Customer Success with MicroStrategy Business Intelligence

Showcasing the Best in Business Intelligence from Industry Leaders
I can’t think of a more exciting time for business intelligence than today.
At MicroStrategy, we’re dedicated to helping organizations make better business decisions that drive performance improvements through pervasive access to better information by all personnel. As a recognized leader in business intelligence, we continue to set the pace of innovation in our industry.

We’ve assembled a team of experts from a variety of disciplines who are committed to our mission and who have bonded together to create world-class, relevant technology. This team has delivered a business intelligence architecture that serves as the standard for reporting, analysis, and monitoring for organizations worldwide.

The MicroStrategy architecture is selected by organizations with varying needs – from those starting with a single application to those deploying enterprise-wide. Organizations require the unique capabilities of MicroStrategy: scalability to thousands of users, scalability to terabytes of data, boardroom quality report presentation, and unconstrained analytical flexibility.

Those organizations who start small with MicroStrategy soon discover MicroStrategy’s unparalleled power to report, analyze, and monitor information and go on to build additional corporate performance management applications. Today, we’re finding that many of these organizations are consolidating all of their enterprise reporting and analysis applications onto the MicroStrategy architecture. On average, MicroStrategy’s enterprise customers have multiple applications and over one thousand users.

It’s now common to find MicroStrategy customers who have built dozens of business intelligence applications, who have deployed to thousands of business users, and who are sharing information externally with their customers and suppliers. Through the application of MicroStrategy-based business intelligence, they’ve improved business efficiency and added significant value to their bottom line.

We are honored to be able to serve our customers and are dedicated to providing products and services to ensure their long-term success. We hope the following pages will give you a sense of how our customers use the MicroStrategy architecture, how they engage with us, and why our products and services are esteemed by industry analysts and customers.

As you read on, we trust you’ll agree that there is no more exciting time in the history of business intelligence than today.

Thank you for your support.

Michael J. Saylor,
Chairman of the Board and
Chief Executive Officer,
MicroStrategy Incorporated
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WHAT IS BUSINESS INTELLIGENCE?
Business intelligence (BI) software allows companies to tap into their many databases and deliver easy-to-comprehend insights to employees, management, and business partners.

Business intelligence software is already being used by thousands of companies to find new revenue opportunities, reduce costs, reallocate resources, and improve operational efficiency.

THE MICROSTRATEGY MISSION: HELPING BUSINESSES MAKE BETTER DECISIONS EVERY DAY
Our mission is to allow every business person to make more informed decisions by providing them timely, relevant, and accurate answers to their business questions.

To achieve this mission, we have built the best business intelligence software in the world. MicroStrategy software provides analytical insights in a manner that business people can easily digest, ranging from intuitive, graphical dashboards to highly formatted operational reports.

We meticulously engineer our software to guarantee its reliability, scalability, security, and ease of administration for organizations of all sizes.

UNIFIED REPORTING, ANALYSIS, AND MONITORING
MicroStrategy offers an unprecedented range of reporting, analyzing, and monitoring capabilities to allow users to make better business decisions every day.

MicroStrategy reporting delivers detailed data on current and historical performance to users across the enterprise. MicroStrategy's intuitive user interface and Web reporting allows businesses to deliver insight to everyone for better decision making, every day.

MicroStrategy provides detailed insight into business so that managers can uncover the causes of performance problems, identify opportunities, and predict results. Users leverage MicroStrategy's advanced analysis to reveal reasons for performance peaks or aberrations.

Monitor Corporate Performance at All Levels and in Real-Time.
MicroStrategy provides monitoring technology to constantly track business metrics. Companies use their scorecards and dashboards to create actionable information and alerts about ongoing business activity.
BUSINESS INTELLIGENCE
PERFORMANCE IMPROVEMENT
Companies need the full cycle of business performance insight to achieve improved corporate performance. The iterative and ongoing cycle of decision making is based on reporting on key metrics, rigorously analyzing data, and monitoring key indicators. This complete business analysis cycle enables users to refine how they manage their business units and the entire organization.

INTEGRATING REPORTING
AND ANALYSIS
MicroStrategy is the first and only business intelligence architecture to unify reporting, analysis, and real-time monitoring into one seamless experience for the business user, into one efficient and scalable architecture for the IT professional, and into one economical and extensible utility for the CIO.

“We’re excited about the efficiencies we’re realizing by standardizing on MicroStrategy for enterprise monitoring, reporting, and analysis,” said Raymond Appel, Information Technology Manager at Oakwood Homes.

Business users rely on MicroStrategy software at every step in the cycle of corporate performance improvement. Users review operational reports, move into seamless analysis of root causes, and are alerted to important changes via scorecards and e-mail alerts. At any step, users can create different views of the data, explore anywhere in the database, and change their focus to monitor other KPIs for continuous performance improvement.
Implementing Industrial-Strength BUSINESS INTELLIGENCE

MicroStrategy is Ranked #1 by The OLAP Survey 6

“MicroStrategy, which has concentrated on a single product architecture and has grown organically, came out on top yet again,” explains Nigel Pendse, the author of The OLAP Survey 6.

**MAJORITY SELECT MICROSTRATEGY AS THEIR ENTERPRISE STANDARD**

According to The OLAP Survey 6, MicroStrategy was the top BI product selected by customers asked to choose one product for BI standardization. When respondents were asked why they selected MicroStrategy, they cited product features, its ability to support large numbers of concurrent users, Web deployability, and multi-platform support.

