HITS SPRING HOLLYWOOD INNOVATION & TECHNOLOGY SUMMIT

MAY 17, 2018
SHERATON UNIVERSAL
LOS ANGELES

MicroStrategy

Powering Your Intelligent Enterprise

STUDIO III – TRACK 3: AI, DATA AND PERFORMANCE

4:30 – 5 p.m.

Transform Your Organization Into An Intelligent Enterprise

Delivering Governed Analytics to your workplace on any device within any workflow. Learn how the Media and Entertainment Industry is leveraging data with AI and Mobility, and providing access to this data within existing business processes.

Jennifer Bittner, Senior Account Strategist, MicroStrategy

Richard Frausto, Analytics Engineer, MicroStrategy

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Why do Media and Entertainment Companies Consistently Reach Out To MicroStrategy?

Top 3 Reasons

1. Proliferation of Data: New Sources and Growing
2. Access to Data within Existing Workflows and Mobility
3. Data Governance

1. Proliferation of Data: New Sources and growing

MicroStrategy is open to a Growing Analytics Ecosystem

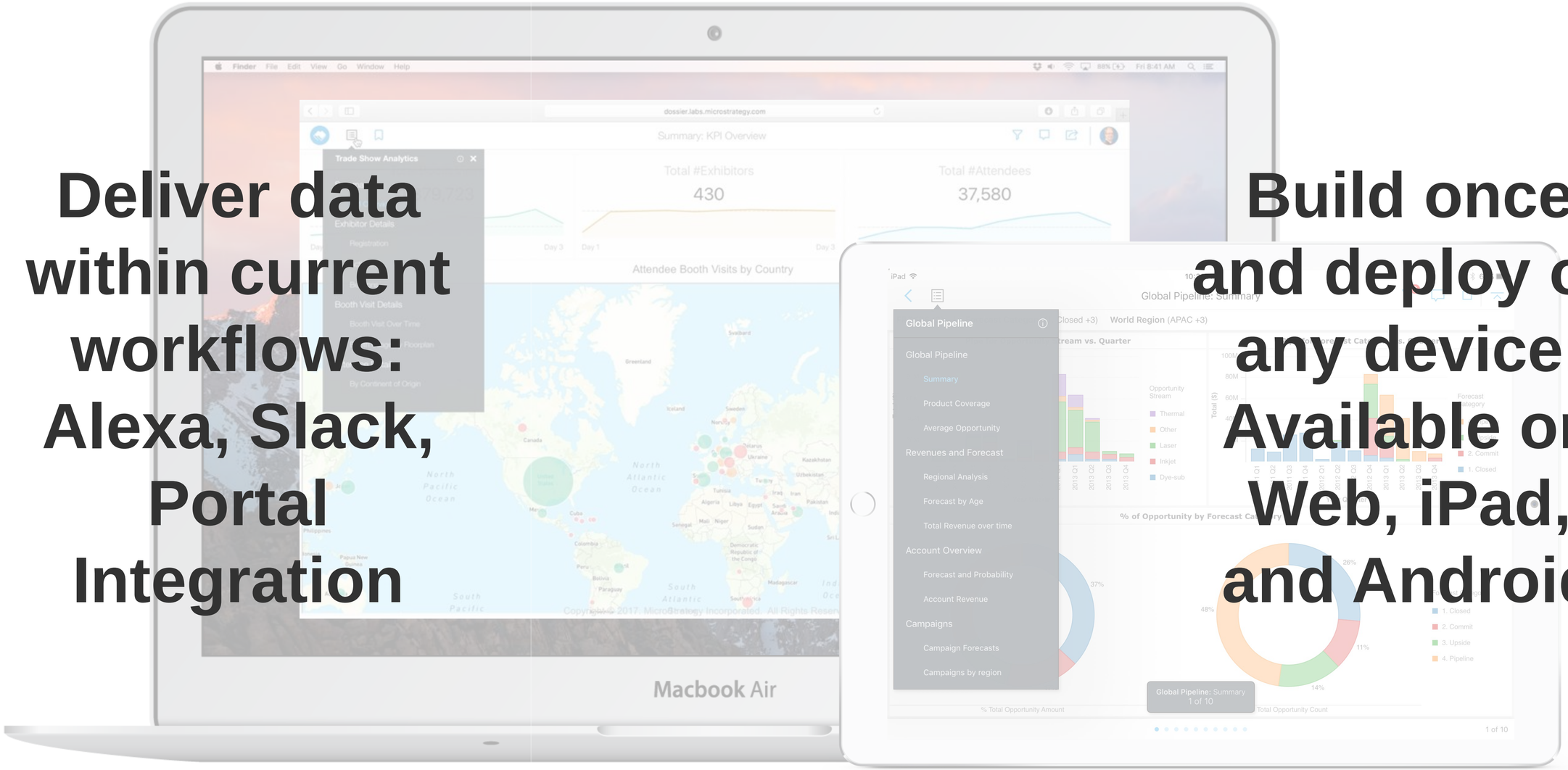
Case Study:

- Customer started with 4 sources, now dozens and adding….
- - Over 6 years of data, slice and dice with 12 selectors
- - Make one change to the underlying data – No need to update the entire dashboards or multitude of dashboards

2. Access to Data within Existing Workflows and Mobility

Radically Simplified User Experience

Deliver data within current workflows: Alexa, Slack, Portal Integration



Build once and deploy on any device: Available on Web, iPad, and Android

3. Data Governance

Avoid Silos of Information

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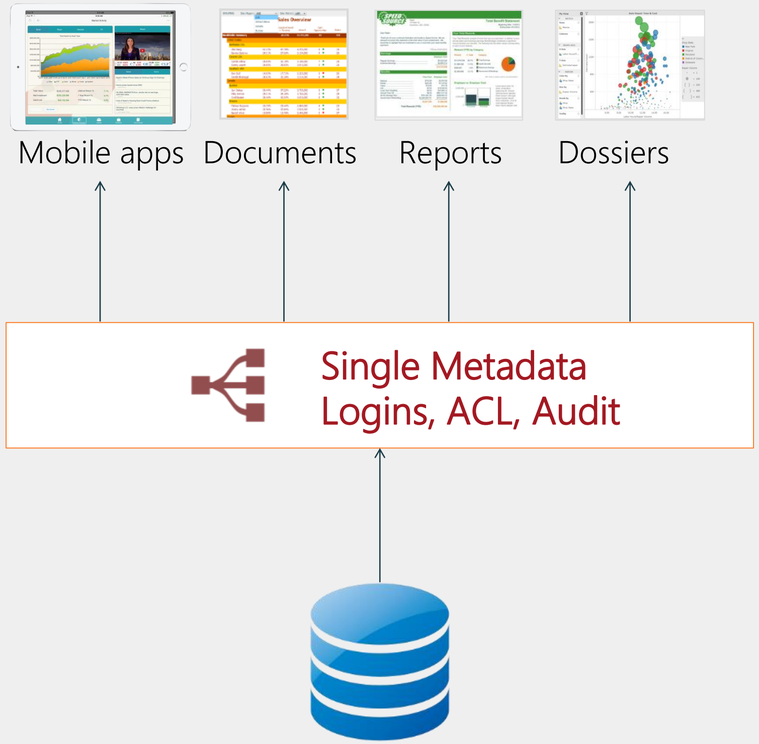
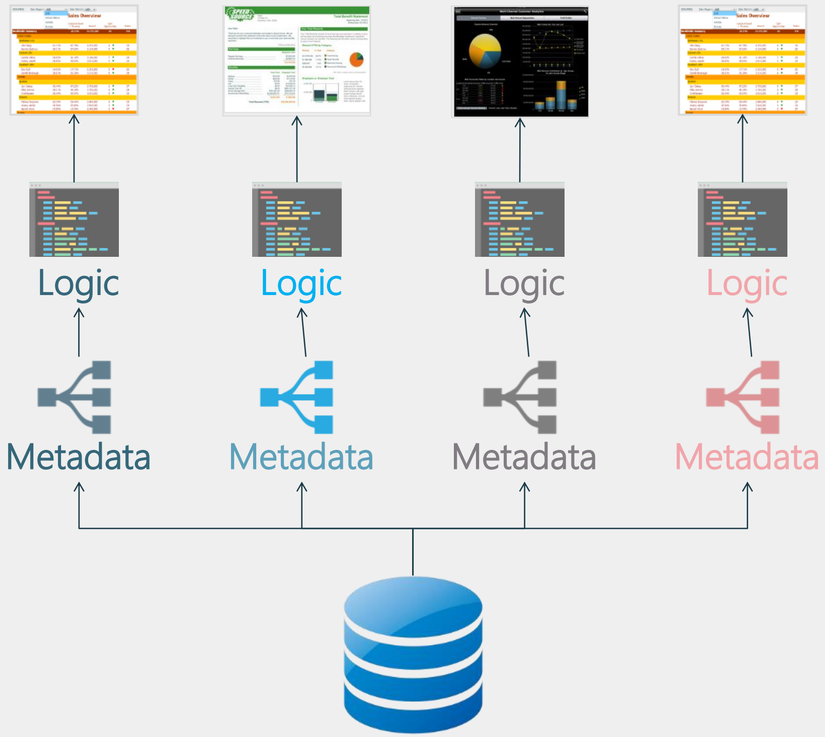
Single Metadata Layer for Governance and Security



