

ENTERPRISE BUSINESS INTELLIGENCE

IMPROVING CORPORATE PERFORMANCE THROUGH INTEGRATED
REPORTING, ANALYSIS, AND MONITORING



WHAT IS BUSINESS INTELLIGENCE?

BUSINESS INTELLIGENCE
SOFTWARE ALLOWS COMPANIES
TO TAP INTO THEIR MANY
DATABASES AND DELIVER EASY-
TO-COMPREHEND INSIGHT TO
EMPLOYEES, MANAGEMENT,
AND BUSINESS PARTNERS. BI
SOFTWARE IS ALREADY BEING
USED BY THOUSANDS OF
COMPANIES TO FIND NEW REVENUE
OPPORTUNITIES, REDUCE COSTS,
REALLOCATE RESOURCES, AND
IMPROVE OPERATIONAL EFFICIENCY.



TABLE OF CONTENTS

I. IMPROVING CORPORATE PERFORMANCE BY PROVIDING DECISION MAKERS WITH BETTER INFORMATION - 4

Only MicroStrategy delivers the complete cycle of reporting, analysis, and
real-time monitoring features that all organizations need

II. MICROSTRATEGY-BASED APPLICATIONS ARE DEPLOYED ACROSS THE ENTERPRISE - 14

MicroStrategy software supports the widest array of business
intelligence applications of any BI technology

III. MICROSTRATEGY TECHNOLOGY IS UNIQUELY SUITED FOR BI STANDARDIZATION - 18

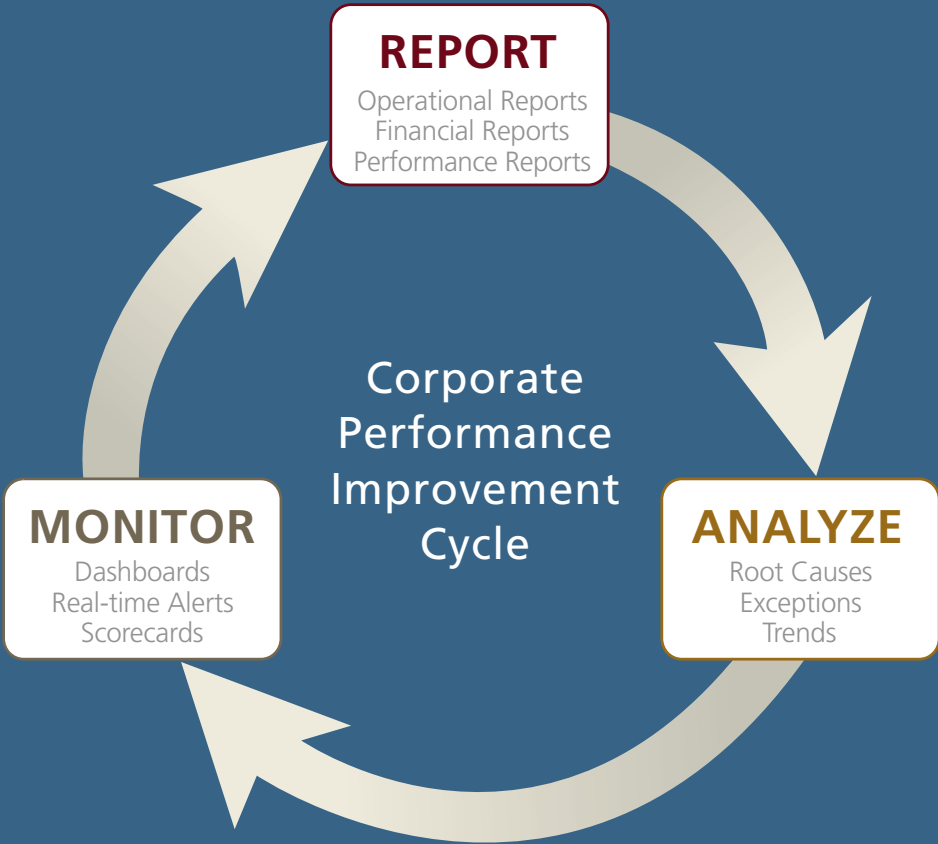
MicroStrategy is the only BI architecture to deliver all 5 Styles of BI functionality
on a single unified architecture, with industrial-strength scalability

IMPROVE CORPORATE PERFORMANCE
BY PROVIDING DECISION MAKERS
WITH BETTER INFORMATION

IMPROVING BUSINESS PERFORMANCE OFTEN STARTS WITH SETTING PRIORITIES. WHICH BUSINESS AREAS NEED THE MOST ATTENTION? IN WHICH AREAS CAN RESULTS BE ENHANCED WITH REASONABLE RESOURCES AND EFFORT? THROUGH THE USE OF MICROSTRATEGY, ORGANIZATIONS GAIN IMPROVED INSIGHT AND MAKE MORE RATIONAL RESOURCE PRIORITIZATION DECISIONS EACH DAY. BY MONITORING BUSINESS RESULTS VIA MICROSTRATEGY AND FINE-TUNING BUSINESS ACTIONS, ORGANIZATIONS CREATE A SYSTEM AND CULTURE OF CONTINUOUS PERFORMANCE IMPROVEMENT.



MicroStrategy is the first and only business intelligence architecture to unify **Reporting, Analysis, and Monitoring** into one seamless experience for the business user, into one efficient and scalable architecture for the IT professional, and into one economical and extensible utility for the CIO.



Business users rely on MicroStrategy software at every step in the corporate performance improvement cycle. Users review operational reports, seamlessly move into analysis of root causes, and are alerted to important changes via scorecards and email alerts. At any step, users can create different views of the data, explore anywhere in the database, and change their focus to monitor other key performance indicators (KPIs) for continuous performance improvement.

UNIFIED REPORTING, ANALYSIS, AND MONITORING

Improving corporate performance requires that accurate, actionable information be made available to business people organization-wide. Some people only need to monitor performance summaries, others need to study detailed operational reports, and others need to slice-and-dice underlying data to better understand performance trends and drivers before drawing conclusions about actions to be taken.

REPORT	ANALYZE	MONITOR
<p>Report the Detailed Information Needed By Everyone for Day-to-Day Decision Making.</p> <p>MicroStrategy provides the ability to deliver detailed data on current and historical performance to users across the enterprise. MicroStrategy's intuitive user experience and Web report delivery allows businesses to deliver insight to everyone for better decision making.</p>	<p>Analyze Data to Uncover Root Causes and Trends in Business Performance Using Simple Yet Powerful Techniques.</p> <p>MicroStrategy provides detailed insight into a business from different angles allowing managers to uncover the cause of performance problems, discover opportunities to exploit, and predict business results.</p>	<p>Continuously Monitor Organizational Performance at All Levels and in Real-Time.</p> <p>MicroStrategy provides monitoring technology to business users for constantly tracking business metrics. Companies tune their scorecards and dashboards to create actionable information and alerts about ongoing business activity. Users are empowered with up-to-the-minute information for their business decisions.</p>

To meet the needs of these various users, MicroStrategy provides best-in-class reporting, analysis, and monitoring capabilities. These capabilities are seamlessly integrated so that users can easily move from dashboards to reports to analytics, all without ever having to learn how to use an additional BI product.

**REPORTING ON DETAILED INFORMATION FOR DAY-TO-DAY DECISION MAKING**

Reporting is a critical stage in the corporate performance improvement cycle, and organizations build and run all types of enterprise reports to ensure better day-to-day decision making. MicroStrategy empowers business users with the ability to view, tune, and even create their own reports to suit their individual needs. Each MicroStrategy report can contain multiple analyses. Organizations using MicroStrategy deploy reports quickly over the Web, without IT bottlenecks, and require fewer reports in the first place.

MICROSTRATEGY DELIVERS THE COMPLETE RANGE OF ENTERPRISE REPORTING

MicroStrategy delivers the complete range of enterprise reporting, including operational reports, graphical business reports, and customer statements – via popular user interfaces, including Web browsers, Microsoft® Office applications, networked printers, and email. MicroStrategy's unique pixel-perfect design capabilities provide the precision necessary for boardroom presentation quality, without any programming.

Organizations use MicroStrategy to create any kind of enterprise report, including business summaries, operational reports, and customer statements. This capability is critical because certain reports require large amounts of data organized in hierarchical bands across hundreds of printed pages while other reports need to be more visually interesting with information placed into specific zones and easily consumed over the Web.

Without MicroStrategy, companies are forced to use multiple disparate technologies to meet their varied reporting needs. With MicroStrategy, companies need only one BI architecture to create and deploy all enterprise reports: print-perfect operational reports, pixel-perfect business reports, and page-perfect invoices and customer-facing statements.

Print-perfect Operational Reports

These highly structured, densely populated, multi-page reports are designed to convey large amounts of operational performance data. With MicroStrategy, operational reporting is extremely intuitive; business users can easily navigate to specific sections of even the largest reports. MicroStrategy lets organizations efficiently disseminate hundreds of thousands of personalized print-perfect reports per hour.

