

Analytics in Action



Real-World Applications



Enterprises today are constantly on the lookout to deliver enhanced services to stay competitive and generate new revenue streams. In a data driven world, the most popular applications are the ones that deliver more “fact-based” insight to the end-user, that helps them make their next move. From banking services, to travel websites, online stores, social media sites and more, every application today collects data that can be used to provide value to their customers. To that extent, customers everywhere are also expecting more than just a “good experience” with their web and mobile applications. Data analytics is that hook. It has the means to harness data that is being collected, by organizing and presenting information to the end-user, and can provide informative insights.

To thrive in today’s market, organizations need to provide the means that allows their customers to read and interact with their information, without restrictions—whether it’s on a mobile app or web-based application. Information on historic trends, popular choices, outlier and risks, help people make conscientious decisions.

Organizations looking to embed analytics and reporting into their applications face the choice of building their own in-house solution or customizing and embedding an existing analytics product. For many organizations, the cost and expertise needed to build an in-house application can be overwhelming. That's why organizations are increasingly going with the Original Equipment Manufacturer (OEM) approach to insert analytics into their products.

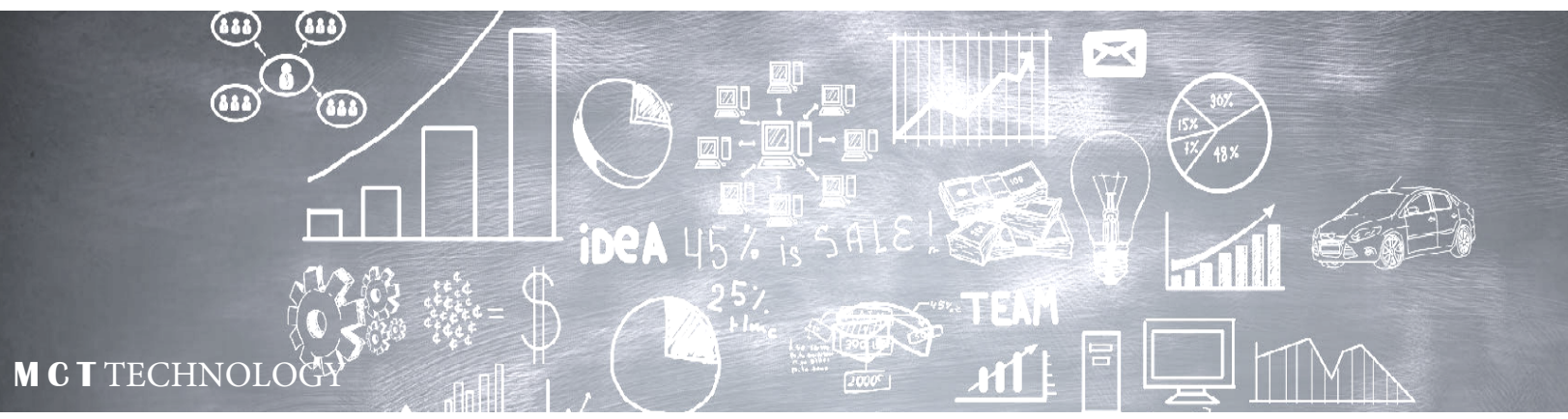
Choosing the right platform is key. For a business intelligence (BI) and analytics platform to be truly enterprise-class, it must go beyond traditional capabilities and deliver the flexibility organizations need to extend and modify functionality to meet their unique requirements. In addition to supporting basic reporting and dashboarding capabilities, it should provide access to all its functionality through an application program interface (API), so that organizations can easily deploy customized, branded applications at scale.

The Analytics enterprise analytics platform features a modern, sophisticated, service-oriented architecture, designed for flexibility and extensibility, so it's uniquely suited to grow with the demands of enterprise applications. With MicroStrategy's open architecture,

organizations can enhance external applications by taking advantage of powerful enterprise BI functionality—high performance, failover, load balancing, and rich end-user interfaces—by integrating with or plugging directly into the platform.

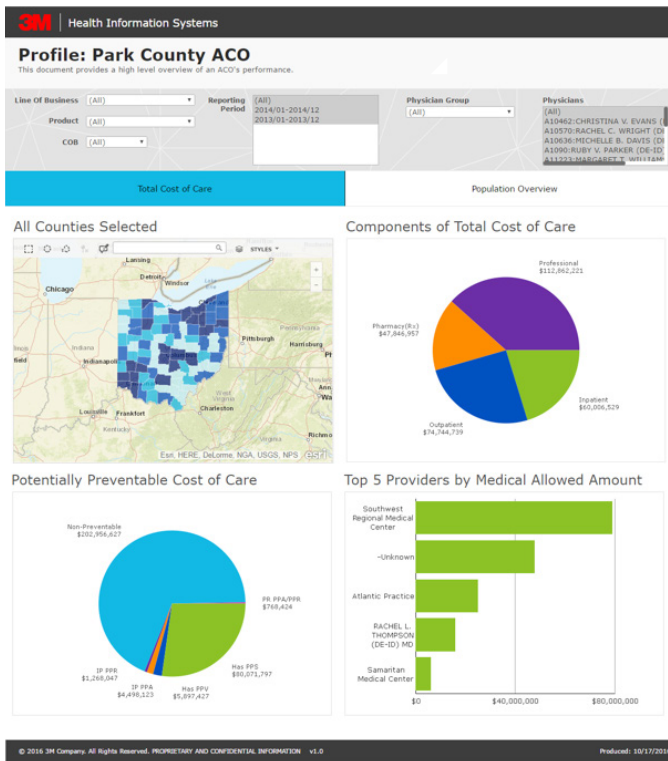
Organizations choose Analytics because it delivers a wide range of capabilities, including: deep analytical functionality; intuitive workflows; flexible report presentation options; and a powerful, unified console for user management, security, administration, system configuration, and monitoring. And with MicroStrategy's open API, organizations can easily build highly customized BI applications for their customers.

In the following pages read about five organizations that embedded Analytics into their applications to provide a robust enterprise-grade platform to their customers.



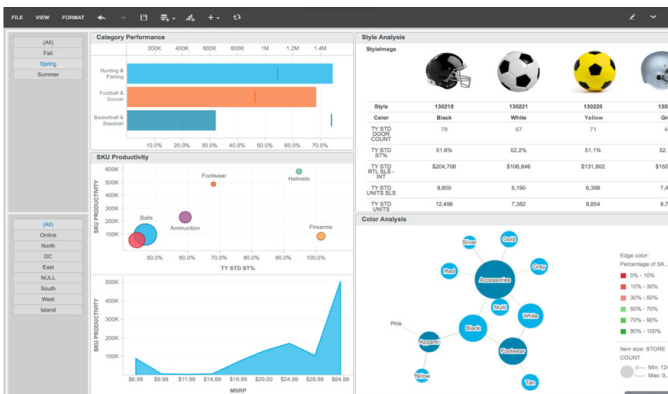
COMPANY: Case 1

Using Analytics, company has been able to reduce the time it takes to run reports from minutes down to seconds. Additionally, one of their largest reports that previously took five hours can now run in only seven minutes.



COMPANY: Case 2

Automation capabilities to quickly onboard new clients and provide access to new capabilities and data streams.



COMPANY: Case 3

Collaboration Analytics streamlines the planning process between retailers and suppliers by providing a singular view of sales and inventory data.

View sales and inventory information across their suppliers to take proactive steps to avoid inventory overages or stock outs.