Excel / Visualization only Tools

No Common Layer for Governance and Security



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MicroStrategy Custom Mobile Application - DEMO

Global Box Office Performance Application

Let’s take a look….

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Global Box Office Performance dashboards

The main sections are:

- Title Box office
- Distributors Market Share
- Industry and Market Trends
- Media Spend Trends

The Marketing Dashboards provide territory awareness and campaign analysis.

The main analysis are:

- Awareness vs. Media Campaigns
- Media Campaigns Comparisons

The Flash Dashboards, or Dailies, provide various types of flash performance analysis for a given weekend date and time period.

The main sections are:

- Performance Analysis
- Performance vs. Projections Analysis
- Projections Analysis

The Planning Dashboards provide various types of planning analysis for current and upcoming titles.

The main sections are:

- Estimates Analysis
- Dating Analysis
- Comparative Title Analysis
- Projections Analysis

The Finance Dashboards provide reports for analysis, forecasts, actuals and overhead.

The main sections are:

- Variance Analysis
- Plan and Forecast Analysis
- Actuals Analysis Overhead Analysis

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- Variance Analysis
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Challenges

Disparate data sources

Support large amounts of data that needs to be sliced 8 different ways

Complex analytics, such as sentiment analysis

Seamlessly add additional campaigns

Easily and accurately update forecasts

Apply custom visualization to digest trends over time

Need to provide secure, custom views of the data based on the users department and level of access

Portable analytics, available to planners on demand

Data integrity, provide a single version of the truth and still empower your business users

Complex logic, to pivot flash and forecasts accurately and easily

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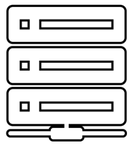
Global Box Office Performance dashboards

Challenges

Disparate data sources

Multi-sourcing

Support large amounts of data that needs to be sliced 8 different ways



In-memory Architecture

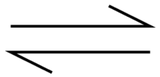
Highly Customizable Metric Definitions

Complex analytics, such as sentiment analysis

Seamlessly add additional campaigns

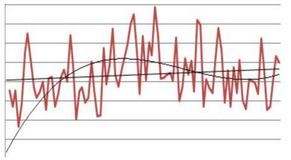
Instant updates to custom apps without recompilation

Easily and accurately update forecasts



Transactional Workflows
Data Write Back

Apply custom visualization to digest trends over time



Trendline

Need to provide secure, custom views of the data based on the users department and level of access

User Security, Customization & Personalization

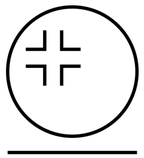
Portable analytics, available to planners on demand

Mobile Analytics with Application Workflows

Data integrity, provide a single version of the truth and still empower your business users