MicroStrategy has been a consistent leader in The OLAP Survey, sometimes by a wide margin, in multiple categories with the gap between MicroStrategy’s leadership position and other vendors growing at an increasing rate.

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**MicroStrategy Customers Are Most Loyal**

Successful organizations across all industries choose MicroStrategy technology to conquer their BI challenges.

Once again, MicroStrategy has outperformed the competition in The OLAP Survey 6, an annual real-world market survey. The OLAP Surveys are the largest independent surveys of the BI market space and products, and are conducted annually by Survey.com.

For three consecutive years, MicroStrategy had the highest customer loyalty of any BI vendor in the entire survey. MicroStrategy’s leading Overall Customer Loyalty Score of 83.3% is nearly 50% higher than the Overall Customer Loyalty Score of 56.4% for Business Objects, which scored tenth in the overall survey in this area.

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<table>
<thead>
<tr>
<th>BI Vendor</th>
<th>Customer Loyalty Rank</th>
<th>Overall Loyalty Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>MicroStrategy</td>
<td>1</td>
<td>83.3%</td>
</tr>
<tr>
<td>Cognos Analysis</td>
<td>2</td>
<td>73.8%</td>
</tr>
<tr>
<td>SAP BW</td>
<td>3</td>
<td>66.7%</td>
</tr>
<tr>
<td>Hyperion Essbase</td>
<td>4</td>
<td>64.0%</td>
</tr>
<tr>
<td>Business Objects</td>
<td>5</td>
<td>56.4%</td>
</tr>
</tbody>
</table>

Chart drawn by MicroStrategy using data from The OLAP Survey 6, comparing MicroStrategy and its “peer group” subset.

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**Product** | **Rank: Preferred Products to Standardize On**
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MicroStrategy</td>
<td>1</td>
</tr>
<tr>
<td>SAP BW</td>
<td>2</td>
</tr>
<tr>
<td>Cognos Analysis</td>
<td>3</td>
</tr>
<tr>
<td>Hyperion Essbase</td>
<td>4</td>
</tr>
<tr>
<td>Business Objects</td>
<td>5</td>
</tr>
</tbody>
</table>

Table compiled by MicroStrategy using data from The OLAP Survey 6, comparing MicroStrategy and its “peer group” subset.

Key: 1: Most preferred product to standardize on, 5: Least.
MICROSTRATEGY SOFTWARE: INTEGRATING BUSINESS REPORTING AND ANALYSIS

The MicroStrategy platform was designed to address the most pressing challenge in BI today. That challenge is to help companies empower their personnel and business partners to make better business decisions every day.

With MicroStrategy, companies no longer need numerous distinct products from different vendors to provide reporting, analysis, and performance monitoring. With a scalable architecture and a single metadata, users can navigate seamlessly from scorecards and dashboards to reports and analysis without being forced to open and close multiple BI tools and navigate dissimilar interfaces.

MicroStrategy 8 has radically reduced the time to design and deploy new reports with what-you-see-is-what-you-get (WYSIWYG) report design. MicroStrategy 8 broadens the universe of data sources that business users can access for their reporting and analysis activity. Business users can directly query data stored in financial, human resources, supply chain, and other operations systems without having to first move this data into a data mart or data cube.

MICROSTRATEGY DYNAMIC ENTERPRISE DASHBOARDS

MicroStrategy Dynamic Enterprise Dashboards deliver a new caliber of information dashboards. MicroStrategy combined state-of-the-art data visualization and interactivity with its industrial-strength business intelligence platform to create dashboards that yield greater business insight and are usable by more people than ever before.

Dashboards provide easy-to-use access to enterprise data and help organizations track performance and optimize decision making. At-a-glance, executives, managers, and business users can immediately understand their organization’s health through a range of insightful data visualizations, such as key performance indicators (KPIs), tables, graphs, trend indicators, gauges, heat maps, and many more. MicroStrategy dashboards incorporate Adobe® Flash®, providing a wide range of information views and increased information exploration options. Using MicroStrategy’s zero-footprint WYSIWYG Web interface, business users can create dashboards using simple drag and drop actions, increasing the use and adoption of business intelligence systems.

“We are impressed with the rich platform of MicroStrategy 8.1, especially the new graphs, panels, and selectors,” said Jordan Silvergleid, Managing Director at the Advisory Board Company. “MicroStrategy Dynamic Enterprise Dashboards are truly engaging and can be intuitively designed, built, and deployed with ease over the Web.”
MicroStrategy is the Industry Leader in Data Scalability

An enterprise BI architecture must be able to access the full depth and breadth of all of these databases to be truly effective for the enterprise. MicroStrategy’s ROLAP architecture was designed to access the largest databases with the highest performance.

