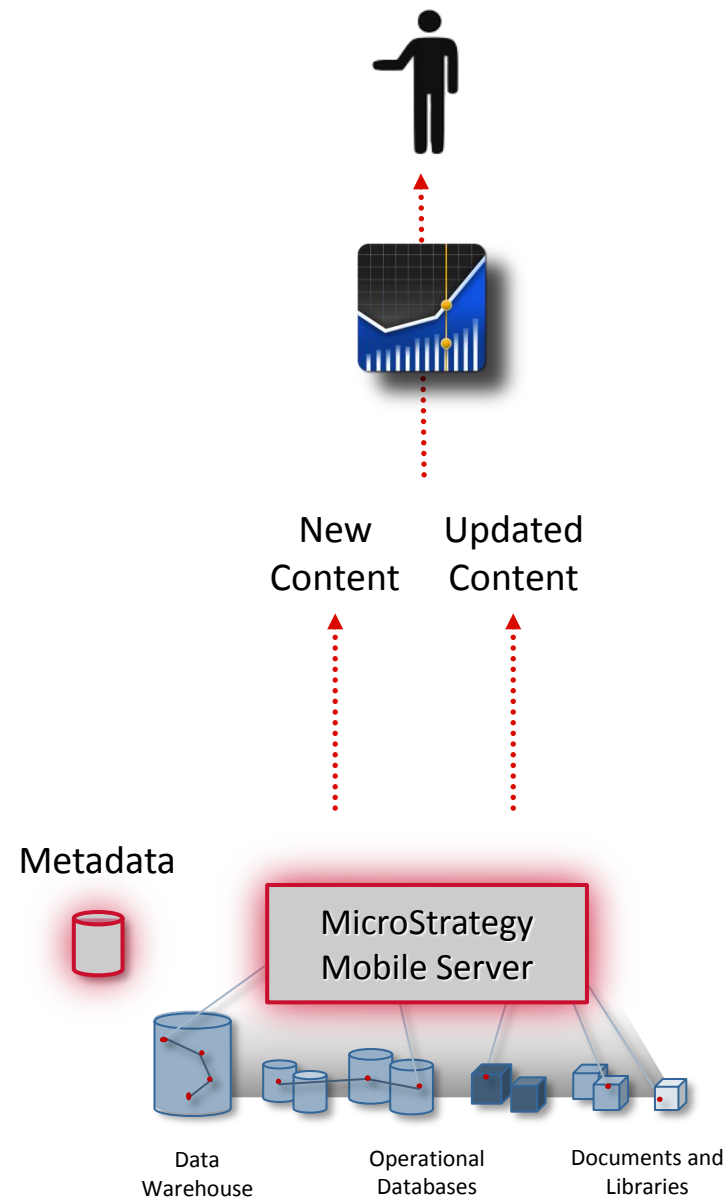
Easy App Deployment

Multiple Deployment Options



Instant Content Updates

No code submission to Apple required



Secure

MicroStrategy Mobile Protects and Secures your Data

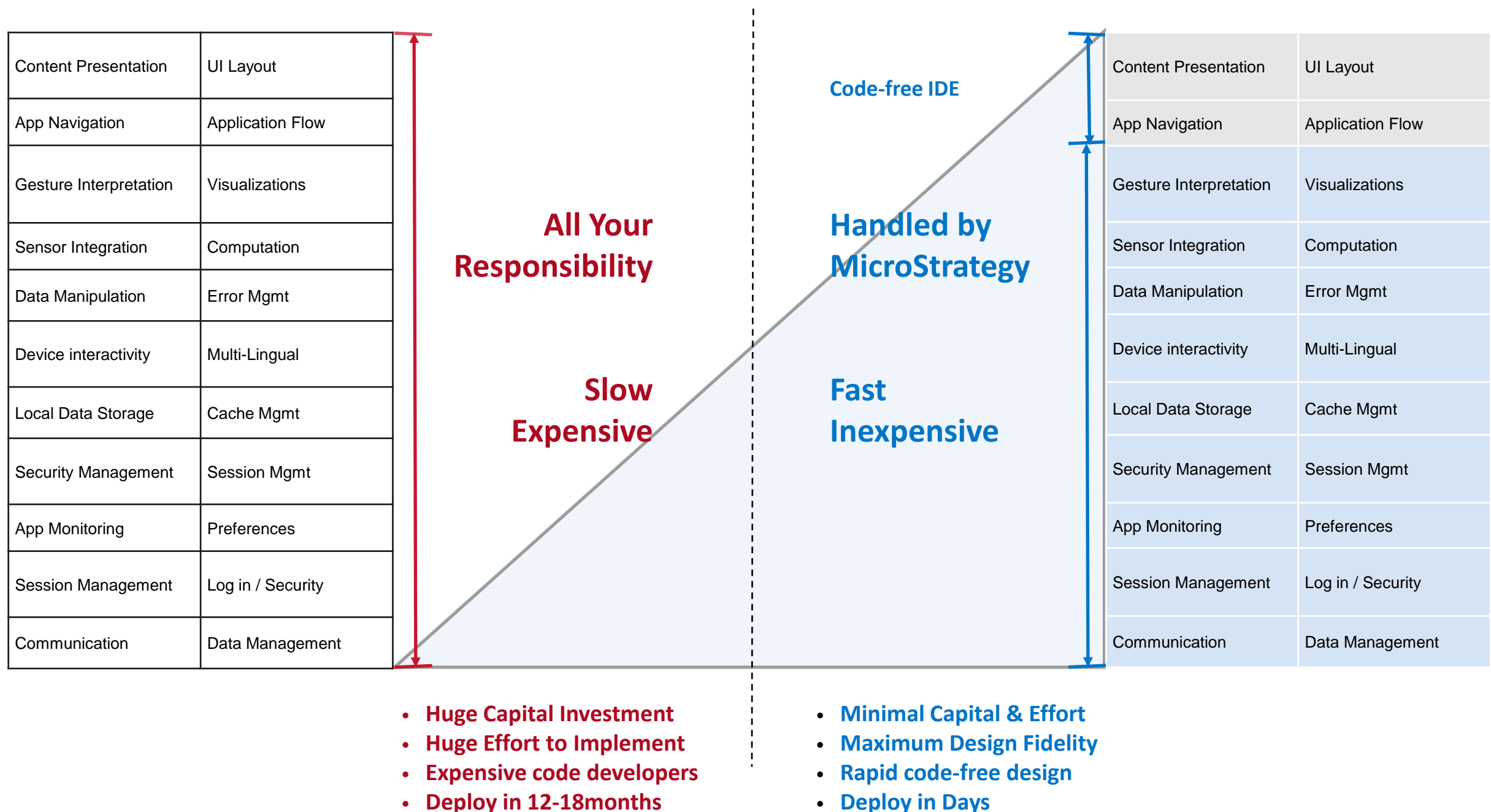
- AES 256bit Encryption of App Data
- Mutual Authentication
- AES encryption for all traffic
- VPN, HTTPS, WPA2, SSL support
- LDAP, Kerberos, Tivoli, NT Integration
- App data invalidation for lost and stolen devices



Advantages of MicroStrategy Platform versus Native Code

Native Code Development

VS MicroStrategy Platform & App



Three Programs to Help you Catch-up. Today.

Fast Software

25 Free Licenses

MicroStrategy Mobile Suite™



Simply download, install and start building great mobile BI 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 mobile BI using MicroStrategy Mobile

Content:

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

Core Competitive Advantages of MicroStrategy Mobile

- **Highly Flexible Design** fits any workflow

i.e. Roambi limited to toy-like visualizations

- **Action-enabled** information

i.e. Mega-Vendors deliver static BI without Transactions

- **Native Apps** provide the best user experience resulting in pervasive user adoption

i.e. HTML5 Apps don't allow for a native client analytical engine, advanced security or optimized storage

- **Code Developers not required**

i.e. Objective C+ or Java code is not a scalable platform for developing hundreds of enterprise applications

- **Highly secure** - used by government agencies and financial institutions

i.e. HTTPS is just the start. You also need advanced on-device encryption and secure-certificate driven remote wipe

- **Extensive experience** in delivering Information Solutions for over 22 years

i.e. Mobile vendors don't have the experience to deliver information-driven applications

- **Innovation across Big Data, Mobile, Social and Cloud**

i.e. Other vendors only offer part of the solution. MicroStrategy has a comprehensive offering that will allow companies to capitalize on the major technology trends impacting businesses today

