MicroStrategy One: Guide to a Modern Studio

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1. Few observations

**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)*
1. Few observations

Does this pertain to M & E?

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.

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Water, water everywhere and not a drop to drink.
Rethink your Data Analytics strategy

2. How to tackle these problems?

**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

**Data Leaders**

- How to quantify business value?
- How to address culture change?
- How to endure the right data and analytics governance?
- How to manage talent challenges?
- Finding Budget and Funding?
- How to improve decision making?
- How to measure revenue generation or impact?
- How to endure the right data and analytics governance?

**Business Leaders**

- Is this applicable to the current context?
- What data can I use?
- Who can I ask for help?
- Can I trust it?
- Who created the analysis?
- Are we talking about the same thing?

**IT Leaders**

- How do I ensure we can switch deployment choices?
- How can I support all users?
- How do I bridge resource issues?
- How do I make sure analytics perform consistently?
- How do I make sure all data can be accessed?
- How do I ensure we can switch deployment choices?
- How do I make sure analytics perform consistently?
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
2. How to tackle these problems?

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?
Our company’s DNA is rooted in innovation

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

MODERNIZATION JOURNEY

- 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 ANALYTICS
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

Modern Product Suite
- Dossier
- Library
- Hyper
- Workstation
- Cloud

All Analytics Use Cases
- Self-Service Analytics
- Business Reporting
- Advanced Applications
- Embedded Analytics
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

QTD REVENUE
$136,767K
vs. Last Quarter: $126,477K (+28.4%)

QTD PROFIT
$18,718K
vs. Last Quarter: $15,219K (+20.6%)

QTD PROFIT MARGIN
13.69%
vs. Last Quarter: 14.57% (-6.1%)
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