Select Customer Deployments with Large Data Scale

<table>
<thead>
<tr>
<th>&lt;5 Terabytes</th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Dick’s Sporting Goods</td>
<td>Retail</td>
<td>2 TB</td>
<td>Oracle</td>
</tr>
<tr>
<td>CSK Auto Corporation</td>
<td>Retail</td>
<td>2 TB</td>
<td>AS400</td>
</tr>
<tr>
<td>The First American Corporation</td>
<td>Financial Services</td>
<td>3.5 TB</td>
<td>SQL Server</td>
</tr>
<tr>
<td>Grange Insurance</td>
<td>Insurance</td>
<td>4 TB</td>
<td>DB2, SQL Server</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5 – 20 Terabytes</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Express</td>
<td>Retail</td>
<td>8 TB</td>
<td>Netezza</td>
</tr>
<tr>
<td>Limited Brands</td>
<td>Retail</td>
<td>8 TB</td>
<td>Teradata</td>
</tr>
<tr>
<td>Ahold</td>
<td>Retail</td>
<td>34 TB</td>
<td>Teradata</td>
</tr>
<tr>
<td>Lowe’s Companies</td>
<td>Retail</td>
<td>20 TB</td>
<td>Oracle</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&gt;20 Terabytes</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>eBay</td>
<td>Retail</td>
<td>&gt;25 TB</td>
<td>Teradata</td>
</tr>
<tr>
<td>Catalina Marketing Corporation</td>
<td>Media</td>
<td>28 TB</td>
<td>Netezza</td>
</tr>
<tr>
<td>METRO Group</td>
<td>Retail</td>
<td>34 TB</td>
<td>Teradata</td>
</tr>
<tr>
<td>Nationwide</td>
<td>Insurance</td>
<td>44 TB</td>
<td>Teradata</td>
</tr>
<tr>
<td>U.S. Postal Service</td>
<td>Government</td>
<td>60 TB</td>
<td>Teradata</td>
</tr>
</tbody>
</table>

*Data collected as of August 2007. Data sizes are expected to increase further.
SCALABILITY TO THOUSANDS OF USERS

An enterprise BI architecture must be able to support tens of thousands of users, all of whom can interactively access the same reports, scorecards, and analyses. While many BI vendors cite customers with large user populations, they do not mention these high numbers are really just aggregations of many small isolated BI applications, or that their implementations require massive server farms.

MicroStrategy delivers full 64-bit BI, allowing it to deliver the most user sessions on the fewest servers. And, MicroStrategy is one of the few with this technology to support large user scalability. MicroStrategy customers routinely run single BI applications to thousands of people through the interface of their choice, using just a few servers, and with high performance.

SELECT CUSTOMER DEPLOYMENTS WITH LARGE USER SCALE

<table>
<thead>
<tr>
<th>1,000 – 5,000 Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amway</td>
</tr>
<tr>
<td>Telefónica</td>
</tr>
<tr>
<td>Transportation Security Administration</td>
</tr>
<tr>
<td>U.S. Dept. of Education</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5,000 – 20,000 Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hudson’s Bay Company</td>
</tr>
<tr>
<td>Corporate Express</td>
</tr>
<tr>
<td>Sprint</td>
</tr>
<tr>
<td>TRX, Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&gt;20,000 Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ingenix</td>
</tr>
<tr>
<td>Nationwide</td>
</tr>
<tr>
<td>The First American Corporation</td>
</tr>
<tr>
<td>U.S. Postal Service</td>
</tr>
</tbody>
</table>

*Data collected as of August 2007. User bases are expected to expand further.*

“Despite many vendors claiming to be able to handle large, detailed applications, it is clear that only MicroStrategy’s customers are actually implementing such transaction-level BI databases. MicroStrategy continues to be the clear leader in the enterprise-scale BI segment,” said Nigel Pendse, author of The OLAP Survey.
Industry Presence

CHosen as the BI Standard by Global Leaders

Many of the leading FORTUNE® Global 500 companies rely on MicroStrategy for their business intelligence solutions.

MicroStrategy customers represent:
• 9 of the top 10 global pharmaceutical companies
• 8 of the top 10 global telecommunications companies
• 8 of the top 10 global healthcare companies
• 7 of the top 10 global retailers
• 7 of the top 10 global commercial banks
• 7 of the top 10 global manufacturing companies
• 5 of the top 7 global consumer goods companies
• 4 of the top 5 U.S. diversified financial services companies
• 4 of the top 5 global insurers
• Federal, State, and Local Government agencies

Indeed, world-class companies across all industries depend on MicroStrategy to improve corporate performance and streamline operations. MicroStrategy customers are making thousands of better business decisions every day as they deploy MicroStrategy to their business users, customers, and suppliers.

The following pages present snapshots of MicroStrategy success across many industries, including Retail, Financial Services, Telecommunications, Pharmaceutical, Healthcare, Consumer Goods and Manufacturing, and Insurance. The MicroStrategy team has amassed in-depth experience in deploying successful applications for customers across each of these industries.
Industry: Retail

7 of the Top 10 Global Retailers are MicroStrategy Customers

Retail Customers Include:
- Aeropostale
- Ahold
- American Signature, Inc.
- Applebee’s International Inc.
- Barnesandnoble.com
- Belk
- Boots The Chemists
- Borders Group, Inc.
- Boscov’s Department Stores
- Charming Shoppes
- Circuit City Stores
- Comnet
- The Container Store
- Corporate Express
- CSK Auto Corporation
- Darden Restaurants
- David’s Bridal
- Dick’s Sporting Goods
- eBay
- Eckerd
- Faith Shoes
- Food Lion
- GUESS?, Inc.
- Hannaford Bros. Co.
- Hard Rock Cafe
- Harris Teeter
- HE Butt Grocery Company
- Hudson’s Bay Company
- KB Toys, Inc.
- Limited Brands
- Liz Claiborne
- Lloydspharmacy
- Lowe’s Companies, Inc.
- Meijer Stores
- METRO Group
- Michaels Stores
- Micro Center
- Office Depot
- O’Reilly Automotive
- Pacific Sunwear
- Petco Animal Supplies
- PF Chang’s
- Priceline.com
- Raley’s
- Roundy’s Supermarkets, Inc.
- Shoppers Drug Mart Inc.
- Starbucks Corporation
- Victoria’s Secret, Inc.
- Virgin Retail
- Yahoo!