Category Sales and Profit Performance by Region											
Category: Electronics											
Subcategory: Audio Equipment											
Region: Northeast											
Total Audio Equipment Sales in the Northeast = \$41,130											
Oct 03	\$9,120	\$2,426	\$10,010	\$2,657	\$2,950	\$791	\$4,780	\$1,278	\$6,694	26.80%	26.54%
Nov 03	\$17,580	\$4,643	\$9,120	\$2,426	\$4,250	\$1,108	\$9,430	\$2,491	\$12,937	26.41%	26.60%
Dec 03	\$14,430	\$3,794	\$17,580	\$4,643	\$10,010	\$2,657	\$17,710	\$4,666	\$10,030	26.29%	26.41%
Region: Southeast											
Total Audio Equipment Sales in the Southeast = \$47,190											
Oct 03	\$14,430	\$3,782	\$4,820	\$1,269	\$6,710	\$1,755	\$7,410	\$1,980	\$10,648	26.21%	26.33%
Nov 03	\$13,970	\$3,655	\$14,430	\$3,782	\$6,720	\$2,283	\$5,730	\$1,507	\$10,215	26.35%	26.21%
Dec 03	\$18,890	\$4,945	\$13,870	\$3,655	\$4,820	\$1,269	\$16,590	\$4,388	\$13,945	26.18%	26.35%
Subcategory: Cameras											
Region: Northeast											
Total Cameras Sales in the Northeast = \$89,850											
Oct 03	\$17,190	\$4,615	\$19,630	\$5,276	\$8,410	\$2,334	\$21,150	\$5,900	\$12,575	26.85%	26.88%
Nov 03	\$35,780	\$9,770	\$17,190	\$4,615	\$13,270	\$3,658	\$32,200	\$9,008	\$26,010	27.31%	26.85%
Dec 03	\$36,880	\$10,066	\$35,780	\$9,770	\$19,630	\$5,276	\$49,860	\$13,803	\$26,814	27.29%	27.31%
Region: Southeast											
Total Cameras Sales in the Southeast = \$90,989											
Oct 03	\$23,270	\$6,361	\$16,690	\$4,493	\$7,810	\$2,122	\$21,390	\$6,005	\$16,909	27.34%	27.08%
Nov 03	\$30,400	\$8,389	\$23,270	\$6,361	\$23,670	\$6,438	\$24,760	\$6,864	\$22,011	27.60%	27.34%
Dec 03	\$37,290	\$10,272	\$30,400	\$8,389	\$16,690	\$4,493	\$55,630	\$15,452	\$27,018	27.55%	27.60%

- Via Web and print
- Easy navigation through hundreds of report pages
- Parameter prompting lets users specify report content

Pixel-perfect Business Reports

These highly graphical reports are suitable for boardroom presentations, customer presentations, and formal publications. Unlike other reporting technologies, MicroStrategy employs a desktop publishing paradigm for pixel-perfect report layout that makes complex business reports easy to design. Business reports easily incorporate scorecard and dashboard elements such as trend indicators and gauges.

Shipping Timeliness Analysis

Confidential - For Internal Use Only

The Shipping Timeliness report focuses on the effectiveness of the Distribution Centers in fulfilling orders. Weeks to Ship represents the number of seven day intervals (0-6, 7-13, 14-20, 21-27, and 28+) between an Order's Order Date and Ship Date.

Northeast

Boston

Total Orders = 27,775

Total Revenue = \$2,334,864

Order Fulfillment by Weeks to Ship

Weeks to Ship	Number of Orders	Order Totals in Dollars	Percent of Orders Shipped
0	4,126	\$350,212	27%
1	3,754	\$341,155	51%
2	3,532	\$297,582	73%
3	3,639	\$295,483	97%
4	494	\$41,016	100%

Percent of Orders Shipped By Weeks to Ship

New York

Total Orders = 12,230

Total Revenue = \$1,009,418

Order Fulfillment by Weeks to Ship

Weeks to Ship	Number of Orders	Order Totals in Dollars	Percent of Orders Shipped
0	3,363	\$271,191	27%
1	2,853	\$239,396	51%
2	2,814	\$228,437	74%
3	2,844	\$239,648	97%
4	356	\$30,744	100%

Percent of Orders Shipped By Weeks to Ship

Southeast

Miami

Total Orders = 25,678

Total Revenue = \$2,016,196

Order Fulfillment by Weeks to Ship

Weeks to Ship	Number of Orders	Order Totals in Dollars	Percent of Orders Shipped
0	2,919	\$246,303	27%
1	2,520	\$214,043	50%
2	2,509	\$226,619	74%
3	2,507	\$215,870	97%
4	341	\$30,335	100%

Percent of Orders Shipped By Weeks to Ship

Atlanta

Total Orders = 12,882

Total Revenue = \$1,083,016

Order Fulfillment by Weeks to Ship

Weeks to Ship	Number of Orders	Order Totals in Dollars	Percent of Orders Shipped
0	3,469	\$292,123	27%
1	2,996	\$251,086	50%
2	3,019	\$241,003	74%
3	2,987	\$259,893	97%
4	411	\$38,911	100%

Percent of Orders Shipped By Weeks to Ship

- Created by business users, not IT
- Integrated tables & graphs
- Powerful reports for presentation or publication

Page-perfect Invoices and Statements

These reports are designed with precisely formatted page layouts and are particularly suitable for printing on fixed letterhead or extranet viewing from a Web browser. With MicroStrategy, report designers use powerful page layout tools to create page-perfect documents without the need for programming that is required by other technologies. MicroStrategy can distribute personalized versions to large populations of business users.

ACE Telecommunications, Inc.											
Account Number: 00007145555555Y											
Do not send cash.											
Account Summary											
Phone # 714 555-5555											
Previous Charge											
Payment Received Jan 24											
Balance Forward											
New Charges											
Ace Local Telephone											
Monthly Charges											
Tax, Surcharge and Other Fees											
Local Calls											
Long Distance Telephone											
Total New Charges due Mar 6											
Total Due (Past Due + New)											
A late payment charge of 2.0% will be applied to any portion of the bill not paid before April 6 bill.											
Billing Detail											
Monthly rates											
Local Calls											
Taxes and Surcharges											
This bill was mailed on 02/14/05. Robert, thank you for your business.											

- On-line billing applications
- Statements
- Other page forms

REDUCE THE NUMBER OF REPORTS AND DELIVER MORE INSIGHT IN EACH REPORT

MICROSTRATEGY REVOLUTIONIZES “INTERACTIVE REPORTING”

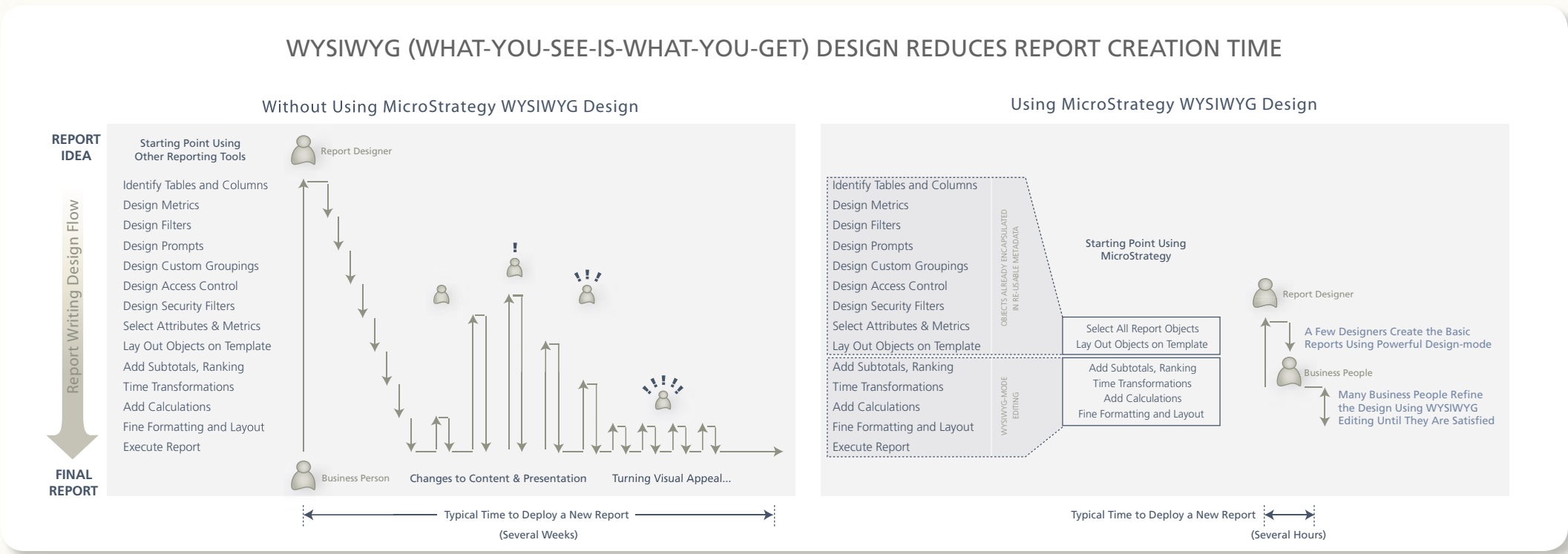
Enable Business Users to Tune Reports | For the first time in the history of BI, business users can tune reports to their exact specifications. MicroStrategy uniquely allows business users to interact fully with their reports in a what-you-see-is-what-you-get (WYSIWYG) manner over the Web. Business users instantly see the effects of any changes they make in reports that are fully populated with live data, making report editing easier.

MicroStrategy’s WYSIWYG design delivers Windows®-like functionality over the Web, giving business users a familiar and intuitive reporting environment. Business users can reformat reports and change data view or perspective using simple drag-n-drop actions and toolbar icons. They can undo and redo their design ideas as often as necessary to refine the format to be “just right,” without requiring assistance from IT developers. With WYSIWYG design over the Web, MicroStrategy delivers a true breakthrough in business user empowerment and self-service.

Reduce Report Creation Time | Additionally, MicroStrategy’s WYSIWYG design capability radically reduces the time it takes businesses to deploy new reports. Without MicroStrategy, report developers need to develop the entire report design through seemingly endless iterations with business users. Each iteration entails several changes and recommendations from the business user. Then the business user must wait for the IT person to make the design changes and re-run the report. The business user needs to assess whether the changes helped or not before approving the report. MicroStrategy eliminates the need for these onerous back-and-forth iterations.

With MicroStrategy’s WYSIWYG design, business users easily take ownership of the final steps in the design process by making their own finishing touches on the report. Business users can change report layout and format by repositioning data and sections; adding or removing borders and background colors; changing fonts, headers, and labels; graphing data; and even adding new calculations – all without any assistance from IT developers.