Data Governance

Complex logic, to pivot flash and forecasts accurately and easily



Predictive Analytics & Machine Learning

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MicroStrategy Metadata

Governed Data Discovery

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Metadata

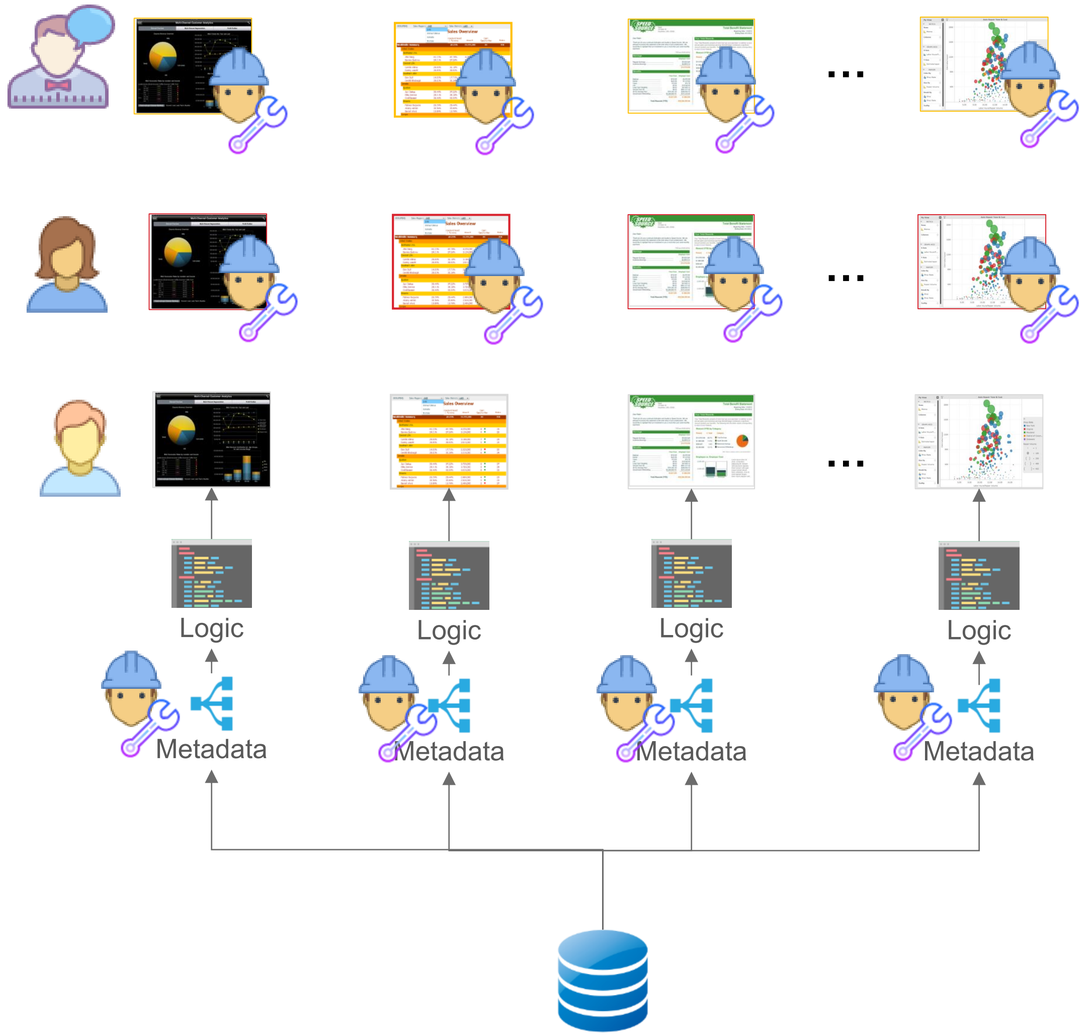
plural noun (computing)

Definition:

Information that is held as a description of stored data

or….. **Data about Data**

But Modern BI Tools Say They Have Metadata...



Hey! KPI Definition needs to change!

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True Robust Governed Data Model