Snapshot of MicroStrategy Technology at Work in the Retail Industry:

<table>
<thead>
<tr>
<th>Company</th>
<th>Technology and Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CORPORATE EXPRESS</strong></td>
<td>2007 TDWI Best Practices Award Winner in Predictive Analytics</td>
</tr>
<tr>
<td><strong>APPLICATIONS</strong></td>
<td>Market Basket Analysis, Marketing Analysis, Predictive Analytics, Sales Analysis</td>
</tr>
<tr>
<td><strong>DEPLOYMENT</strong></td>
<td>Database: Netezza  DB Size: 8 Terabytes  Users: Up to 10,000  total  Architecture: Intranet</td>
</tr>
<tr>
<td></td>
<td>Corporate Express, a 2007 TDWI Best Practices Award Winner, is using its market basket application to track the baskets of all of its online customers, and can identify which SKUs are most profitable or poor performers when purchased in combinations.</td>
</tr>
<tr>
<td><strong>LIZ CLAIBORNE, INC.</strong></td>
<td>Uncovering Revenue Opportunities</td>
</tr>
<tr>
<td><strong>APPLICATIONS</strong></td>
<td>Category Management, Inventory Management, Merchandise Management, Planning, Sales Analysis, Store Operations</td>
</tr>
<tr>
<td><strong>DEPLOYMENT</strong></td>
<td>Database: Oracle  Users: Over 250 Liz Claiborne managers and analysts  Architecture: Intranet</td>
</tr>
<tr>
<td></td>
<td>A customer since 2000, Liz Claiborne’s employees are analyzing financial, sales, and inventory data across 30,000 points of sale worldwide — department stores, specialty stores, and catalog/Internet — to uncover revenue opportunities.</td>
</tr>
<tr>
<td><strong>LIMITED BRANDS</strong></td>
<td>Unlimited Access to Insight</td>
</tr>
<tr>
<td><strong>APPLICATIONS</strong></td>
<td>Category Management, Human Resources, Inventory Management, Marketing Analysis, Merchandise Management, Store Operations</td>
</tr>
<tr>
<td><strong>DEPLOYMENT</strong></td>
<td>Database: Teradata  DB Size: 8 Terabytes  Users: 1,000  financial and marketing managers, and analysts  Interface: Desktop and Web  Architecture: Intranet</td>
</tr>
<tr>
<td></td>
<td>Limited Brands currently uses MicroStrategy for customer analysis, financial analysis, inventory management, sales analysis, and category management reporting across all of its brands (including Victoria’s Secret, Express, Bath &amp; Body Works, and Henri Bendel).</td>
</tr>
<tr>
<td><strong>LOWE’S COMPANIES</strong></td>
<td>Building Strong Revenues</td>
</tr>
<tr>
<td><strong>APPLICATIONS</strong></td>
<td>Inventory Management, Merchandise Management, Merchandising and Executives Dashboards, Operations Management, Supply Chain Management</td>
</tr>
<tr>
<td><strong>DEPLOYMENT</strong></td>
<td>Database: Teradata  DB Size: 20 Terabytes  Users: 3,500  active employees and vendors  Interface: Web, E-mail  Architecture: Intranet, Extranut</td>
</tr>
<tr>
<td></td>
<td>Lowe’s is the second-largest home improvement retailer in the world. Lowe’s employees from multiple business areas use MicroStrategy to manage inventory, improve margins, review market specificity, and identify sales opportunities.</td>
</tr>
</tbody>
</table>

RETAIL SEGMENTS: Apparel, Department Stores, Discount Drugstores, Discount Retailers, Electronics, Home Improvement, Specialty Grocery, Specialty Retailers
“As a result of using the MicroStrategy platform, Lowe’s is realizing significant benefits through improved merchandising decisions, more timely responses to information requests, cost reduction initiatives, enhanced employee productivity, and better service to our customers.”

*Steve Stone, Senior Vice President and Chief Information Officer, Lowe’s Companies*

### Customer Applications

<table>
<thead>
<tr>
<th>Category Management</th>
<th>Market Basket</th>
<th>Merchandise Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assortment Optimization</td>
<td>Attachment Rates</td>
<td>Department Contribution</td>
</tr>
<tr>
<td>Category Contribution</td>
<td>Basket-Register Correlation</td>
<td>Hot Item Report</td>
</tr>
<tr>
<td>Category Scorecards</td>
<td>Brand Switching</td>
<td>In Stock %</td>
</tr>
<tr>
<td>Item Definitions</td>
<td>Core Item Frequency</td>
<td>Inventory Turns</td>
</tr>
<tr>
<td>Market Comparison</td>
<td>Core Items</td>
<td>Lineal Feet</td>
</tr>
<tr>
<td>Pricing Modules</td>
<td>Customer Loyalty</td>
<td>Mark Down %</td>
</tr>
<tr>
<td>Role Analysis</td>
<td>Demographic Baskets</td>
<td>Pull-Through</td>
</tr>
<tr>
<td>Season Changeover</td>
<td>In-Basket Price</td>
<td>Reallocations</td>
</tr>
<tr>
<td>Share of Shelf</td>
<td>Items per Basket</td>
<td>Seasonal Buying</td>
</tr>
<tr>
<td>SKU Rationalization</td>
<td>Revenue Contribution</td>
<td>Sell-Through</td>
</tr>
<tr>
<td>Vendor Performance</td>
<td>Shopper Penetration</td>
<td>Weeks of Supply</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Loss Prevention</th>
<th>Marketing Analysis</th>
<th>Store Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backorders</td>
<td>Ad Blocks</td>
<td>Asset Turnover</td>
</tr>
<tr>
<td>Cancels</td>
<td>Channel Share</td>
<td>Competitor Stores</td>
</tr>
<tr>
<td>Distribution Shrink</td>
<td>Coupon Distribution</td>
<td>Comp Store Sales</td>
</tr>
<tr>
<td>Hot Customer</td>
<td>End-Cap Efficiency</td>
<td>Front Store Sales</td>
</tr>
<tr>
<td>Hot Staff</td>
<td>Feature vs. Display</td>
<td>Inventory Turnover</td>
</tr>
<tr>
<td>Hot Stores</td>
<td>Grand Openings</td>
<td>Labor Cost Analysis</td>
</tr>
<tr>
<td>Markdowns</td>
<td>Marketing Areas</td>
<td>Reallocation / DSD</td>
</tr>
<tr>
<td>Natural Losses</td>
<td>Market Share</td>
<td>Register Usage Analysis</td>
</tr>
<tr>
<td>Return Rates</td>
<td>Price Points</td>
<td>ROA</td>
</tr>
<tr>
<td>Shrink Analysis</td>
<td>Promo Lift</td>
<td>Sales &amp; Margin</td>
</tr>
<tr>
<td>Vendor Rationalization</td>
<td>Seasonal Events</td>
<td>Sales / Square Foot</td>
</tr>
</tbody>
</table>
# Industry: Financial Services