WYSIWYG (WHAT-YOU-SEE-IS-WHAT-YOU-GET) DESIGN REDUCES REPORT CREATION TIME



MICROSTRATEGY EMPOWERS BUSINESS USERS TO GLEAN MORE INFORMATION FROM EVERY REPORT

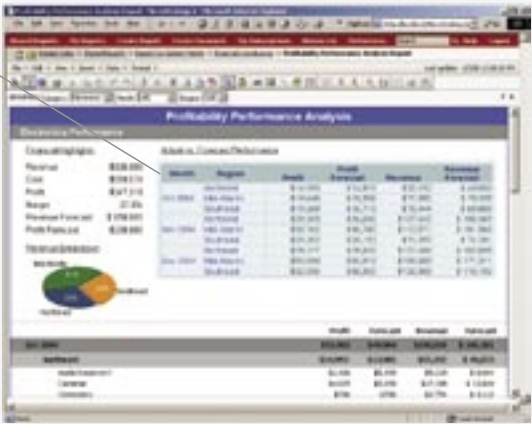
Integrate Reporting and Analysis into Every Report | As business users interact more and more with MicroStrategy reports, they seamlessly cross the line from reporting to analysis and from consuming data to investigating it. MicroStrategy is the first BI architecture to offer the unique capability of integrating reporting and analysis, thereby truly meeting business users’ needs for information without boundaries.

Business users have the ability to rearrange and display new data in MicroStrategy reports as their questions expand. They can sort rows, reorganize data roll-ups, add new and different subtotals, and even drill back to the database to display greater and greater levels of detail.

With MicroStrategy, companies no longer have to deploy separate dashboarding, reporting, and analysis technologies. MicroStrategy infuses every report, scorecard, and dashboard with the ability to fully analyze the underlying data. MicroStrategy reports, scorecards, and dashboards represent investigative launching pads for further analysis.

INTEGRATING ANALYSIS INTO EVERY REPORT AND SCORECARD

- “In Situ” Analysis Embedded within Any Report**
- Pivot
 - Sort
 - Subtotals
 - Derived Metrics
 - Percent to Total
 - Rankings
 - Grid/Graph
 - Outline View
 - Scroll Bars
 - Lock Headers



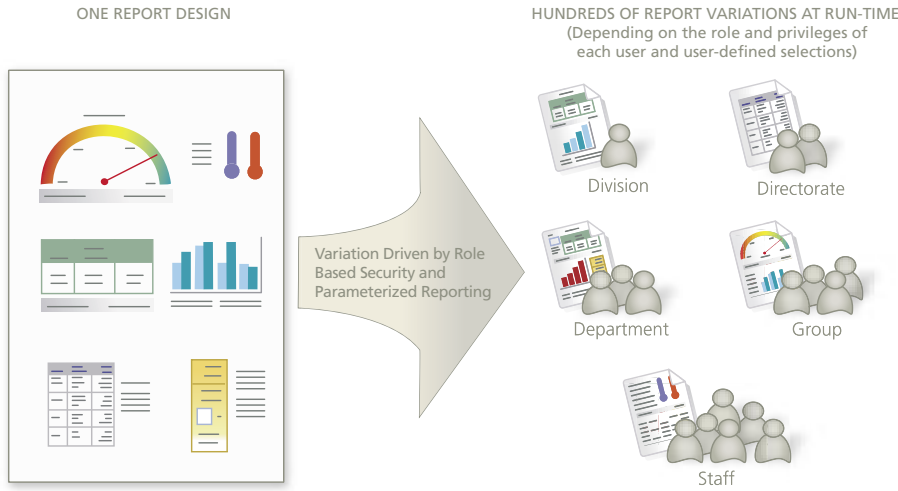
Users can seamlessly analyze and drill into data in any report or scorecard.

MICROSTRATEGY DRAMATICALLY REDUCES THE NUMBER OF REPORTS DESIGNED AND MAINTAINED

User-defined Report Content Through Intuitive Prompts | With MicroStrategy, business users have the ability to specify what content should be included in a report each time they run the report by answering prompts. A single MicroStrategy report design can produce hundreds of report variations through MicroStrategy’s unique parameterized reporting capability.

Automatic Personalization Based on User Profiles | Every MicroStrategy report is automatically personalized for each user based on the user’s role-based profile. In this way, a single MicroStrategy report can appear differently to every user in the enterprise – displaying only the relevant and appropriate data and thereby reducing the number of similar reports required.

DRAMATICALLY REDUCED NUMBER OF REPORTS



Rather than creating hundreds of reports with MicroStrategy, you can create a few reports that are personalized automatically at run-time.

ANALYSIS FOR EVERYONE TO UNCOVER ROOT CAUSES AND TRENDS

MicroStrategy empowers organizations to detect trends, uncover the root causes behind business outcomes, and predict corporate performance.

MicroStrategy enables basic and advanced analysis, meeting the needs of business users and analysts alike with finance, statistics, and data mining functions seamlessly integrated with dashboarding and reporting features. MicroStrategy uniquely delivers advanced analytics in easy-to-consume formats.

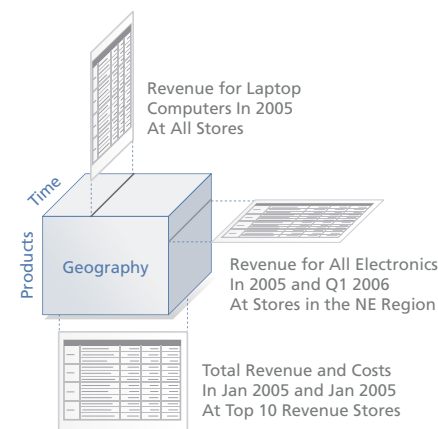
MICROSTRATEGY DELIVERS ALL ANALYSIS REQUIREMENTS – FROM SLICE-AND-DICE TO INVESTIGATIVE ANALYSIS

Providing Simple Speed-of-Thought OLAP Analysis to Business Users | MicroStrategy delivers quick insights to business users via Online Analytical Processing (OLAP). OLAP is the means by which a user examines data across various dimensions and hierarchies. With MicroStrategy, business users look for patterns, trends, and exceptions and intuitively change their views of the data through simple slice-and-dice analysis. MicroStrategy's OLAP functions allow business users to understand and predict business events without being trained on analytic techniques.

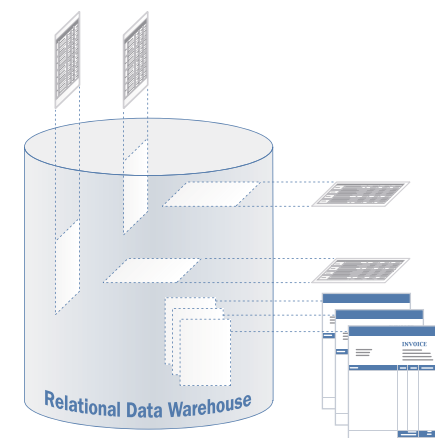
Open Up the Entire Data Warehouse with Relational OLAP Analysis | MicroStrategy uniquely delivers complete investigative analysis. MicroStrategy's renowned relational OLAP (ROLAP) capabilities open up the entire depth and breadth of the data warehouse for full investigative drilling, down to the transaction-level of detail as necessary. With MicroStrategy's "drill anywhere" capability, business users can surf anywhere in the data warehouse to see new sets of data, reducing the need for formal report creation or the help of IT personnel, and improving user comprehension of data.

DRASTICALLY REDUCE REPORT DEPLOYMENT TIME

SLICE AND DICE WITH BASIC OLAP ANALYSIS



DRILL ANYWHERE WITH RELATIONAL OLAP ANALYSIS

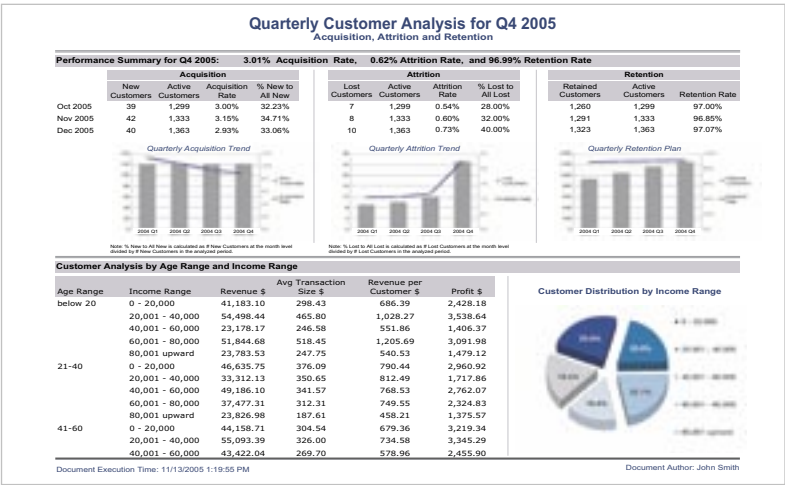


MicroStrategy provides both Basic OLAP analyses for simple analytical needs, as well as full Relational OLAP for more freeform analysis and more extensive investigation. Both forms of OLAP allow business people to easily display specific slices of data by performing any of the common OLAP functions of pivoting, paging-by, sorting, filtering, and drilling.

MICROSTRATEGY REPORTS AND SCORECARDS INCLUDE SOPHISTICATED ANALYSES

Analysts appreciate the extensive range of statistical, mathematical, financial, and data mining functions that are available with MicroStrategy. With this range of functionality, analysts can embed the most sophisticated insight into MicroStrategy reports, scorecards, and dashboards. Business users can then view the results of these advanced analytical functions and perform additional calculations and analyses without needing to understand the detailed workings of the underlying algorithm. MicroStrategy allows organizations to share sophisticated analysis with all business users through reports, scorecards, and dashboards.