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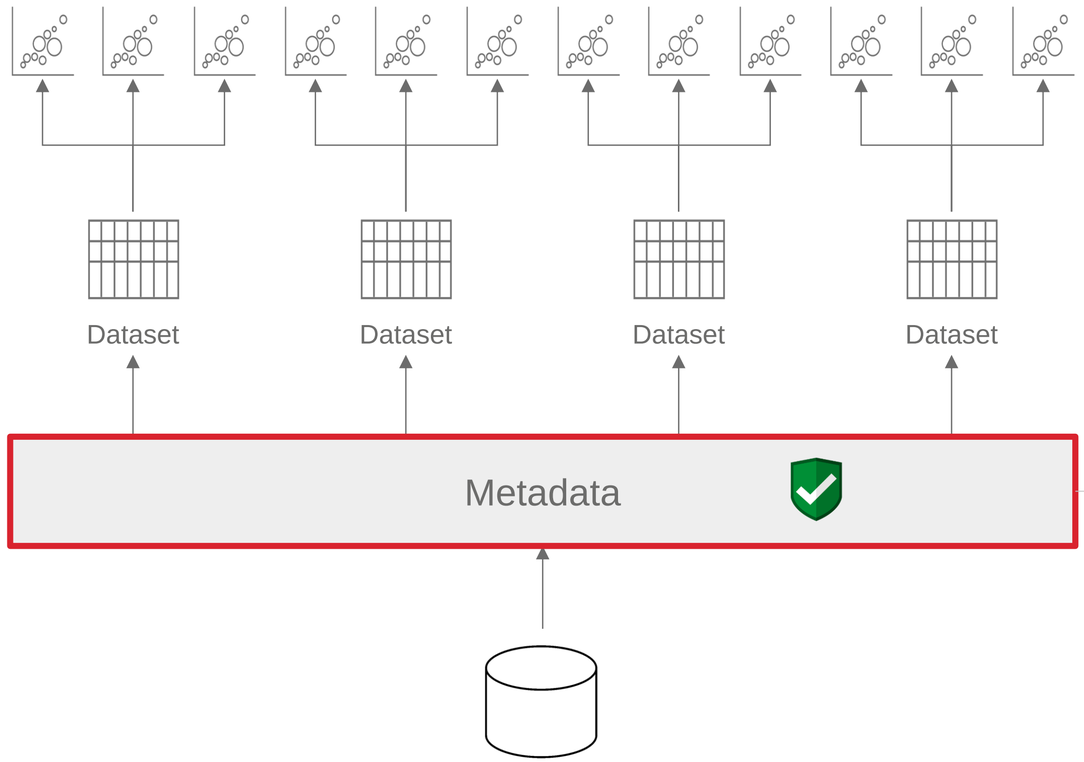
Single Metadata Layer for Governance and Security



Trusted Data

Single Business Definition
Reusable
Single point of management

Freedom to Users

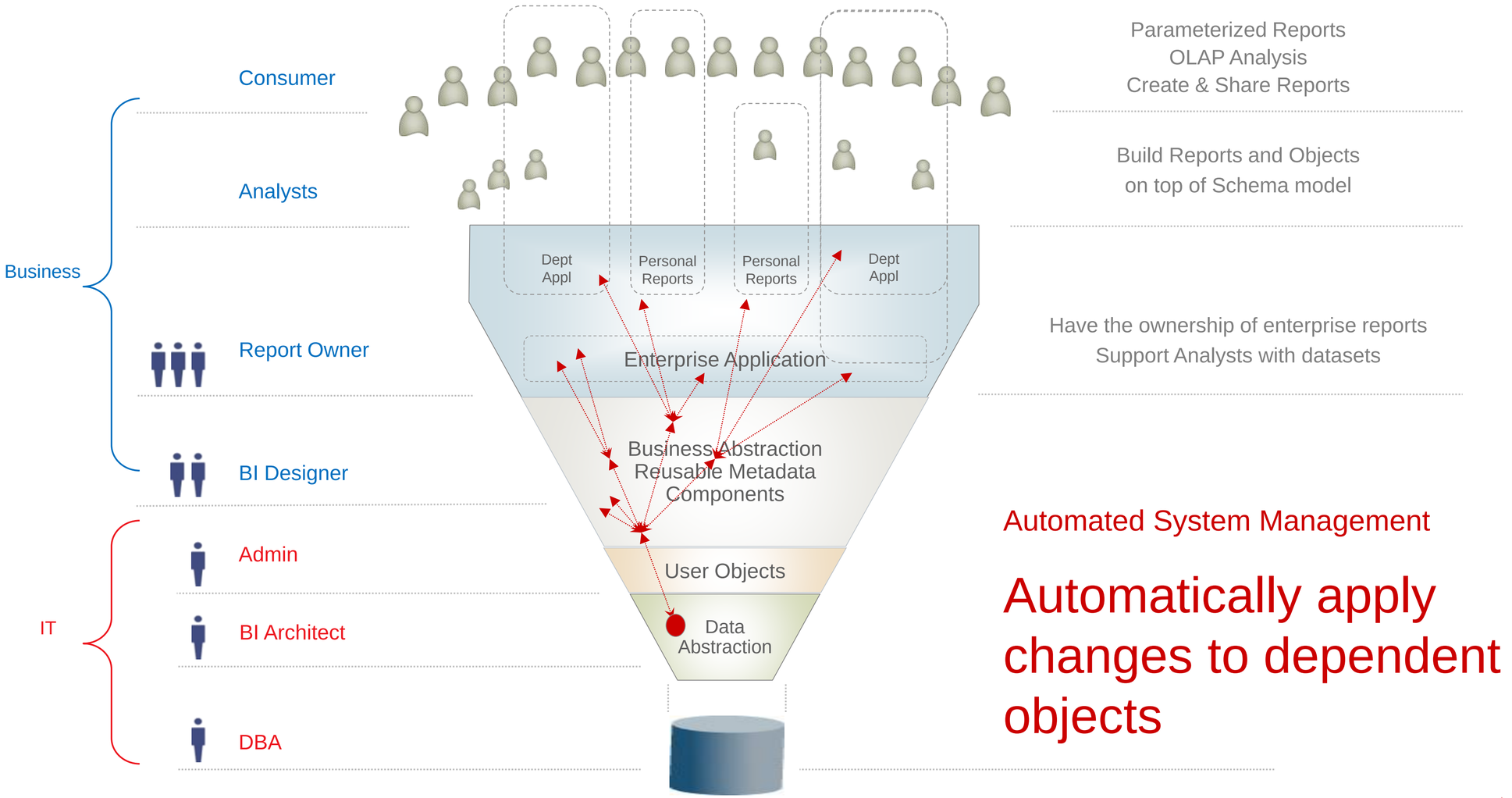
Dashboard, Report, Ad-hoc, OLAP, Visualization, …
No limitation…