7 of the top 10 global commercial banks are MicroStrategy customers

## Financial Services Customers Include:

- 1st Financial Bank USA
- 21st Century Insurance
- ABN AMRO
- Banco Espirito Santo
- Banco Itaú
- Banco Patagonia
- Bank of the West
- BNL
- BNP Paribas
- Caixa利亚纳
- Capital One Services Inc.
- Capitol Indemnity Corporation
- Cetelem
- Deutsche Bank
- Deutsche Börse
- Fannie Mae
- Finansbank
- The First American Corporation
- First Franklin Financial Corporation
- FrannieMac
- GE Consumer Finance
- H&R Block
- Industrial Bank of Korea
- Intesa Mediofactoring
- KeyBank National Association
- Korea Federation of Savings Banks
- Land Bank of Taiwan
- LowerMyBills
- Macquarie Bank
- People’s Bank of China
- PRG-Schultz International
- Redecard
- Redwood Trust
- Sparda Bank
- Swedbank
- TRX Data Services Inc.
- Universal-Investment
- Wells Fargo Bank
- Wells Fargo Home Mortgage

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## Snapshot of MicroStrategy Technology at Work in the Financial Services Industry:

### THE FIRST AMERICAN CORPORATION

**Enterprise Reporting and Executive Dashboards**

**APPLICATIONS**
- Analytical Reporting, Business Performance, Compliance Reporting, Enterprise Reporting, Extranet Reporting, Operational Reporting

**DEPLOYMENT**
- **Database:** SQL Server  
  - **DB Size:** 3.5 Terabytes  
  - **Users:** 30,000 total  
  - **Architecture:** Intranet, Extranet

MicroStrategy fuels a variety of applications, including business performance dashboards for executives, operational reporting for channel vendor management, and compliance reporting for partner lending institutions.

### H&R BLOCK

**Providing Highly Secure Access to Business Information**

**APPLICATIONS**
- Customer Analysis, Employee Performance

**DEPLOYMENT**
- **Database:** Oracle  
  - **DB Size:** 1 Terabyte  
  - **Users:** 1,000 financial advisors and analysts  
  - **Architecture:** Intranet

MicroStrategy provides highly secure access to business information for its 1,000 financial advisors by e-mailing 5,000 reports containing customer activity data on a weekly basis. Financial analysts use MicroStrategy to analyze employee performance for annual and quarterly achievement recognition.

### LA CAIXA

**Investing in Innovative Technology**

**APPLICATIONS**
- Cash Flow, Credit Card Analysis, Electronic Banking and Online Services, Marketing Analysis, Product Profitability, Risk Management, Web Click Stream Analysis

**DEPLOYMENT**
- **Database:** Oracle, DB2  
  - **DB Size:** 1.7 Terabytes  
  - **Users:** 3,000 accessing monthly Mgmt. Info., 180 business analysts accessing >50 projects  
  - **Interface:** Desktop, Web  
  - **Architecture:** Intranet

La Caixa currently has more than 50 applications dependent on MicroStrategy technology.

### TRX INC.

**Deploying Self-Service Extranet Reporting to Thousands of Users in Four Months**

**APPLICATIONS**
- Customer Relationship Management, Financial Analysis, Fraud Profiling, and Risk Analysis

**DEPLOYMENT**
- **Database:** DB2 UDB EEE  
  - **DB Size:** >1.5 Terabytes  
  - **Users:** >10,000  
  - **Interface:** Web  
  - **Architecture:** Extranet  
  - **Operating System:** I-Server Universal and Web Universal running on IBM AIX

The joint MicroStrategy/TRX solution at one of the top five financial institutions is enabling multinational commercial clients to report and analyze charge card and travel data from 29 countries and in 11 languages.

---

**FINANCIAL SERVICES SEGMENTS:** Asset Management Brokerage, Consumer Credit, Debt and Equity, Individual/Institutional Investment Banking, Retail Banking
“We’ve selected MicroStrategy over competing products because of its outstanding scalability for large numbers of users and its superior capability to generate user-friendly reports with highly detailed analysis of granular-level data.”