SOPHISTICATED ANALYSIS ADDED TO EVERYDAY REPORTS

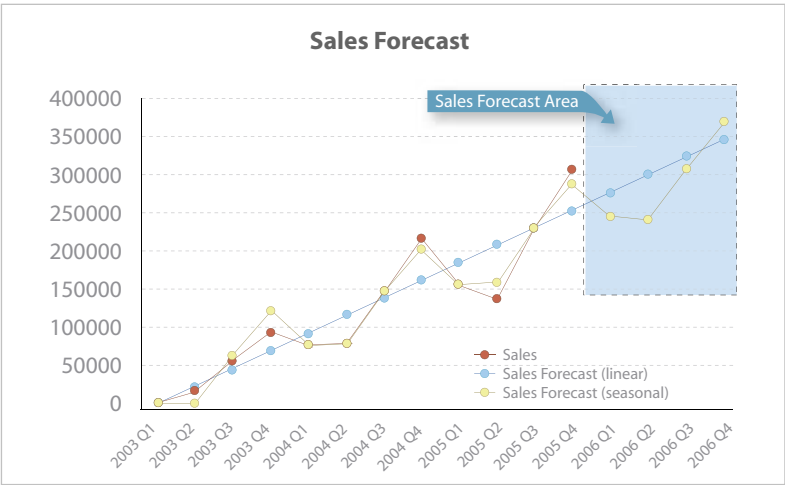


MicroStrategy customers use the extensive library of statistical, mathematical, financial and data mining functions to enhance everyday reports, scorecards, and dashboards. Companies use advanced analysis not only to gain additional insight into operations and performance, but also across all application types.

MICROSTRATEGY BRINGS PREDICTIVE ANALYSIS INTO THE MAINSTREAM FOR BUSINESS USERS

The MicroStrategy architecture is the only BI architecture to integrate best-of-breed data mining analysis with mainstream BI applications. Typically, data mining is restricted to specialized analysts using niche data mining software. MicroStrategy's data mining capability incorporates the most sophisticated data mining models – created by tools like SAS®, SPSS®, and IBM® Data Miner – into reports and scorecards for all business users. MicroStrategy opens up a whole new door for the popularizing of forecasting and predictive analysis into the mainstream.

POWERFUL PREDICTIVE ANALYSIS PRESENTED INTUITIVELY



With MicroStrategy's sophisticated prediction algorithms, companies uncover data patterns and relationships to make predictions on future operations – like achieving revenue targets, budget compliance, or on-time delivery. Companies use predictive analysis to determine which customers may respond to a marketing campaign, purchase a product, or defraud the company.

MONITORING THE PERFORMANCE OF YOUR ORGANIZATION TO RAPIDLY GAIN INSIGHT

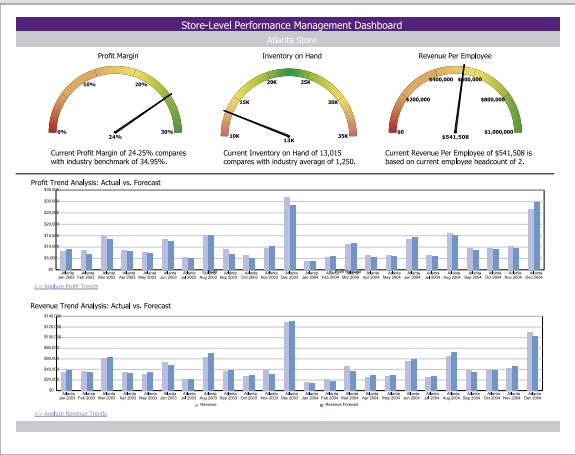
MicroStrategy enables continuous monitoring of KPIs to provide timely insight into critical business activities. Effective monitoring of business performance requires information to be understood at-a-glance and delivered to every organizational level, from executives to departmental managers to staff workers. Monitoring via dashboards, scorecards, and managed metrics provides an easy way for all staff to stay aligned with corporate goals and ensure their work is positively impacting corporate performance.

MICROSTRATEGY PROVIDES PERVASIVE, PERSONALIZED SCORECARDS AND DASHBOARDS FOR MONITORING PERFORMANCE

Generate Automatically Personalized Scorecards and Dashboards | MicroStrategy enables companies to monitor the KPIs that drive corporate performance. MicroStrategy can generate scorecards and dashboards for all users in the enterprise, personalized to show each individual the KPIs needed to monitor and manage. To rapidly deploy scorecards throughout an enterprise, MicroStrategy automatically personalizes each scorecard and dashboard based on an individual's role and group affiliations.

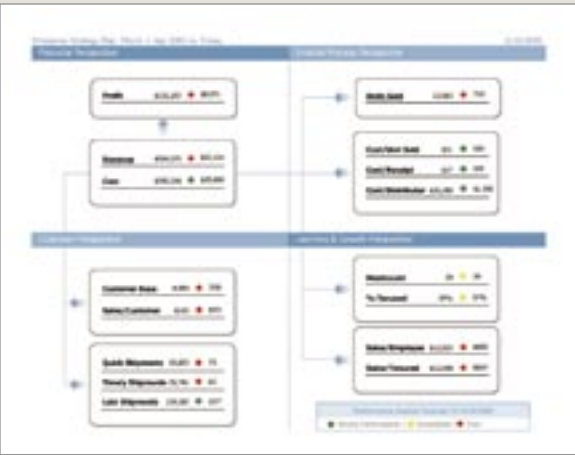
Drill into Corporate Performance Scorecards for Underlying Detail | MicroStrategy scorecards and dashboards are cascaded and linked to one another, allowing managers to monitor performance at all levels of an organization: individual, group, department, division, or enterprise. In addition, MicroStrategy scorecards and dashboards are fully integrated with reporting and analysis. Business users seamlessly move from scorecards and dashboards to detailed reports and analysis to view underlying information. Users can also follow a guided workflow from report to report using context sensitive drilling.

DASHBOARDS



- Consume information easily with gauges and dials
- Present an integrated view of data across the enterprise

SCORECARDS



- Present data according to any formal scorecard methodology
- Drill down to view group/employee performance scorecards

MANAGED METRICS

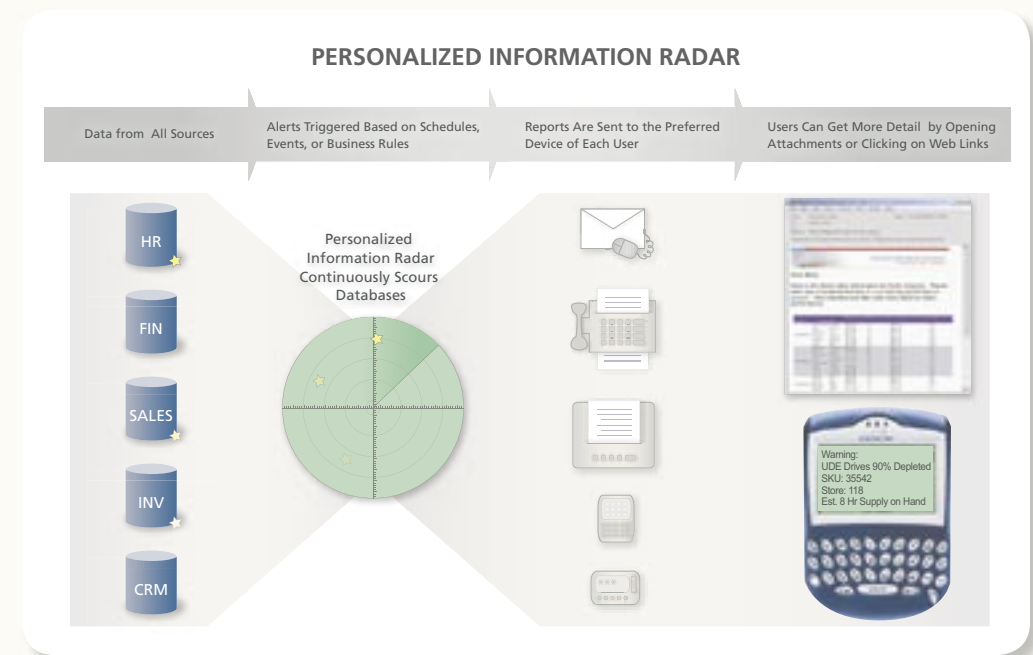
Department Operational Metric For Week Ending 03/04/05				
03/07/2005 8:57 AM				
Status	Trend	Metric	Actual	Target
●	▲	Revenue	\$756,458	\$875,000
■	▲	Operating Expense	\$286,893	\$200,000
◆	—	Gross Profit Margin	41%	65%
●	▲	# Unique Prospective Buyer Visits	227	250
●	▲	Lead-To-Order Conversion Rate	15%	25%
◆	—	% Sales To Total Region Sales	30%	40%
■	▲	# Open Sales & Service Positions	5	3
■	▲	Average Employee Turnover	34%	25%
◆	▼	Average Employee Performance Score	3	5
●	▲	Sales Of Existing Models	\$385,794	\$400,000
●	▲	Sales Of New Models	\$226,938	\$395,000
●	—	Sales Of Pre-Owned Models	\$143,727	\$80,000
●	▲	# New Customers	47	50
◆	▼	% Customers Returning For Service Within 6 Months	72%	90%
—	—	Average Customer Satisfaction Score	5	5
●	▲	Regional Ad Campaign Expense	\$750,000	\$750,000
—	—	Quality Level Associated With Brand	5	5
◆	▲	% Closed Deals With Incentives Applied	81%	50%

- Allow everyone to monitor the metrics that matter to them
- Provide immediate indication when action is required