Auxiliary Slides

MicroStrategy Mobile Apps Protect and Secure your Data

Mobile App Security

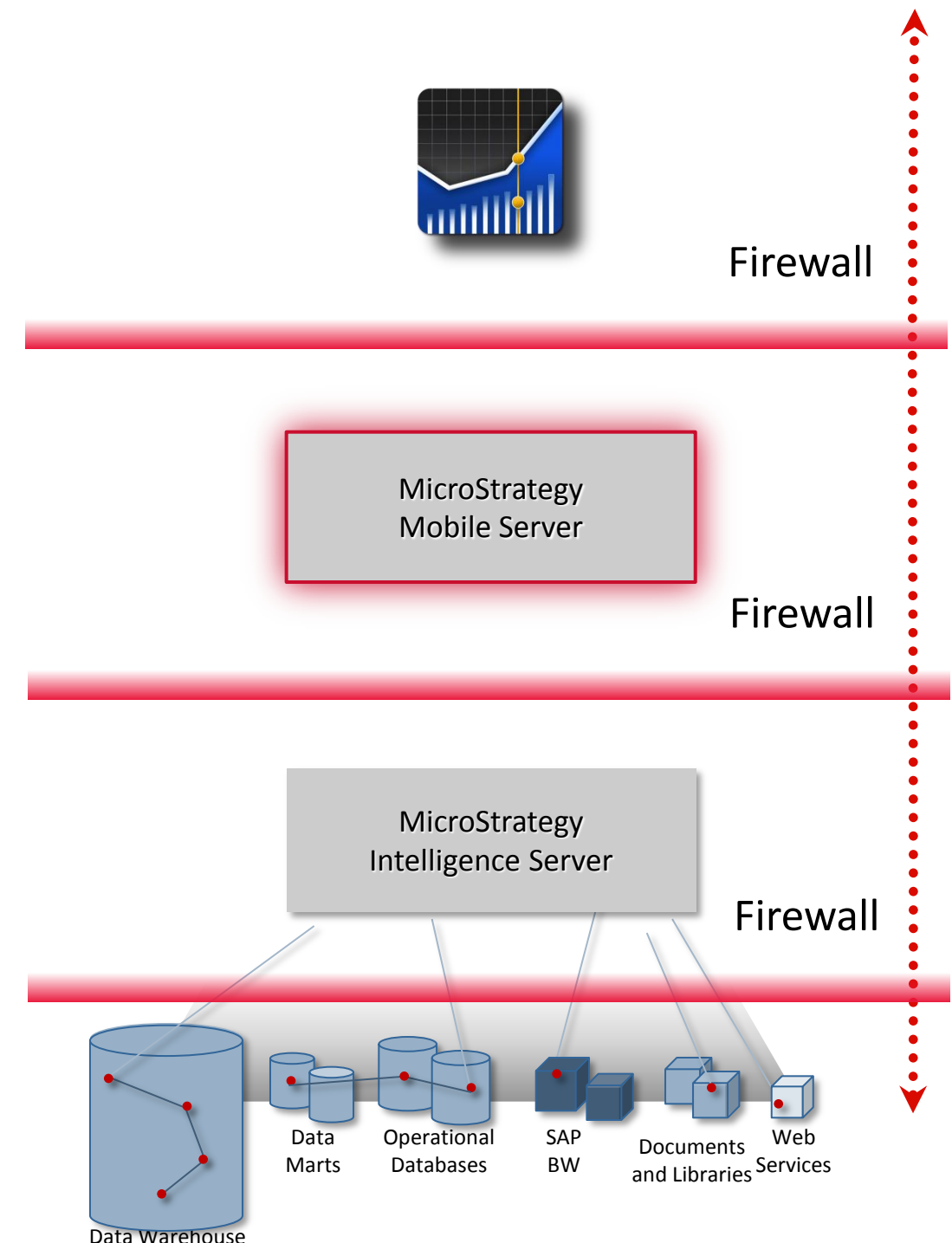
- iOS Hardware Encryption (iOS4) of App Data
- iOS's "sandbox" protects App data from other Apps
- AES encryption for all traffic
- VPN, HTTPS, WPA2 (128-bit encryption), SSL support
- Locally-stored data purged upon close¹
- Apps are signed to ensure the App is authentic
- Runtime checks enforce App 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



Mobile Apps are More Secure than Web-based Applications

Web Based Applications on Desktops/Laptops

Easily infected with **viruses**. Need antivirus software.

Most stolen laptops **can't be wiped** if stolen or after several failed login attempts.

Difficult to enforce settings, policies and restrictions.

Data does not get automatically encrypted in most desktops and laptops.

Web based **applications can easily access other applications** in the machine.

Users commonly **get applications from unknown sources**. This is difficult to enforce.

Less Secure 

Mobile Apps on iPad, iPhone, BlackBerry

Secure platform foundations protect against viruses.

Mobile devices can be **easily wiped out** if stolen or after several failed login attempts.

Specific **settings, policies, and restrictions are easily defined** by administrators.

iPad/iPhone offer **hardware-based encryption**.

Applications on the device are "sandboxed" so they cannot access data from other applications.

All apps must be signed by Apple, BlackBerry or Google to ensure that they are secure.

More Secure 

Mobile App Capability Matrix: BI Vendors

	MicroStrategy	Cognos	Business Objects	Oracle	Qliktech
Phone/ Tablet Optimized Dashboards	●	◐	◐	◐	◐
Custom Look and Feel	●	◐	◐	◐	◐
Custom Workflows	●	○	○	○	○
Transactions	●	○	○	○	○
Multimedia	●	○	○	○	○
High Performance	●	◑	◑	◑	◑
High Scale	●	◑	◑	◑	◐
Secure Data Delivery and Storage	●	◐	◐	◐	◐
Remote Wipe	●	○	○	○	○
Social Media Integration	●	○	○	○	○