Business Intelligence Solutions for Communications
Business Intelligence (BI)

The process of transforming raw data into meaningful information to enable more effective business insight and decision-making

MicroStrategy, Incorporated (NASDAQ: MSTR)

- Founded in 1989
- Leading independent business intelligence software vendor
- Over 1 million business users at over 3,000 organizations
- Direct operations in 42 cities in 23 countries around the world
- Over 50 patents pending or issued
All of the Top 10 Global Communications Companies use MicroStrategy

MicroStrategy Supports Hundreds of Communications Companies Worldwide

- AT&T Corporation
- Belgacom
- Bell Canada
- BellSouth
- Brasil Telecom
- Charter Communications
- China Telecom
- Comcast Communications Inc.
- Cogeco Cable Canada Inc.
- Cox Communications
- Deutsche Telekom AG
- Discovery Communications
- Eurotel
- Fastweb
- France Telecom
- Fujian Telecoms
- Hainan Telecom
- Jupiter Telecommunications
- Kabel Deutschland
- LG Telecom
- MACH
- Meredith Corporation
- Monaco Telecom
- Nextel Communications Argentina
- NTT America
- Polska Telefonia Cyfrowa
- SFR Cegetel
- Singtel
- SK Telecom
- Skype
- Sprint Nextel
- Swisscom
- Telecom Argentina
- Telecom Italia
- Telecom New Zealand
- Telefonica SA
- Telefonica O2 UK Limited
- Telekom Austria AG
- Telstra
- Time Warner Cable
- Turkcell
- UK Limited
- Verizon Services Corp
- Versatel
- Vodafone Group Services Limited
- Wind Telecomunicazioni S.P.A.
NTT AMERICA

**Improving Customer Satisfaction and Retention Through Better Service Response Times**

NTT America chose MicroStrategy’s Dynamic Enterprise Dashboards™ to monitor customer service data, including response times to trouble tickets. NTT America executives and managers will use the MicroStrategy information dashboards for at-a-glance insights into customer service performance to help them make data-driven decisions. With MicroStrategy, NTT America expects to be able to improve its service response times, allocate resources more efficiently, and address other critical service areas to improve customer satisfaction and retention.

Sprint

**Reducing Outstanding Receivables by 50% in Just 90 Days**

Sprint’s deployment encompasses multiple critical projects, anchoring 27 applications, and supporting more than 16,000 employees for such areas as call-traffic analysis, marketing analysis, financial performance assessments, and Web-traffic analysis. Monitoring sales and churn data, Sprint has been able to reduce its outstanding receivables by half in 90 days and accelerate payments by 120 days.

Comcast

**Increasing Operational Efficiency and Revenue Performance**

Comcast performs market basket analysis across bundles of products. Executives, Product Managers, and Marketing Analysts gauge the up-sell and cross-sell success of products and marketing campaigns. Comcast tracks specific product performance across various lines of business, including TV channels, digital voice, video on-demand, and Internet services.

Cox Communications

**Maximizing Marketing Campaign Success and Reducing Distribution Costs**

Executives and Product Management at Cox Communications analyze customer churn and retention to plan special offers, loyalty programs, and promotions. MicroStrategy’s advanced analytics allow Cox executives and marketers to make better business decisions and reduce campaign development time and distribution costs.
Communications Customer Success Stories

O₂

Providing Just-in-Time Customer Intelligence

O₂ uses MicroStrategy dashboards to identify the value of each of their 22 million customers, providing insight into the services they use, how much they spend, and what it costs to support them. Armed with this information, O₂ can develop more effective campaigns to reduce churn, up-sell different packages, or cross-sell service. O₂ has seen significant reduction in report latency from several weeks to just a few hours.

Telefónica

Deploying an Enterprise-wide Platform for Business Intelligence

Telefónica has deployed a number of business intelligence applications across the enterprise, including applications for sales analysis, financial analysis, purchase reporting, audit reporting, and marketing campaign analysis. Approximately 2,000 users access data warehouses and rely on MicroStrategy to access information and to share insight with other employees globally via the Web.