MICROSTRATEGY'S "INFORMATION RADAR" LETS ORGANIZATIONS CONSTANTLY ADAPT TO CHANGING BUSINESS PRIORITIES

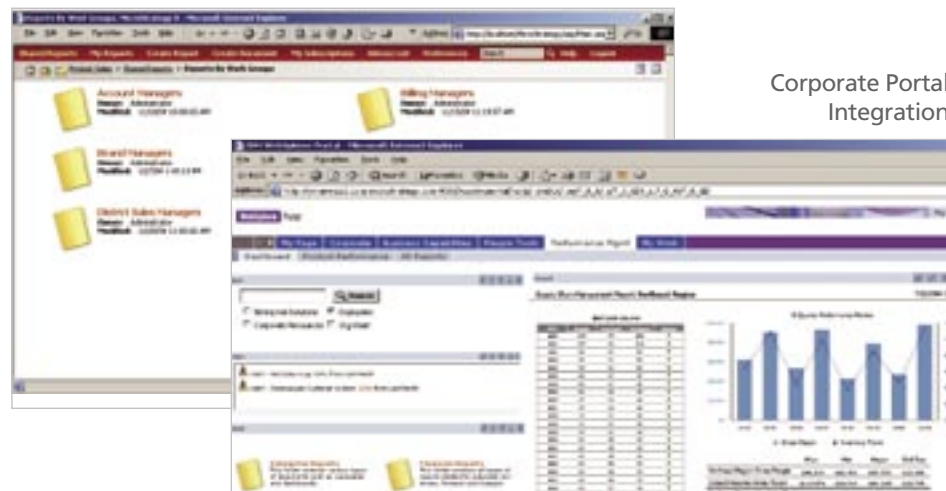
Scour Databases for the Latest Important Nuggets of Information | Business users need a tool for managing the dynamic aspects of a changing business landscape imposed by competitive pressures and market shifts. With MicroStrategy, business users obtain an "information radar" that is tuned to continuously scour the databases for the latest important nuggets of information.

Empower Business Users to Set Up Their Own Personal Information Radars | MicroStrategy lets business users configure their own personal information radars by subscribing to reports, scorecards, and alerts for proactive delivery via email, printer, or PDA. MicroStrategy scours the databases for each user and initiates a proactive distribution based on time-based schedules, business events such as a very large customer transaction, or business logic such as an impending out-of-stock problem. As business imperatives change, business users can refine subscriptions to track critical and timely metrics.



PERFORMANCE MONITORING WITH INFORMATION PORTALS

Out-of-the-Box Portal



BUSINESS USERS MONITOR PERFORMANCE SECURELY THROUGH ANY INFORMATION PORTAL

Leverage MicroStrategy as an Information Portal Out-of-the-Box | MicroStrategy serves as an out-of-the-box report portal for one-stop shopping for all enterprise data. Companies often use MicroStrategy as a stand-alone portal to provide secure access for employees, suppliers, and customers across the supply chain. MicroStrategy-based information portals ensure shared understanding of corporate performance among the broadest user populations.

Integrate MicroStrategy Business Intelligence into Corporate Portals | With MicroStrategy integrated into a corporate portal, an organization can combine structured data with unstructured information to present a full view of its corporate information and operations. Adding key reports to a corporate portal raises the visibility of business intelligence reports for all stakeholders including employees, suppliers, and customers. MicroStrategy integrates with portals from a variety of vendors including BEA®, Plumtree®, IBM®, Microsoft®, Oracle®, SAP® and Sun®.

MICROSTRATEGY-BASED APPLICATIONS ARE DEPLOYED ACROSS THE ENTERPRISE

MICROSTRATEGY CUSTOMERS RUN INNOVATIVE
AND SUCCESSFUL BI APPLICATIONS TO INCREASE
REVENUES, REDUCE COSTS, AND BETTER SERVE
THEIR CUSTOMERS.

Business intelligence is having a profound impact in the business place. Every day, millions of people use business intelligence to enhance the efficiency of their organizations and improve the services they provide to their customers. Companies just embarking on BI turn to MicroStrategy for applications that can start small and scale to meet their evolving needs. Companies that are BI veterans rely on MicroStrategy as the only BI architecture capable of supporting their world-class applications.

The following pages offer a glimpse into the kinds of reporting, analysis, and monitoring applications on which MicroStrategy customers rely. These applications require MicroStrategy's integrated reporting and analysis, complete range of functionality, and industrial-strength BI architecture. These examples represent the variety and richness of BI applications customers are building on the MicroStrategy architecture.



MICROSTRATEGY ENABLES PRODUCT MANAGEMENT APPLICATIONS USED BY SALES AND MARKETING ORGANIZATIONS

CATEGORY PERFORMANCE MANAGEMENT

Category performance management provides insight into merchandise performance by product, category, geography, and vendor. Product, store, and channel managers analyze sales performance to understand which products and categories are selling well and which are selling poorly, in which geographies and stores, and during which time periods. Category performance management applications built using MicroStrategy allow managers to optimize product mix, ensure inventory levels are appropriate, and offer specific product selections demanded locally by consumers. In addition, MicroStrategy's unique ROLAP architecture enables marketers to identify “market basket” product relationships (which products sell together) and optimize merchandising strategies through “what if” analysis and predictive modeling. Category performance analyses often require processing of billions of transactions over time; companies have come to rely on the proven scale of the MicroStrategy architecture.

SAMPLE REPORT: Geographic Product Trends

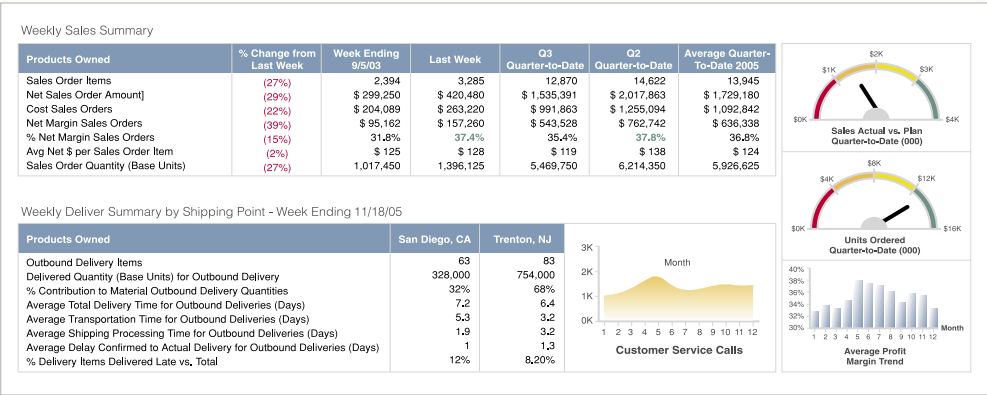
Flavor	Store	Price Tier	Average Retail Price	Retail Promotion	Quantity - Previous	Quantity - Current	Volume Difference	Volume % Change
Vanilla	Marketfresh	Full	\$ 2.49	no	65,421	70,655	5,234	8%
	Fresh Foods	33% off	\$ 1.74	yes	98,132	107,945	9,813	10%
	Corner Mart	Full	\$ 2.99	yes	32,547	32,987	440	1%
Chocolate	Marketfresh	Full	\$ 2.49	no	32,547	25,387	(7,160)	-22%
	Fresh Foods	Full	\$ 2.49	no	48,821	49,854	1,034	2%
	Corner Mart	10% off	\$ 2.71	yes	16,274	20,324	4,068	25%
Strawberry	Marketfresh	25% off	\$ 1.89	yes	12,548	16,689	4,141	33%
	Fresh Foods	Full	\$ 2.49	no	18,822	15,654	(3,168)	-17%
	Corner Mart	Full	\$ 2.99	no	6,547	4,897	(1,650)	-25%

This report shows overall changes in sales volume by region for a particular manufacturer. Sales, product, merchandising, and marketing managers conveniently drill into any dimension on the report for underlying information and easily call up performance from other time periods. Managers can identify factors contributing to under- or over performance and adjust tactics accordingly.

PRODUCT MANAGEMENT SCORECARDS

Product scorecards provide “at-a-glance” insight into key product and service drivers. Brand and product managers are able to track and analyze factors that influence product profitability and optimize product mix across channels, lines, categories, and brands. Scorecards include various quantitative and visual components, ranging from tables and graphs to more symbolic performance indicators such as gauges, traffic lights, arrows, and color-coded flags. Scheduled delivery of product scorecards allow managers to see up-to-date performance indicators in highly visual formats, allowing instant identification of risk areas. MicroStrategy allows integration of multiple data sources into a pixel-perfect layout of scorecards that are easily distributed through email, Web, and Microsoft® Excel. MicroStrategy scorecards are integrated fully with reporting, ad hoc analysis, data mining, and monitoring.

SAMPLE REPORT: Weekly Product Scorecard



This product scorecard is delivered on a user defined time or event schedule to a product manager, highlighting key performance indicators specific to this particular product. This scorecard highlights potential problems that the product manager should address – and is the entry point for the product manager to drill to underlying details, for example, to review performance against plan across distribution center points.

“With MicroStrategy technology, our employees are able to understand what is going on at any given store location across the country, helping us to realize significant benefits through improved merchandising decisions, more timely responses to information requests, cost-reduction efforts, and enhanced employee productivity.” – Steve Stone, CIO, Lowe's Companies, Inc.

MICROSTRATEGY ALLOWS FINANCIAL APPLICATION USERS TO MOVE SEAMLESSLY FROM REPORTING TO ANALYSIS

ACCOUNTS RECEIVABLE AND ACCOUNTS PAYABLE REPORTING AND ANALYSIS

Companies track Accounts Receivable (A/R) and Accounts Payable (A/P) to manage operating cash flow. Basic A/R and A/P reporting tracks the value of accounts that are 30, 60, or 90 days past due, monitors distribution of receivables across customers, and reviews payment trends for vendors across periods. The MicroStrategy architecture enables valuable A/R and A/P reporting and analysis, such as predicting potential bad debts, forecasting cash outlays, and delivering personalized collections scorecards to account managers. MicroStrategy customers who deploy A/P and A/R applications are benefiting from more efficient working capital management.

