MicroStrategy One: Guide to a Modern Studio

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Business Value of Analytics at risk

Only 21% of Business Executives reported that their organizations were "very effective" at using data and analytics to improve business performance

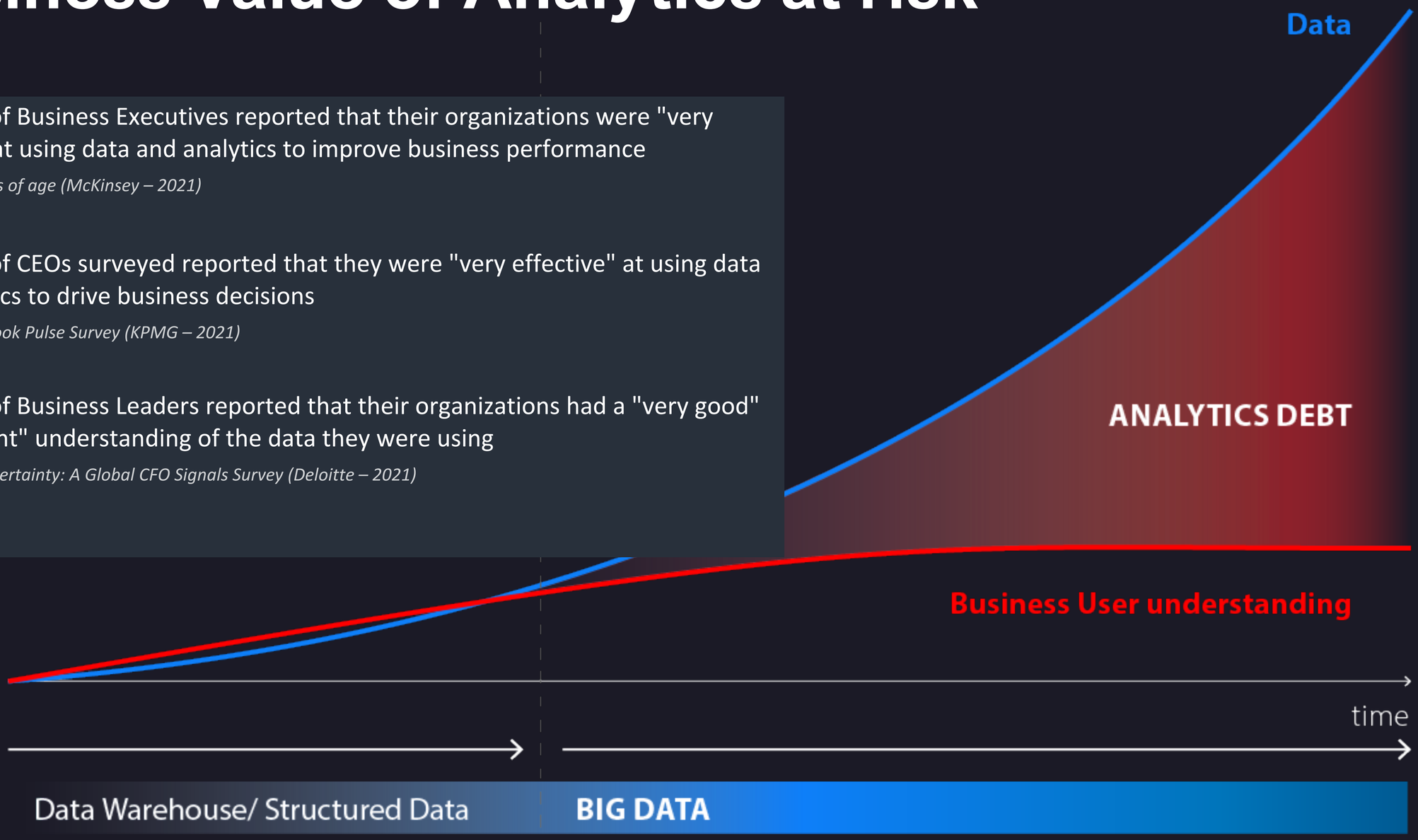
Analytics comes of age (McKinsey – 2021)

Only 31% of CEOs surveyed reported that they were "very effective" at using data and analytics to drive business decisions