Single Security Layer

Access Control, Users, Groups, Data Security, …

Maintaining the Trust

Changes are automatically applied to its dependents



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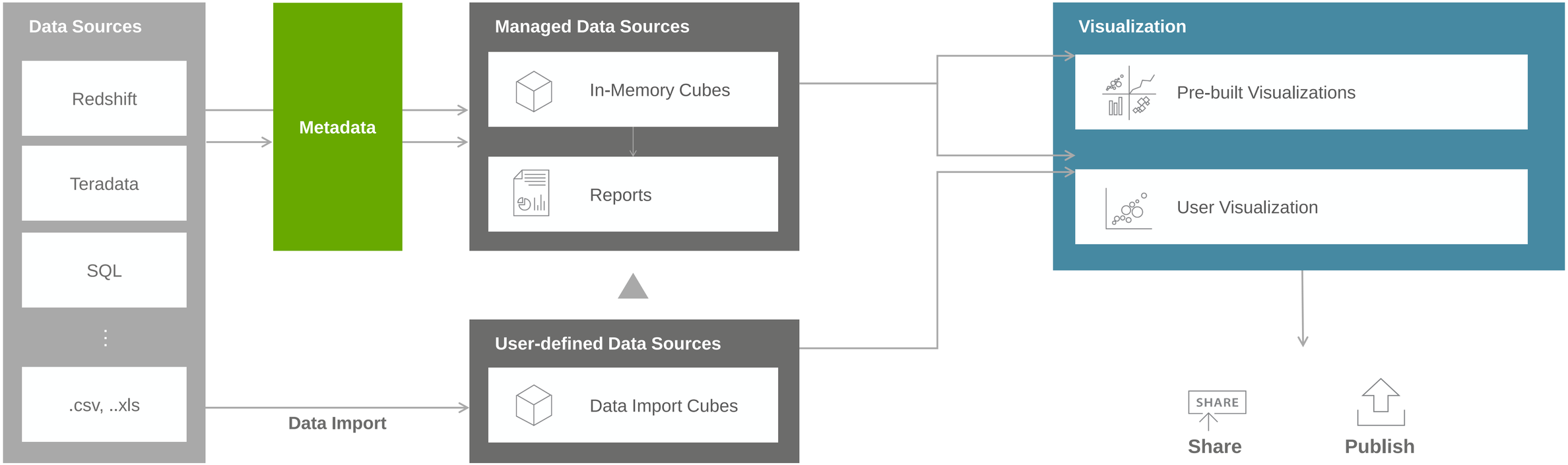
How we solve it