SAMPLE REPORT: Field Sales Regional Dashboard > Western Region

Business Unit: West Region

Account	Actual QTD	QTD Budget (\$)	QTD Budget Variance (\$)
REVENUE			
Product License	\$ 65,236,584	\$ 78,523,698	\$ (13,287,114)
Services	\$ 56,325,874	\$ 51,232,156	\$ 5,093,718
Other	\$2,154,885	\$7,654,896	\$ (5,500,011)
TOTAL	\$123,717,343	\$137,410,750	\$ (13,693,407)
COSTS			0
Salaries	\$ 53,663,095	\$ 52,610,878	\$ (1,052,218)
Rent	\$ 33,639,034	\$ 34,325,545	\$ 686,511
Fixed Allocations	\$ 5,026,205	\$5,128,780	\$ 102,576
Sales and Marketing	\$19,238,306	\$19,630,925	\$ 392,618
Communications	\$325,432	\$451,023	\$ 125,592
TOTAL COSTS	\$111,892,071	\$ 112,147,150	\$ 255,079
CONTRIBUTION	\$11,825,272	\$ 25,263,600	\$ (13,438,328)

This financial report is personalized automatically for business users, from operational managers to financial analysts to collections agents, and provides detail on aging accounts receivable by customer. With MicroStrategy, business users drill anywhere in the database and perform additional calculations, adding statistical metrics, for example, to determine payment likelihoods and at-risk collections.

RISK MANAGEMENT

Risk management is a quantitative assessment of likely consequences of a proposed action. Credit risk, contract risk, currency risk, fraud risk, and audit risk exemplify components of risk that must be controlled by corporations and government agencies. MicroStrategy is the only BI architecture with data mining capabilities and statistical techniques for risk detection and management, which empower business users with predictive analysis to help mitigate the various forms of corporate risk. Through intuitive interfaces and visual cues such as stoplights, users can quickly monitor and understand financial risks associated with a particular transaction and take necessary next steps using MicroStrategy's unique drill anywhere capabilities.

SAMPLE REPORT: Credit Risk Assessment

Company	Credit Rating	Total Credit Line	Credit Available	% Credit Line Available	Deposits and Other Assets	Payment History
Ocean Airline	Aaa	\$ 575,138	\$ 57,892	10%	\$ 8,503,990	Good
Global Industries	Bbb	\$ 651,822	\$ 324,587	50%	\$ 9,637,840	Fair
The Clothing Company	bbb	\$ 452,846	\$ 325,698	72%	\$ 6,695,781	Fair
Financial Instruments	Aaa	\$ 373,053	\$ 372,154	100%	\$ 5,515,962	Good
NSP Co.	Bbb	\$ 360,991	\$123	0%	\$ 5,337,613	Poor
Great Motors	AAA	\$ 369,115	\$ 89,654	24%	\$ 5,457,734	Good
Light Food	Aaa	\$ 261,363	\$ 154,789	59%	\$ 3,864,513	Fair
Eyeshapers Inc.	Aaa	\$ 172,513	\$ 65,218	38%	\$ 2,550,777	Poor
Internet Solutions LLC	Bbb	\$ 153,339	\$ 125,698	82%	\$ 2,267,270	Good
University of Vienna	Aaa	\$ 173,818	\$ 154,898	89%	\$ 2,570,073	Good

This credit risk report illustrates one of several analysis steps used to determine the financial risk associated with extending additional credit to customers. MicroStrategy's comprehensive statistical and data mining libraries allow the building of detailed risk models. With MicroStrategy, financial executives and collections agents alike access reports automatically filtered to their security level to support decision making processes at all levels in the organization.

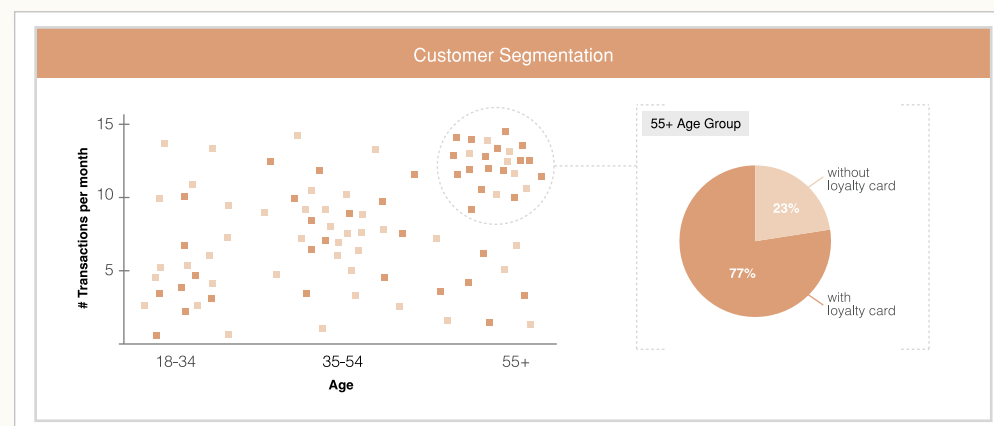
“The use of MicroStrategy software helps the State of Tennessee better manage financial information, leading to efficiencies that will save both time and money. Ultimately, we expect to see improved strategic planning, activity-based costing and activity-based management in support of State programs.” – Jan Sylvis, Chief of Accounts, State of Tennessee

MICROSTRATEGY PROVIDES ENHANCED REPORTING AND ANALYSIS FOR CUSTOMER RELATIONSHIP MANAGEMENT

CUSTOMER SEGMENTATION ANALYSIS

Customer segmentation analysis allows organizations to identify groups of like customers based on their transaction history and then to study behavioral patterns within these groups. Armed with a better understanding of the customer base, marketing managers can design targeted marketing and service campaigns to reach specific customer segments with offers best suited to their needs and preferences. Segmentation analysis has as inputs customer transactional, demographic and psychographic data. The MicroStrategy architecture provides statistical techniques and data mining algorithms to uncover behavior patterns based on analysis of customer attributes. Ad hoc analysis functions are seamlessly integrated with data mining to allow analysts to investigate the characteristics of uncovered segments and generate specific customer lists within each segment. Only MicroStrategy enables the analysis and segmentation of terabytes of customer data, with all information presented to business users through an intuitive Web interface.

SAMPLE REPORT: Customer Segmentation Visualization and Drill-down

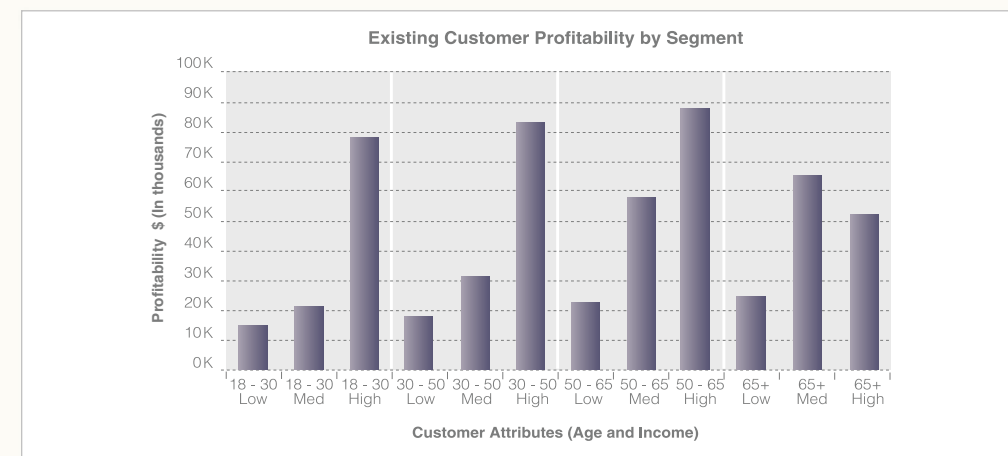


This statistical scatter plot, with customer segments visible from the tighter grouping of dots, is a first step in segmentation analysis. A marketing analyst can perform this type of analysis using any number or combination of metrics to look for emerging patterns that can be used to segment customers. With MicroStrategy, a marketing analyst easily changes the way the data is viewed, drills into a segment to reveal a preference for loyalty card use, and automatically generates an associated customer mailing list.

CUSTOMER PROFITABILITY ANALYSIS

Organizations use customer profitability analysis to identify the most valuable customers or customer segments to prioritize marketing, sales, and service investments. By studying profitability metrics, such as lifetime value, repeat purchase rate, and churn rate, analysts can identify profitable segments, uncover defining characteristics of those segments, and target similar populations for acquisition. Similarly, retention programs may be created for particularly profitable customers. MicroStrategy uniquely provides statistical and data mining capabilities to calculate lifetime value, identify product affinities for cross-sell campaigns, and perform predictive analysis of profits that would result from additional marketing investments.

SAMPLE REPORT: Customer Profitability Segments by Channel



This customer profitability report analyzes customer profit for a selected segment by customer attributes. Marketing strategists and campaign managers use MicroStrategy to understand which customer segments to target with campaigns and loyalty programs to improve attraction and retention of profitable customers.

"With MicroStrategy providing us greater insight into our customer retention efforts and marketing programs, we'll be better able to provide the quality of service that our customers expect." – Stephen Butler, Senior Director – Database Marketing, Cingular Wireless

MICROSTRATEGY TECHNOLOGY IS UNIQUELY SUITED FOR BI STANDARDIZATION

ORIGINALLY DESIGNED TO SUPPORT THE MOST DEMANDING BI APPLICATIONS, MICROSTRATEGY IS THE ONLY ARCHITECTURE CAPABLE OF MEETING THE NEWEST, MOST DEMANDING REQUIREMENTS FOR ENTERPRISE-WIDE BI STANDARDIZATION.

Fully deployed, business intelligence has the power to provide performance feedback and visibility to all people in an organization, enabling businesses to make thousands of better decisions each day.