Gus Tepper, Vice President of Software Development, Interactive Division, First American Corporation

Customer Applications

Advisory Services
- Asset Management
- Confirmation Alerts
- Customer Alerts
- Customer Profitability Analysis
- Customer Statements
- Portfolio Analysis
- Portfolio Risk Analysis
- Product Introduction
- Research Distribution
- Tax Notification
- What-if Analysis

Fraud Profiling and Risk Analysis
- Claims Analysis
- Credit Risk Management
- Customer Risk Scoring
- Exceptions Risk Management
- Exposure Reporting
- Fraud Risk Management
- Hedge Slippage Alerts
- Index Performance Alerts
- Prepayment Risk
- Underwriting Scorecards
- Value At Risk Analysis

Operations
- Branch Office Scorecards
- Call Center Management
- Channel Management
- Commission Reporting
- Customer Statements
- Financial Reporting
- Swap Mark to Markets
- Trade Confirmations
- Trade Floor Reporting
- Trade Settlement Alerts
- Wire Transfer Alerts

Financial Analysis and Compliance
- Budget Variance Analysis
- Compliance Alerting
- Cost Analysis
- FAS 133 Analysis
- Loan Analysis
- Margin Analysis
- Portfolio Analysis
- P&L Reporting
- Revenue Reporting
- Taxes
- Trade Floor Reporting

Marketing
- Campaign Analysis
- Channel Efficiency
- Cross-Sell Analysis
- Customer Analysis
- Customer Loyalty Analysis
- Market Basket Analysis
- Marketing Segmentation
- Product Management
- Product Profitability Analysis
- Up-Sell Analysis
- Web Traffic Analysis

Sales and Trading
- Client Loyalty Analysis
- FAS 133 Analysis
- Financial / P&L Reporting
- Hedge Slippage Alerts
- Market Data Analysis
- Portfolio Analysis
- Position Reporting
- Refinance Risk Analysis
- Research Distribution
- Trade Floor Reporting
- Transaction Volume Analysis
## Industry: Telecommunications

8 of the Top 10 Global Telecommunications Companies are MicroStrategy Customers

### Telco Customers Include:

- Alcatel Lucent Portugal
- Alltel Communications Products
- Angola Telecom
- Belgacom
- Bell Canada
- Charter Communications, Inc.
- Deutsche Telekom AG
- era - Polska Telefonia Cyfrowa
- Eurotel
- Fastweb
- Fujians Telecoms
- Hanaro Telecoms
- Jupiter Telecommunications
- MACH
- Nextel Communications Argentina
- SFR
- Singtel
- Sprint
- Telefónica de España
- Telefónica movil
- Telephía
- Turkcell
- Verizon Communications
- Versatel
- Vodafone Italy

### Snapshot of MicroStrategy Technology at Work in the Telecommunications Industry:

#### Charter Communications, Inc.

- **Giving Users the Ability to Act on Valuable Customer Case, Billing, Sales, and Marketing Data**

  **APPLICATIONS**
  - Billing Analysis, Customer Analysis,
  - Marketing Analysis, Sales Analysis

  **DEPLOYMENT**
  - Database: Oracle
  - Users: 1,500
  - Interface: Web
  - Architecture: Intranet

  Charter uses MicroStrategy for reporting on and analyzing key business areas, including customer care, billing, sales, marketing, and technical operations. MicroStrategy provides Charter personnel with a platform for strategic, internal intelligence gathering and gives users easy access to information about many of Charter’s critical business functions.

#### Sprint

- **Reaching a Large User Community Through Enterprise-Wide Business Intelligence**

  **APPLICATIONS**
  - Campaign Management, Customer Analysis / CRM,
  - Enterprise Reporting, Financial Reporting and Analysis,
  - Human Resources, Marketing Analysis, Sales Analysis

  **DEPLOYMENT**
  - Database: Teradata, Oracle, and Informix
  - Users: 10,000
  - Interface: Desktop and Web
  - Architecture: Intranet

  More than 10,000 Sprint employees use MicroStrategy for 30 critical BI applications across the enterprise.

#### Telephia

- **Deploying Dashboards, Scorecards, and Interactive Reports for Multiple BI Applications**

  **APPLICATIONS**
  - Advertising Effectiveness, Content Audience, Customer Satisfaction, Device Share, Network Quality, Revenue Share, Subscriber Share

  **DEPLOYMENT**
  - Database: Teradata
  - DB Size: <250 Gigabytes
  - Users: 2,000
  - Interface: Web
  - Architecture: Extranet

  MicroStrategy anchors multiple business intelligence applications that provide Telephia customers with critical information. Telephia is using dashboards, scorecards, and interactive reports to help thousands in the mobile communications industry understand performance data.

#### Verizon

- **Improving Operations and Customer Relations**

  **APPLICATIONS**
  - Billings/Claims/AR Analysis, Dispatch/Service Calls,
  - Operational Metrics, Procurement Analysis,
  - Regulatory Reporting

  **DEPLOYMENT**
  - Database: Oracle and DB2
  - Users: 10,000 users across 14 different projects
  - Interface: Web Analyst, NCS for a few projects
  - Architecture: Intranet

  MicroStrategy supports approximately 14 distinct BI applications across Verizon.

### TELCO SEGMENTS:

- Broadband, DSL, Internet, Large Business, Small Business, Residential, Wireless
“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.”