IT

Business

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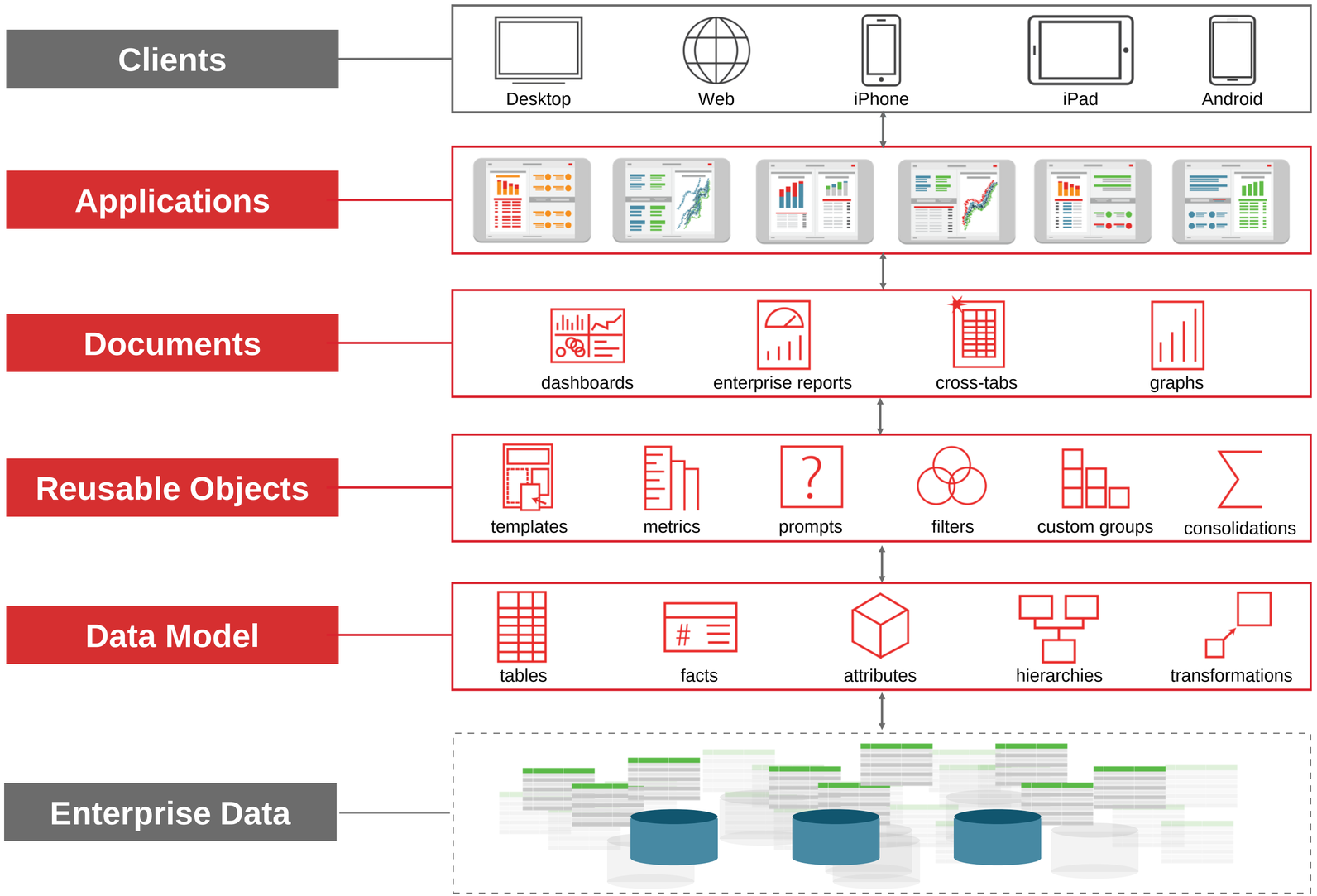
Federated Business Intelligence – Metadata repository

1 single version of the truth, for Enterprise BI and Self BI



Blueprint - Create a single, logical view of your entire data environment.

Shared building blocks for all reports, analyses and documents.

Efficient object reuse avoids duplication of effort and resources.

Easy to maintain – Changes to any object automatically convey to all dependent objects.

Consistent - Common building blocks ensure single version of the truth.