Not all business intelligence technologies deliver on this promise. Given the changing landscape of reporting, analysis, and business monitoring requirements, traditional reporting tools and non-integrated business intelligence products are reaching their limitations, requiring businesses to look elsewhere for a standard platform for all of their reporting, analysis, and monitoring needs.

MicroStrategy was designed specifically to usher in a new era of business intelligence, one where any business user can access any data, located anywhere in the enterprise. Importantly, MicroStrategy meets modern scalability challenges head-on, allowing thousands of business users to simultaneously access terabytes of data with mission-critical reliability.



ARCHITECTURAL EXCELLENCE DESIGNED FOR THE LONG-TERM

MICROSTRATEGY DELIVERS THE ONLY UNIFIED ARCHITECTURE DESIGNED
FOR THE MODERN ERA OF ENTERPRISE-WIDE BI STANDARDIZATION.

MICROSTRATEGY ARCHITECTURE

Designed to Deliver Enterprise BI from the Beginning

Since 1989, MicroStrategy's engineers and designers have methodically tackled and solved the hardest technical problems in business intelligence – delivering the greatest user interactivity, against the largest databases, with the most sophisticated analytics, and accessed by the most users. Today, MicroStrategy supports the most demanding BI applications across all industries.

Uniquely Integrated and Organically Grown

Equally notable and unique to MicroStrategy is the fact that this enterprise-caliber capability is delivered by a single unified and organic architecture. MicroStrategy built its product set from a single architectural foundation, making MicroStrategy the most integrated and efficient BI architecture available anywhere.

Delivering Long Term Benefits to Our Customers

Companies who deploy the MicroStrategy architecture never outgrow it. They are able to deploy more and more BI applications, to an increasing number of users, with greater and greater analytic sophistication and user functionality. They do this without having to re-implement their BI infrastructure and with ever increasing economies of scale in administration, training, and server management.

OTHER BI ARCHITECTURE APPROACHES

Disparate “Tools” Designed for Departmental BI

Other BI vendors have spent years acquiring and developing a wide array of disparate BI tools, each with a specific, narrow range of functionality. Some tools delivered only scorecards or reporting or ad hoc query or OLAP analysis. The tools enabled BI vendors to sell departmental applications into the mainstream BI market.

Each Tool In a “BI Series” has Its Own Architecture

A tool acquisition strategy does not create a BI architecture. Instead, it creates a “Suite” or “Series” of products arrayed on price sheets and marketing material. Ultimately, a tool “series” contains distinctly different architectures with different user interfaces, different security, different report definitions and metadata, different administration, and different operations.

Companies Outgrow Departmental BI

Many companies deployed departmental BI tools as isolated applications with initial success. Now organizations are outgrowing the limited scalability and functionality of those tools and are struggling to integrate their disparate applications. The BI vendors who developed and acquired these disparate tools are facing the overwhelming task of integrating different BI architectures and migrating their customers.

THE NEW ERA OF BUSINESS INTELLIGENCE

THE NEW ERA OF BUSINESS INTELLIGENCE WILL BE DOMINATED BY ENTERPRISE BI AND STANDARDIZATION

Today many CIOs and business leaders are increasingly dissatisfied with their overall business intelligence capability. They are not satisfied with just providing some information to some users. They want to open up their ever-growing data assets to all of the people in the organization and do so in a cost-effective and scalable way. And they are now demanding that their business intelligence technology delivers on this vision. MicroStrategy shares this vision.



ERA 1: ISOLATED DEPARTMENTAL ISLANDS OF BI WERE AN INITIAL SUCCESS

Over the past decade, most companies have deployed BI applications as departmental solutions and have accumulated a large collection of disparate BI technologies as a result. Each distinct technology supported a distinct user population and database, within a well-defined “Island of BI.” At first, these islands of BI satisfied the early needs of the business, but early success in departmental deployment sowed the seeds for new problems as the applications grew.

ERA 2: OVERLAPPING DISPARATE ISLANDS OF BI HAVE BECOME A MAJOR LIABILITY

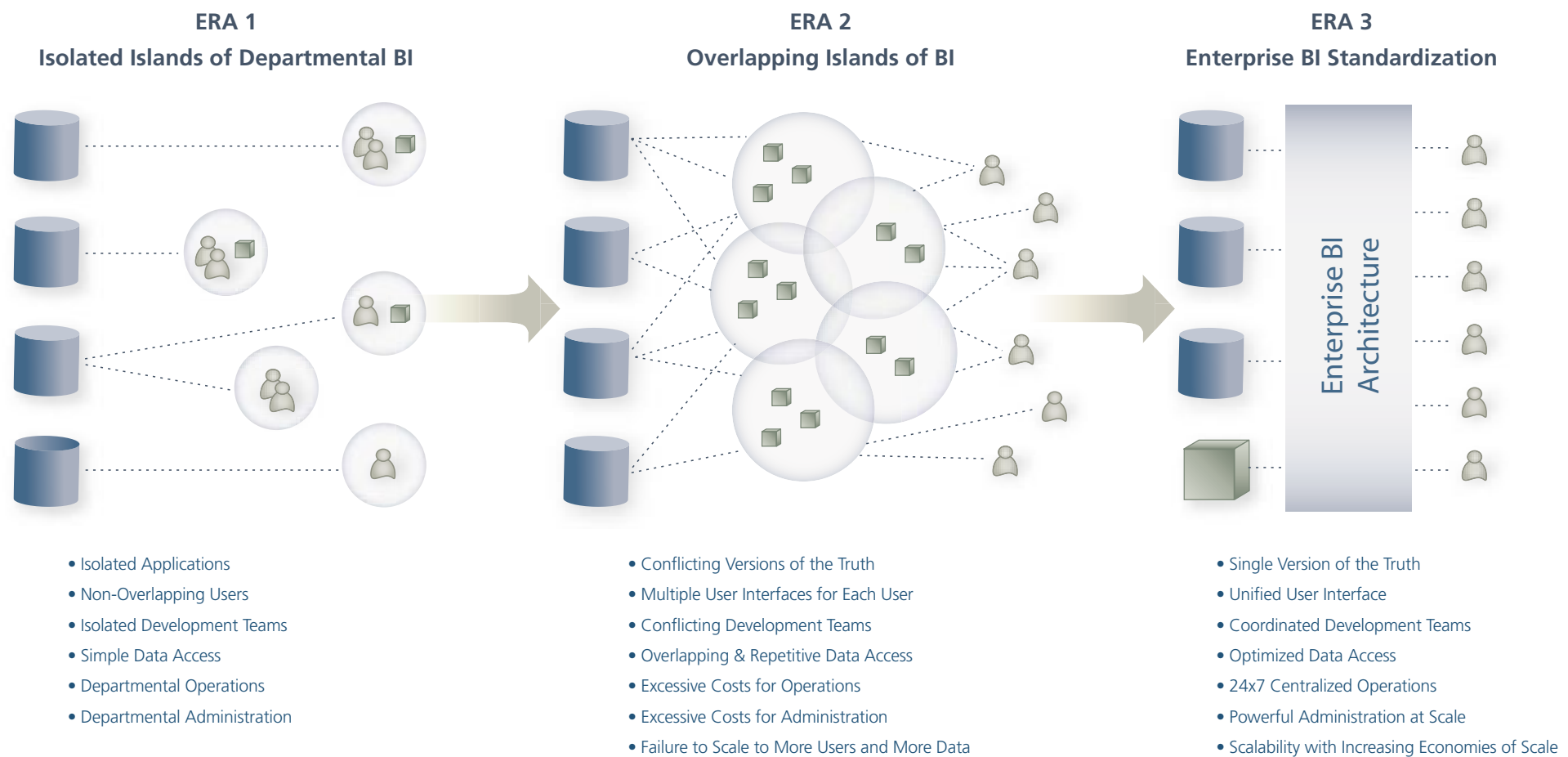
Successful applications always expand. The second era is hallmarked by BI applications which have expanded to the point where they are no longer isolated islands. Instead, they overlap in user populations, in data access, and in analytic domain. As a result, CIOs are now faced with an untenable situation. The enterprise is getting conflicting versions of the truth. The quickly growing business user population is distinctly unhappy about being forced to use multiple different BI tools. Departmental BI tools hit scalability limits. The CIO is wrestling with an ever accelerating maintainability burden to keep all of these disparate systems synchronized.

ERA 3: ENTERPRISE BI STANDARDIZATION REQUIRES A BI ARCHITECTURE THAT IS FULLY INTEGRATED, FUNCTIONALLY-COMPLETE, AND INDUSTRIAL-STRENGTH

The new era of business intelligence is one where a single BI architecture delivers a single version of the truth through a unified user interface to all people in the enterprise. It can access all of the data, administer all of the users uniformly, eliminate the repetitive data access, reduce the administrative effort, and reduce the time to deploy new BI applications. Such a BI architecture must exhibit three dominant characteristics to fulfill this role. First, it must be a truly integrated architecture to achieve economies of scale. Second, it must offer the full range of BI functionality currently delivered by the myriad of departmental BI products so that it can adequately replace them. And third, it must be “Industrial-strength” so that companies can confidently deploy applications across the enterprise and at enterprise scale.

MicroStrategy delivers the only unified BI architecture, providing the full range of BI functionality with proven scalability. The MicroStrategy architecture delivers all 5 Styles of BI, where other technologies deliver only one or two styles of BI. The MicroStrategy architecture is industrial-strength, capable of supporting thousands of users with even greater efficiency than it supports hundreds of users. MicroStrategy was designed to operate with rock-solid 24x7 performance, minimal effort, and on a world-wide scale if needed.

ERAS OF BI LEADING TO ENTERPRISE-WIDE BI STANDARDIZATION



Most companies are in the second era of BI implementation and are suffering high user dissatisfaction and excessive IT effort. Only the MicroStrategy architecture was designed from the ground up as an integrated architecture suitable for enterprise-wide BI standardization.