John Bentley, Manager of Systems Development, Sprint

Customer Applications

Customer Care and Analytical CRM
Churn Analysis
Customer Inquiry
Customer Plan Migration
Customer Profitability
Customer Scorecards
Dispatch Request
Preferences and Permissions
Service Call Monitoring
Service Complaints
Service Level Agreement (SLA)
Trouble Ticket

Fraud Management and Call Center
Call Times
Call Volumes
Capacity Forecasting
Complaint Logs
Corrective Action & Notification
Discounting
Employee Productivity
Fraud Analysis
Pricing Models
Product Affinity/Bundling
Response Times

Network Optimization
Call Routing
Capacity
Capacity Analysis
Failure Notification
Network Planning
Network Utilization
Quality of Service
Switch Operations
Switch Utilization
Traffic Analysis
Volume Management

Financial Analysis
Access and Line Charges
AR/AP Reporting
Budget Variance Analysis
Collections Reporting
Contracts Reporting
Cost Analysis
Margin Analysis
P&L Reporting
Revenue Reporting
Tariffs
Taxes

Marketing Analysis
Channel Efficiency
Cross-Sell Analysis
Customer Segmentation
Demographic Analysis
Loyalty Programs
Market Share
Next to Buy
Price Points
Promo Lift
Service History
Up-Sell Analysis

Sales Analysis and Billing
Account Balances
Commission Reporting
Customer Trends
EBPP / Intelligent Billing
Fraud
Product Affinity
Product Sales & Trends
Quota Attainment
Sales Force Performance
Telemarketing
Utilization
Snapshot of MicroStrategy Technology at Work in the Pharmaceutical Industry:

**ASTRAZENECA**

Gaining Vital Market Insight and Market Share

APPLICATIONS
Financial Reporting, Market Share Analysis, Product Management

DEPLOYMENT
Database: Oracle  
DB Size: 1 Terabyte  
Users: 250 employees  
Interface: Web  
Architecture: Intranet

AstraZeneca relies on MicroStrategy software to distribute 70,000 reports within a 24-hour window each month to its employees.

**NOVARTIS**

Maintaining a Healthy Business

APPLICATIONS
Marketing, Sales, Web Traffic Analysis

DEPLOYMENT
Database: SQL Server  
DB Size: 1 Terabyte  
Users: 150 Web users, including sales, marketing, and executives, and 500 e-mail recipients  
Interface: Desktop, Web, E-mail  
Architecture: Intranet, Proactive Information Delivery

MicroStrategy applications at Novartis Pharmaceuticals have already reduced the costs of corporate information systems by 50%.

**ROCHE**

Personalizing Information for Enterprise Users

APPLICATIONS
Financial Reporting, Sales Analysis

DEPLOYMENT
Database: SQL Server  
DB Size: <250 Gigabytes  
Users: 300 sales representatives, marketing, production, and credit and collections employees  
Interface: Web, E-mail  
Architecture: Intranet, Proactive Information Delivery

Roche España employees rely on the MicroStrategy platform to receive daily personalized, relevant, and up-to-date information.

**SANOFI-AVENTIS**

Increasing Sales Effectiveness

APPLICATIONS
Contract Analysis, Customer Analysis, Sales Management

DEPLOYMENT
Database: Oracle  
DB Size: <1 Terabyte  
Users: 200 marketing, sales support, and field representatives  
Interface: Web, E-mail  
Architecture: Intranet, Proactive Information Delivery

The success of the MicroStrategy applications internally has prompted Sanofi-Aventis to extend their reach by distributing personalized and relevant business insight to customers and suppliers.

**PHARMACEUTICAL SEGMENTS:** Biotechnology, Chiral Chemistry, Consumer Radiopharmaceuticals/Contrasts Agents, Drug Delivery, Generic Drugs, Nutraceuticals, OTC, Vaccines
“With MicroStrategy, we will have a true enterprise view across our value chain, providing management with greater operational insights and actionable data to help us more effectively navigate through our dynamic industry. We have been highly productive using MicroStrategy for several years and found MicroStrategy’s single metadata and object reuse has reduced our administrative costs. MicroStrategy is a natural fit for our analytic reporting environment at the enterprise level.”

Thomas H. Murphy, Senior Vice President and Chief Information Officer, AmerisourceBergen

Customer Applications

Financial Analysis
- Accounts Receivable Reporting
- Budget Variance Analysis
- Cash Flow Analysis
- Payment and Collection Reporting

Formulary Tracking
- Balanced Scorecards
- Competitive Tracking
- Formulary Adherence
- Physician Prescribing Patterns
- Promotion Effectiveness
- Trend Analysis

Marketing Analysis
- Campaign Analysis
- Customer Loyalty Analysis
- Customer Segmentation
- Marketing Spending
- New Product Launches
- Preferences and Permissions
- Pricing and Promotions
- Promotional Lift
- Service and Transaction History

Operations Management
- Capacity Planning
- Manufacturing Planning & Engineering
- Materials Routing
- Operations Procurement
- Product Management
- Quality Control
- Supplier Analysis and Management
- Yield Planning

Regulatory Management
- Admittance Rates
- Clinical Analysis
- Clinical Trials
- Noncompliance Alerts
- Protocol Development

Sales Analysis
- Buying Trends
- Channel Analysis
- Commission Reporting
- Discounting
- Key Profit Contributors
- Orders and Shipments
- Pricing Models
- Revenue Goals
- Sales Performance
- Sales Trends
Industry: **Healthcare**

Only MicroStrategy Meets the Unique Regulatory, Privacy, and Data Volume Requirements of the Healthcare Industry