Federated Business Intelligence – Metadata repository

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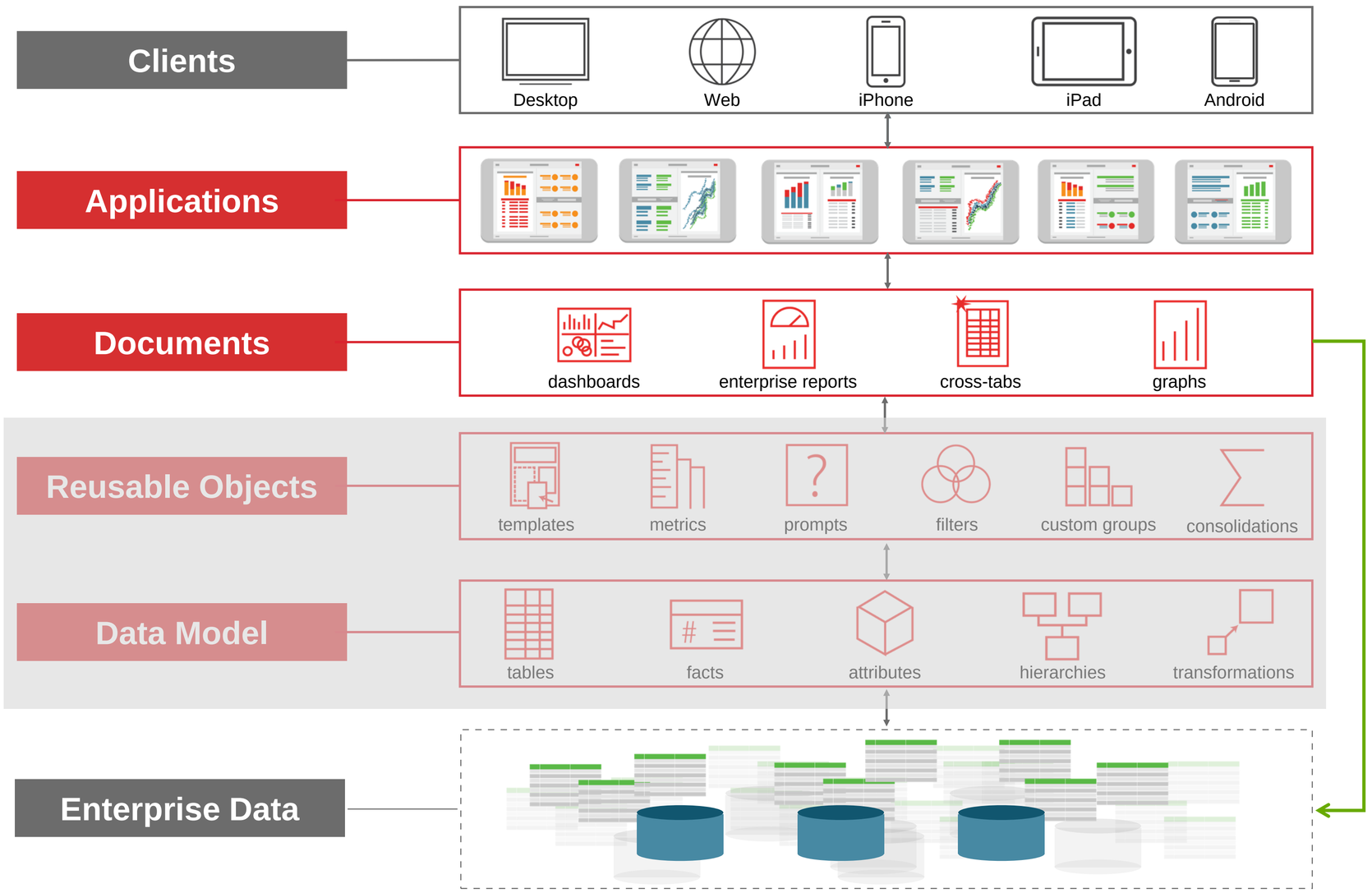

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Easy to maintain – Changes to any object automatically convey to all dependent objects.

Consistent - Common building blocks ensure single version of the truth.

Non modeled approach – Also allows quicker developments, quick wins and fast initial time to value for new projects

Let’s see what MicroStrategy can do

Just a sample

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Q & A

Alberto Del Castillo – Consulting Services Director

Michael Janda – MicroStrategy Principal Consultant, M&E

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Thank You!

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