MICROSTRATEGY'S UNIFIED ARCHITECTURE

MICROSTRATEGY'S UNIFIED ARCHITECTURE DELIVERS ALL 5 STYLES OF BI AND INDUSTRIAL-STRENGTH SCALABILITY

The MicroStrategy architecture has been designed from the ground-up as a fully unified architecture capable of providing the full range of BI functionality (all 5 Styles of BI) plus the industrial-strength scalability needed for enterprise-wide BI standardization.

BI VENDORS HAVE PRODUCED 5 DISTINCT STYLES OF BI TECHNOLOGY TO SUPPORT THE FULL RANGE OF REPORTING, ANALYSIS, AND MONITORING NEEDED BY ORGANIZATIONS

The preceding decade has been a formative period for business intelligence. During this period, organizations have realized that they need a range of BI capability for reporting, on analyzing, and monitoring their businesses. In response, BI vendors have developed five distinct styles of BI technologies: 1) scorecards and dashboards technology, 2) report writing and distribution technology, 3) OLAP analysis technology, 4) advanced and predictive analysis technology, and 5) alerts and poactive notification technology.

COMPANIES HAVE HAD TO LIMIT THEIR BI APPLICATIONS TO A SINGLE STYLE OF BI

The fact that each BI application revolves around one distinct style of BI is not a natural consequence of business requirements, but rather stems from the limitations of commonplace BI architectures which can only support a single style at a time. Ideally, companies would choose a BI technology that could support any or all 5 Styles of BI equally well and interchangeably in the same user experience. With MicroStrategy, now they can.

ONLY MICROSTRATEGY DELIVERS ALL 5 STYLES OF BI

1. Scorecards and Dashboards | Highly graphical reports are formatted for the greatest visual appeal and ability to convey information “at-a-glance.” This style of BI satisfies business monitoring needs from managers and executives, all the way to staff employees and suppliers.

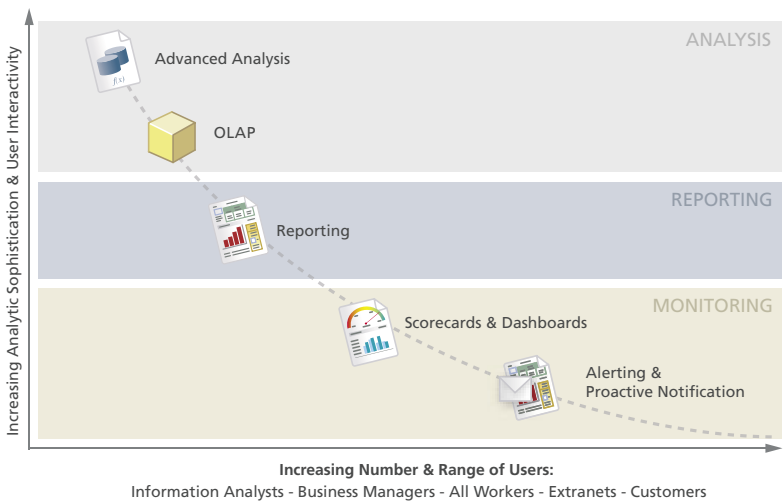
2. Reporting | Print-perfect report formats deliver detailed information as operational reports, business reports, invoices, and statements. These reports provide critical information to all personnel across the enterprise.

3. OLAP Analysis | Slice-and-dice analysis with drilling, pivoting, page-by, and sorting capabilities serves business users whose analytical needs exceed the content of the operational reports, and require a simple environment for basic exploration within a limited range of data.

4. Advanced and Predictive Analysis | Full investigative queries dive into all data in the databases, down to transaction level detail if necessary. This style also provides extensive predictive and statistical treatment of the data for correlation analysis, trend analysis, financial analysis, and projections.

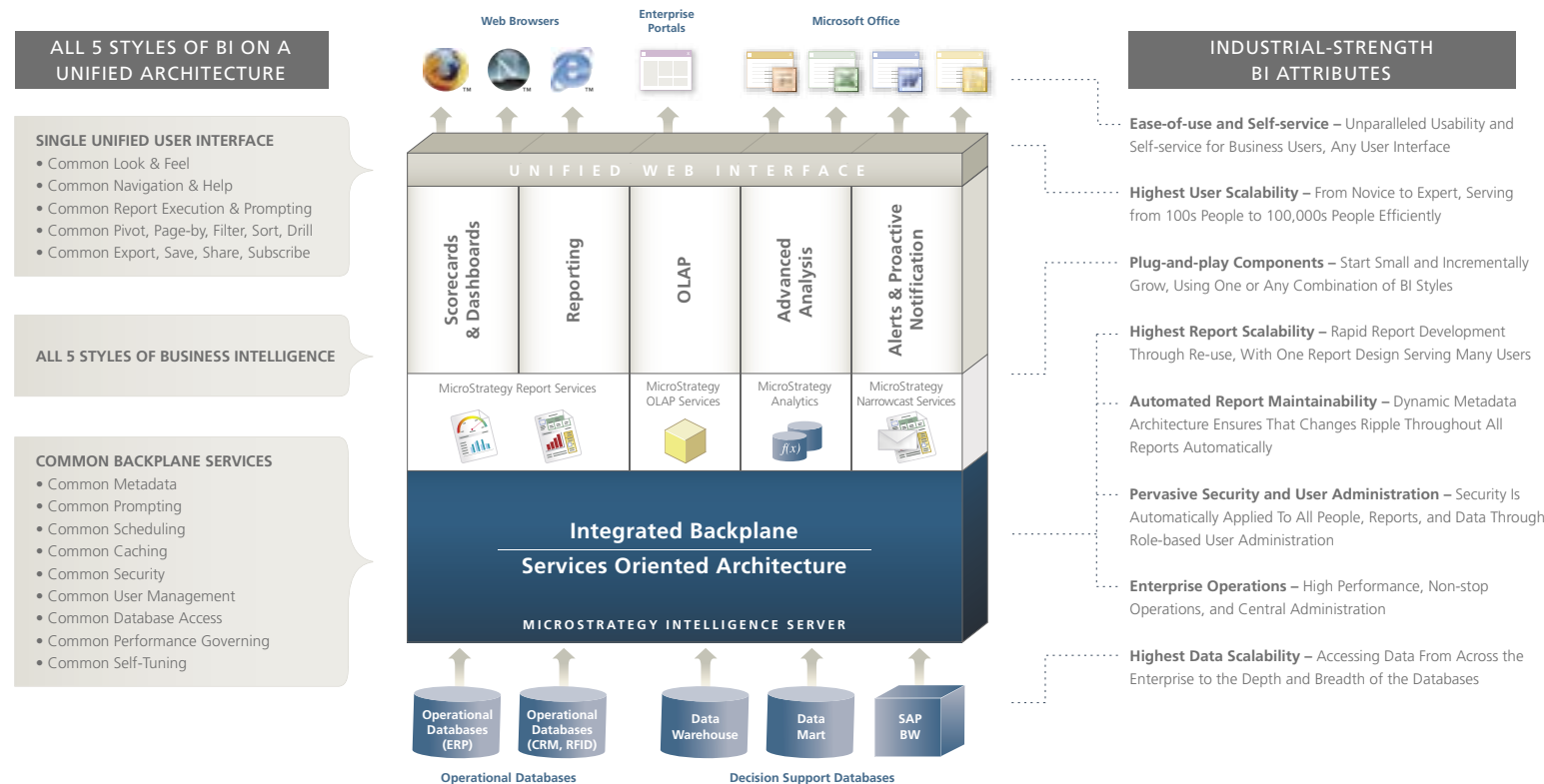
5. Alerts and Proactive Notification | Continuous scanning of the database for exceptions and anomalies automatically detects areas requiring management’s attention. In addition, alerts, reports, and scorecards are delivered proactively to large populations on set schedules, event-triggers, or on demand. This style targets large user populations, both internal and external to the enterprise.

5 STYLES OF BI FUNCTIONALITY USED TO REPORT, ANALYZE, AND MONITOR



Over the preceding decade, BI vendors have produced various technologies to support five distinct styles of BI applications. Only MicroStrategy delivers all 5 Styles of BI with a single unified architecture.

THE MICROSTRATEGY ARCHITECTURE



The MicroStrategy architecture is a uniquely unified architecture – delivering all 5 Styles of BI through a unified user interface and on a unified backplane of metadata and administration. The MicroStrategy architecture was designed to be industrial-strength so that your applications can easily grow from departmental scale to a full enterprise-wide, mission critical deployment.

THE MICROSTRATEGY ARCHITECTURE DELIVERS ALL 5 STYLES OF BI FUNCTIONALITY ON A UNIFIED ORGANIC ARCHITECTURE

The MicroStrategy architecture delivers each style of BI uniquely well; and only the MicroStrategy architecture can deliver all 5 Styles of BI as plug-and-play components on a single unified backplane and through a unified user interface. Companies that start with small narrow-focused BI applications expand those applications with new styles of BI over time by adding new components, all integrated on the MicroStrategy architecture. The unified backplane ensures that all styles of BI share common services and automatically build upon one another. The unified user interface ensures a common experience for all users, allowing seamless movement between styles of BI without cumbersome application switching.

THE MICROSTRATEGY ARCHITECTURE IS INDUSTRIAL-STRENGTH

The MicroStrategy architecture is distinguished by eight extraordinary industrial-strength attributes that set it apart from competing technologies, and which have allowed MicroStrategy customers to deploy the most demanding BI applications in the world. The MicroStrategy architecture has always been driven by the requirements of the most demanding, results-driven companies, not the departmental requirements pursued by other BI technologies. For MicroStrategy, these technical superlatives are not marketing concepts. They are not recent revelations. They are the result of relentless focus by MicroStrategy engineers and our customers who have field-proven them through years of refinement in their real world, mission-critical applications.