2021 CEO Outlook Pulse Survey (KPMG – 2021)

Only 39% of Business Leaders reported that their organizations had a "very good" or "excellent" understanding of the data they were using

Navigating Uncertainty: A Global CFO Signals Survey (Deloitte – 2021)



Does this pertain to M & E?

business performance

Analytics comes of age (McKinsey – 2021)

drive business decisions

2021 CEO Outlook Pulse Survey (KPMG – 2021)

"very good" or "excellent" understanding

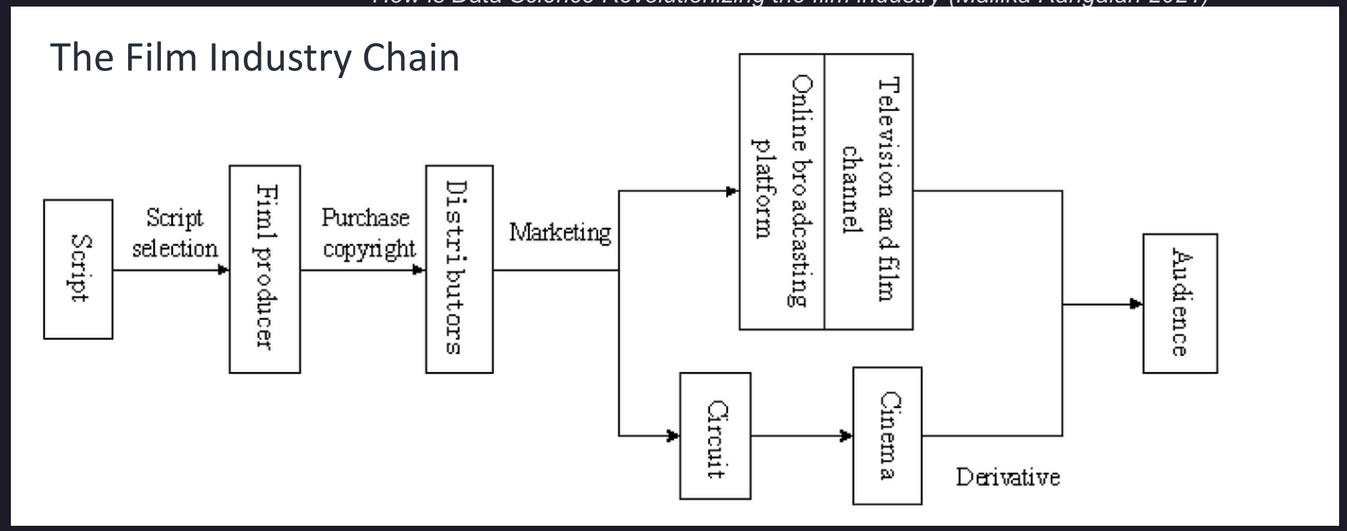
Navigating Uncertainty: A Global CFO Signals Survey (Deloitte – 2021)

The capacity to interpret big data patterns like the viewing behavior as well as the user feedback cycles has been revolutionizing the manner in which firms focus on creating content. Exceptional insight into the preferences of the audience is brought through social media which plays a hand in making the data science possibilities of predicting the character competency, plot lines, and actors on viewing behavior, endless.

…

Presently various of the leading shows on Netflix for instance House of Cards were set up owing to the intricate predictions generated through the massive number of data points gained from the platform's users. Through the interest of the audience towards genres and cast and previous works relating to the concept of the show, the platform's executives were able to predict the success of House of Cards before the show even started.

How is Data Science Revolutionizing the film industry (Mallika Rangaiah 2021)



Water, water everywhere
and not a drop to drink.

2. How to tackle these problems ?

Rethink your ~~Data~~ Analytics strategy

Strategic Alignment

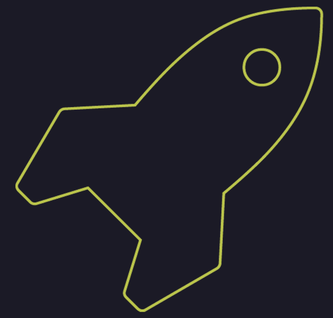
Ensure leadership and executives are accountable for their most important KPIs :

measured, compensated, monetized

Adoption

Adoption drives ROI.