Swisscom

Improving Customer Support and Service with Advanced Analytical Tools

Following a detailed evaluation of BI providers, Swisscom selected MicroStrategy as its BI vendor for enterprise reporting, providing detailed insights into efficiency, allocation of resources, and other key metrics to ensure a high level of service for its customers. MicroStrategy was selected because of its ability to fulfill Swisscom’s requirements out-of-the-box and its ad hoc reporting and user-friendly dashboard capabilities.

Vodafone

Analyzing Marketing and Customer Operations Performance

MicroStrategy was selected to support the Sales and Marketing organization in analyzing marketing campaigns (tracking more than 800 indicators for every SIM and customer) and evaluating customer satisfaction. MicroStrategy is also used in the Customer Operation area, enabling managers and administrators to analyze the management and performance of call centers.
Network Analytics

Manage Your Most Valuable Network Assets

In order to optimize the utilization of valuable network assets, it is important to manage all aspects of network performance: how well the network is serving the customer, basic behavioral changes, operational performance metrics for coverage, bandwidth, dropped calls, product adoption, and time-of-day analysis.

The MicroStrategy software includes management metrics to deliver financial, budgetary, regulatory, and operational performance to enable the type of real-time information and reaction that creates a high-quality, reliable network for your customers.

Network data is high-volume and technically demanding for queries and reporting. A proven ability to work with the most complex datasets makes MicroStrategy uniquely suited for the rigors of large network analysis. With MicroStrategy, wireless carriers can maximize the efficiency of the network investment to increase retention, levels of service, cost reduction, assurance, and network performance.
Customer Profiling

Deploy Customer Value-Oriented Reporting Across the Business

People all across the organization need to analyze customer data to understand churn, customer experience, and customer behavior. MicroStrategy’s single, unified platform provides the analytic sophistication to deliver this important information to everyone who needs it.

MicroStrategy provides a measurement of margin and breakeven for each individual customer across all attributes of the business, helping to identify processes that create or destroy value so organizations can act accordingly. Additionally, MicroStrategy helps maximize customer retention through smart customer investments that focus on customer ROI but also rewards customers for loyalty, thereby optimizing margins and driving better customer loyalty.

Customer profiling has a brief shelf life and is only useful in real-time. MicroStrategy ROLAP enables analysis as soon as the data is present in the underlying database and makes it accessible to everyone in the organization.
Multi-Channel Touchpoint

Understand Channel Value, Usage, and Optimization

Communication companies need a more complete picture of profitability at a customer, product, channel, and organizational level to manage the business. Armed with this information, companies can make smarter decisions about how to manage customer relationships for maximum profitability and loyalty. With multi-channel customer analytics, companies can gain insight into:

- Resource allocation
- Marketing program spend
- Revenue streams
- Product pruning impact on customers
- Service changes versus customer profitability
- Network capacity alignment
- Cross-sell and up-sell opportunities
- Customer segmentation
- Effective campaign and customer targeting
- Pricing, revenue mix, and competitive positioning
- Cost containment and budgeting
- Reporting at segment level
- Channel management
- Capital investment versus value creation
- Customer servicing and relationship management
- Retention of profitable relationships
- Cost of unprofitable relationships
Digital Advertising

Analytics You Can Act On

Going beyond traditional offline and online channels, the mobile device is the one tool consumers are likely to have with them at all times, providing a unique opportunity to pass on very personal, highly relevant messages.

State-of-the-art analytic capabilities, superior scalability with carrier-grade performance, and flexibility to adapt to push, pull, or opt-in, makes MicroStrategy the ultimate solution for cross-channel digital advertising.