Without data, decisions are based on instinct. Facilitating information access and ad-hoc analytics creation ensure these are also based on facts.



Operational efficiency

Operate at scale, company wide, securely and with the right skills

2. How to tackle these problems ?

Strategic Alignment

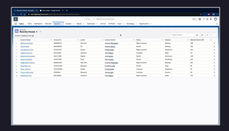
Breaking the analytics divide

2. How to tackle these problems ?

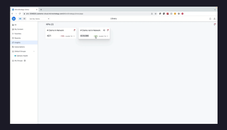
Adoption

Culture – Collaboration - Trust

Proactive information

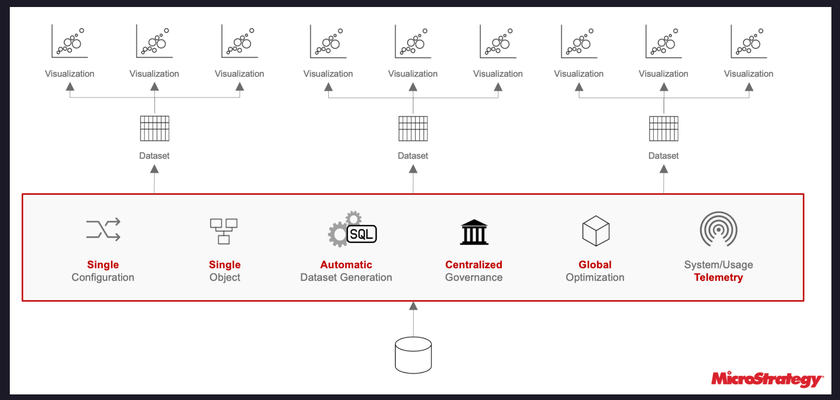


HyperIntelligence



Insights

Deploy one single global platform



Analytics Apps Governance

Reuse

Certify

Measure

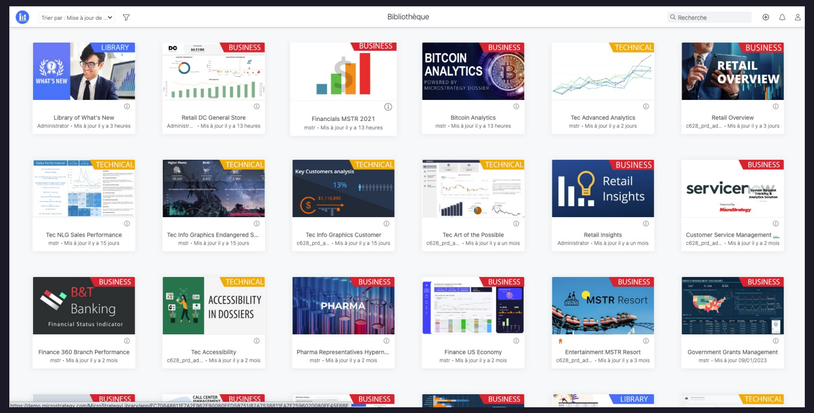
Community

Operational Efficiency - For Self-Service and ad-hoc reporting

Public administration in the US

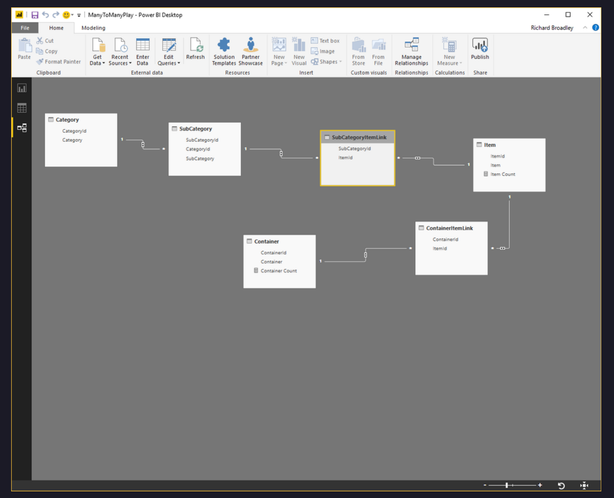
Context: self-service strategy for 60,000 users

MicroStrategy



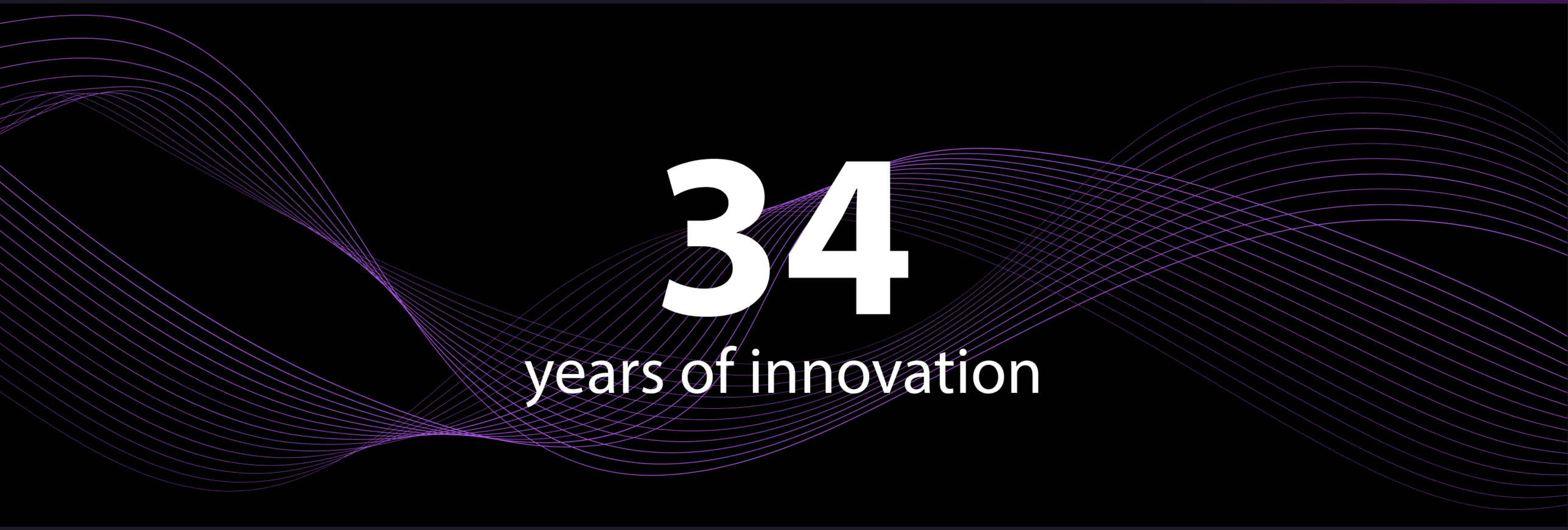
- 1 Architect
- 1200 Dashboards & reports
- 2nd most used report = ad-hoc self-service

Non governed platforms



- 7-10 architects
- 50-100 data silos
- 15 SQL super heros as analysts delegated to the business

How did we get to modern solution?


34
years of innovation

MODERNIZATION JOURNEY

Our company’s DNA is rooted in innovation

First to market for Web-Based BI, Mobile Intelligence, and Cloud Analytics.

1993

Industry’s first relational OLAP interface

1999

World’s first web-based BI

2008

BI reporting and dashboard available on mobile

2011

MicroStrategy available on cloud

2019

Introduced HyperIntelligence®

2022

Introduced MicroStrategy Insights

2.7 million

total engineering hours invested over 8 years to develop
a Modern & Open Cloud Native Platform

One platform

for all analytics use cases

SELF-SERVICE ANALYTICS

Get answers from your data quickly and easily.

BUSINESS REPORTING

Run your business with intelligence and precision.

ADVANCED APPS

Fully personalize the analytics app experience.

EMBEDDED ANAYTICS

Integrate analytics into any app or product.