Key Benefits:

- Real-time impact analysis of marketing activity and behavioral change, including: campaign performance, uptake, segmentation, Average Revenue Per User (ARPU) impact, stickiness and satisfaction, and opt-in and offer management
- Single customer view through multiple channels and campaigns
- Improved up-sell and cross-sell activities and increased customer loyalty
- Social network analytics, identifying opinion trends and influence
- Actionable management dashboards customized for various stakeholders to prevent access to sensitive customer information
The MicroStrategy Platform is Uniquely Suited to Meet the Complex and Varied Needs of the Communications Industry

Network Optimization
- Allocation and Coverage • Capacity Management
- Demand Management • Quality of Service

Interactive Marketing
- Digital Advertising • Campaign Management
- Cross-Channel Marketing • Market Basket Analysis

Customer Value Management
- Advanced CRM • Lifetime Value Analysis
- Churn Reduction • Loyalty Management

Customer Experience
- Customer and Market Insights • Preference Analysis
- Call Center Management • Store Optimization
Why Do Tier One Communication Companies Turn to MicroStrategy?

Turn large amounts of complex data into a single version of the truth...

on the fastest, most robust BI platform...

Industrial Strength
High Performance Delivered Even at the Highest Scale

Industrial Strength
High Performance Delivered Even at the Highest Scale

to complete any type of analysis...

All Styles of BI
Evolving Requirements Fully Supported Out-of-the-Box

when and where you need it.

All Interfaces
Information Delivered Where and When Users Need It

- SAP BW
- Oracle Essbase
- Microsoft Analysis Services
- Data Warehouses
- Oracle Essbase
- Microsoft Analysis Services
- Data Warehouses
- DataMarts
- Salesforce.com
- Spreadsheets, Text Files
- All Data Sources
- Accessing All Enterprise Data

- Non-stop Operations
- In-memory Performance
- Highest Scalability
- Complete Security
- Industrial Strength
- High Performance Delivered Even at the Highest Scale

- Alerts & Monitoring
- Dashboards
- Reporting
- Analysis
- Predictive Analytics
- All Styles of BI
- Evolving Requirements Fully Supported Out-of-the-Box

- Web
- Mobile
- Desktop
- Printers
- Fax
- All Interfaces
- Information Delivered Where and When Users Need It

Turn large amounts of complex data into a single version of the truth...

on the fastest, most robust BI platform...

Industrial Strength
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All Styles of BI
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when and where you need it.
MicroStrategy Mobile Business Intelligence

**FASTER TO DEVELOP** – Quickly design apps that offer a superior user experience, knowing that infrastructure code such as networking, security, data management, and sensor integration is already built-in.

**NO CODE REQUIRED** – Customize the look, feel, and behavior of your app using an array of finely-designed, iPhone-optimized displays and controls. MicroStrategy’s intuitive point-and-click interface makes configuration easy.

**EASIER TO MAINTAIN** – Accelerate deployment of new apps and stream app updates with the MicroStrategy Mobile application platform, so users always have easy access to the latest, most up-to-date information.

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**MicroStrategy’s Extensive Platform Experience Conveys Directly to Mobile BI**

The MicroStrategy platform is built on one unified, organically-developed architecture. This platform provides a number of critical capabilities to ensure that it is truly enterprise-class:

- **Rapid Development and Deployment** using WYSIWYG point-and-click design in the MicroStrategy integrated development environment.
- **High Scale and High Performance** across user scale, data scale, and application scale on the fastest, highest performing business intelligence server.
- **Economies of Scale** as the system grows with the minimum number of IT personnel and the fewest servers.
- **‘Write once, run anywhere’ Flexibility** from a single service-orientated architecture to satisfy multiple devices and clients without additional integration or device-specific translation.
- **Openness and Extensibility** via MicroStrategy’s SDK and extensive library of APIs.
- **Secure Data Access Model** designed to provide robust data protection using a full range of technologies and security models.
- **Comprehensive Administrative Control** consistent with mission-critical system operation.
- **Unmatched Analytical Power** against entire data warehouses using data mining, predictive, statistical, financial, and mathematical analyses.
Native App Experience

Purpose-built, workflow-driven apps that quickly and easily guide users through their data to discovery, analysis, or decision. Apps fully leverage mobile device capabilities, including the multi-touch interface, sensors (GPS or camera), communications (voice, email, text), and more.