Introducing MicroStrategy ONE

The most complete and open analytics platform yet

Cloud-Powered

- Multi-Cloud
- SaaS
- Managed Services
- New Feature Access

Open

- Unlimited Data Sources
- RESTful APIs
- Python Enabled
- Cloud Portability

ONE

Modern Product Suite

- Dossier
- Library
- Hyper
- Workstation
- Cloud

All Analytics Use Cases

- Self-Service Analytics
- Business Reporting
- Advanced Applications
- Embedded Analytics

ONE
MORE THING

Enhancing BI Workstream with LLMs (heard of ChatGPT ?)

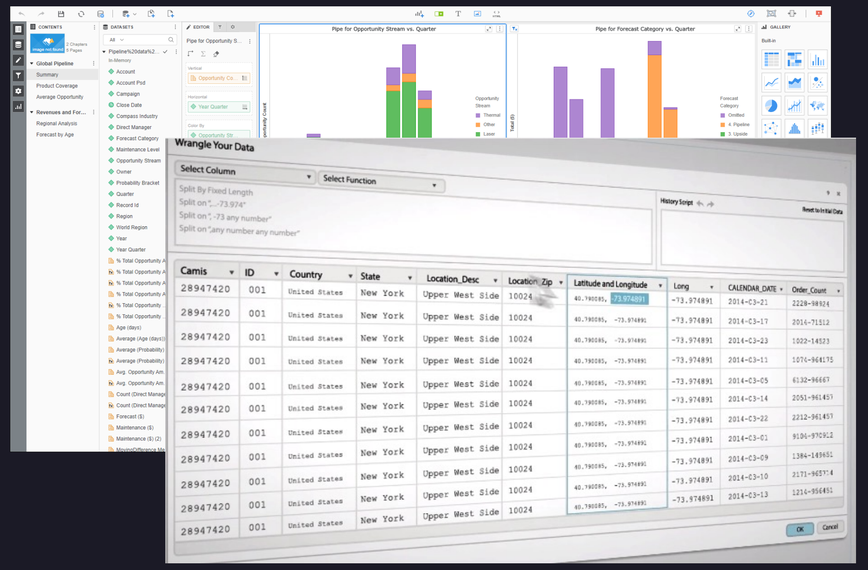
Elevating the user experience and analytics