Enterprise Grade

Designed to deliver the higher levels of performance and scalability demanded by mobile apps. MicroStrategy delivers in-memory, multi-level caching, ROLAP analytics, robust security, easy extensibility, and comprehensive administration features designed for enterprise deployments.

Fast to Develop

Fast, code-free app development via MicroStrategy’s metadata-driven, point-and-click paradigm. Build rich, interactive BI apps in just days. Speed deployment by building once and deploying across platform to iPhone, iPad, BlackBerry, browsers, Microsoft Office, or portals.
Visualize Patterns and Trends in Your Data

An Extensive Library of Graphs

Time Series Visualizations

- Bubble Chart
- Bar and Line Chart
- 3D Bar Graph
- Gantt Chart
- Radar Chart

- BoxPlot
- Area and Line Chart
- Histogram
- Line Chart
- Waterfall Chart
Capabilities Finally Made Possible with Mobile Technology

Camera
Use what you can see around you

Maps
Visualize location-specific data, trends, and analyses

Snap product barcodes and use as inputs to focus your analysis

Capture and store ‘GPS tagged’ pictures of shelf sets which complement your analysis

Plot your data onto maps for network nodes, coverage areas, or retail locations. Use thresholds to color pins and select pins to explore the information
MicroStrategy Transaction Services

From Insight to Action

Monitoring your organization’s performance in the palm of your hand is a powerful business capability. Interacting with that information to approve requests, submit orders, change plans, and capture information at the moment of insight takes that power to a new level.

MicroStrategy Transaction Services lets people act on business information from a mobile device such as the iPad and iPhone, as well as from a dashboard on any web browser.
Empower Your Managers to Take Action on the Move

Move Forward. Request Management in Real Time.

Review all business items requiring your action

Approve requests based on information presented

Deny requests at the tap of a button

Reassess ongoing requests by asking the requestor for more information
Strong Partnerships with Over 200 World-Class Providers

Partners in Communications Solutions

- Accenture
- Capgemini
- Cognizant Technology Solutions
- Deloitte
- Fujitsu
- Infosys
- iOLAP
- Alcatel-Lucent
- EMC²
- kognitio
- Sybase
- Tata
- Aster Data
- Composite Software
- HP
- IBM
- Informatica
- Microsoft
- Netezza
- Teradata
- Vertica
- WhereScaped Real-world data warehouses, fast
Carrier Grade Scalability

“We’re pleased that MicroStrategy’s unique infrastructure and exceptional capabilities have scaled to our ever-growing requirements, satisfying the business requirements of our widespread end user community.”

- Sprint

Easy Deployment and Use

“With MicroStrategy’s software, our employees will have the ability to create their own reports. MicroStrategy offers ease-of-deployment, ease-of-use, ease-of-administration, exceptional scalability, and powerful analytics that can drill down to the most minute detail.”

- Comcast

Faster Decisions, Higher Productivity

“By adopting MicroStrategy technology across the enterprise, we have seen the speed by which decisions are made and productivity levels increase. MicroStrategy’s intuitive Web interface lets users analyze and share corporate data with ease and satisfies the business requirements of our widespread end-user community.”

- Telefónica

High Performance, Low TCO

“Following a thorough evaluation of the leading business intelligence products, we found MicroStrategy’s interactive dashboards to be the best choice to ensure high user adoption across the enterprise. MicroStrategy’s robust architecture allows us to deliver valuable data to a broad user population and requires significantly less overhead than any other BI tool in the market.”

- Nippon Telephone & Telegraph (NTT)

Measurable Value

“Our management team is able to drill down to find specific information about new customers, successful sales channels, or popular products and have the information presented in easy-to-read one-page reports. We can now better assess performance and enhance operational efficiencies.”

- O2