BUSINESS USERS

Deeper Insights

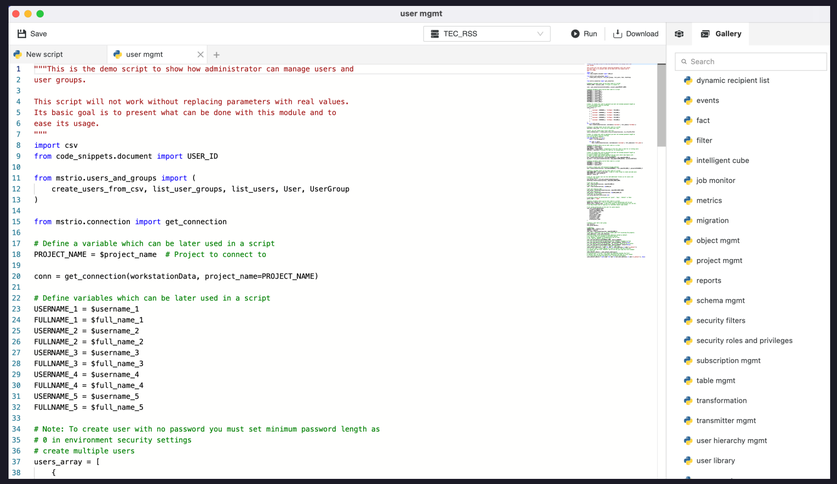
ANALYSTS

Advance data exploration and ease of authoring



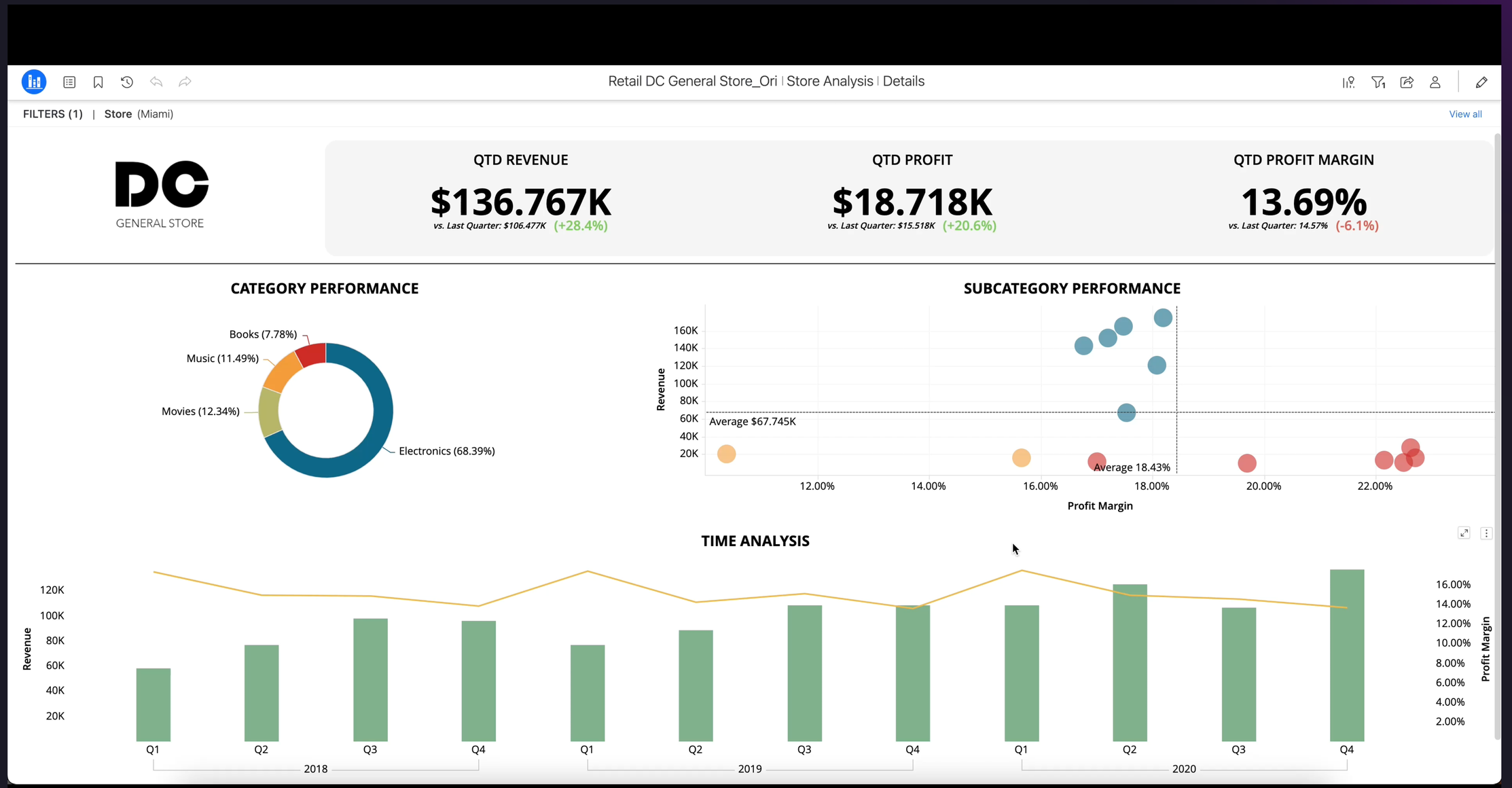
ADMIN/ARCHITECT

Efficient platform management and ease of Semantic Graph design



Enhanced Insight (NLP/NLQ) Powered by AI

Futures



PRODUCT STRATEGY

Up for any challenge

The ONE platform for all your analytics needs

MicroStrategy ONE

BUILD
DOSSIER

VIEW
LIBRARY

FOCUS
HYPER & EMBEDDED

ARCHITECT & MANAGE
WORKSTATION

DEPLOY
MULTI-CLOUD

SELF-SERVICE

Get answers from your data quickly and easily.

BUSINESS REPORTING

Run your business with intelligence and precision.

CUSTOM APPS

Fully personalize the analytics app experience.

EMBEDDED ANALYTICS

Integrate data in existing product workflows.

Thank you

To learn more, visit

microstrategy.com/en/enterprise-analytics