---

**Healthcare Customers Include:**
- The Advisory Board Company
- American Healthways
- Apria Healthcare
- BC Ministry of Health
- Canadian Institute for Health Information
- Cancer Care Ontario
- Centers for Medicare & Medicaid Services
- Consortium Health Plans
- CVS Caremark
- Emory Healthcare, Inc.
- European Medicines Agency
- Fraser Health Authority
- GE Medical Systems
- Group Health, Inc.
- Healthcare Partners Medical Group
- Ingenix
- Premier, Inc.
- Prescription Solutions
- Scott & White Memorial Hospital
- Solucient
- Unisource Administrators, Inc.
- The University of Texas M.D. Anderson Cancer Center
- Verispan
- VHP

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Snapshot of MicroStrategy Technology at Work in the Healthcare Industry:

<table>
<thead>
<tr>
<th>CENTERS FOR MEDICAID &amp; MEDICARE SERVICES</th>
<th>CVS CAREMARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing the Effectiveness of Medicare</td>
<td>Prescription Analysis Applications That Save Lives</td>
</tr>
<tr>
<td>APPLICATIONS</td>
<td>APPLICATIONS</td>
</tr>
<tr>
<td>Performance reporting for the Managed</td>
<td>Prescription Tracking and Analysis, Risk Management</td>
</tr>
<tr>
<td>Medicare Program</td>
<td>DEPLOYMENT</td>
</tr>
<tr>
<td>DEPLOYMENT</td>
<td>Database: Oracle</td>
</tr>
<tr>
<td>Database: IBM DB2, Oracle</td>
<td>DB Size: 10 Terabytes</td>
</tr>
<tr>
<td>Users: 200 – 300 users</td>
<td>Users: 3,850 clients</td>
</tr>
<tr>
<td>Interface: Web, E-mail</td>
<td>Interface: Web</td>
</tr>
<tr>
<td>Architecture: Intranet</td>
<td>Architecture: Intranet</td>
</tr>
<tr>
<td>CMS will conduct analysis on beneficiaries enrolled in the Medicare+Choice program to ensure correct payment rates, beneficiary status, and demographic analysis among other analytics.</td>
<td>The MicroStrategy applications at CVS Caremark make more than 1.5 billion prescription claims available to authorized clients via the Web.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INGENIX</th>
<th>PREMIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving Customer Service</td>
<td>Improving the Quality of Patient Care</td>
</tr>
<tr>
<td>APPLICATIONS</td>
<td>APPLICATIONS</td>
</tr>
<tr>
<td>DEPLOYMENT</td>
<td>DEPLOYMENT</td>
</tr>
<tr>
<td>Database: Oracle 9i</td>
<td>Database: Netezza</td>
</tr>
<tr>
<td>DB Size: 1.6 TB Users: 20,000 corporate clients, pharmacies, laboratories, hospitals, insurers, and care providers</td>
<td>DB Size: 250 GB – 1 TB</td>
</tr>
<tr>
<td>Interface: Web, E-mail</td>
<td>Users: 500 clients, including member hospitals, physicians, and healthcare professionals</td>
</tr>
<tr>
<td>Architecture: Extranet, Proactive Information Delivery</td>
<td>Interface: Web</td>
</tr>
<tr>
<td>MicroStrategy enables Ingenix to communicate important patient information directly with doctors, or insurance information directly to claims representatives for immediate action.</td>
<td>Architecture: Extranet</td>
</tr>
<tr>
<td></td>
<td>The MicroStrategy platform currently anchors 20 business intelligence applications at Premier.</td>
</tr>
</tbody>
</table>

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HEALTHCARE SEGMENTS: Dental, Drugs & Medical Non-durables, Government, Home Health, Hospital Care, Mental Health Services, Nursing Home Services, Physician Services, Public Health, Public Research & Development, Vision

---
“Hospitals have a significant opportunity to improve performance through business intelligence. Our business intelligence membership programs — which include our distinctive business intelligence tools on MicroStrategy’s platform as well as our best practice research and domain expertise to drive ongoing improvement — really help our member hospitals reach and maintain the top tier of performance.”

Dennis Shin, Executive Director, The Advisory Board Company

### Customer Applications

<table>
<thead>
<tr>
<th>Analytical CRM</th>
<th>Customer Care</th>
<th>Marketing Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churn Analysis</td>
<td>Dispatch Request and Monitoring</td>
<td>Customer Segmentation</td>
</tr>
<tr>
<td>Customer Plan Migration</td>
<td>Questions Reporting</td>
<td>Demographic Analysis</td>
</tr>
<tr>
<td>Customer Profitability</td>
<td>Service Complaints</td>
<td>Loyalty Programs</td>
</tr>
<tr>
<td>Customer Scorecards</td>
<td>Service Level Agreement</td>
<td>Market Share by Patient, Customer, Business</td>
</tr>
<tr>
<td><strong>Call Center Operations</strong></td>
<td>(SLA) Reporting</td>
<td>Physician Practices</td>
</tr>
<tr>
<td>Call Times</td>
<td>Trouble Ticket Resolution</td>
<td>Preferences and Permissions</td>
</tr>
<tr>
<td>Call Volumes</td>
<td></td>
<td>Bundling</td>
</tr>
<tr>
<td>Complaint Logs</td>
<td></td>
<td>Service &amp; Transaction History</td>
</tr>
<tr>
<td>Employee Productivity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forecast Capacity and Staffing</td>
<td><strong>Financial Analysis</strong></td>
<td>Protocol Development</td>
</tr>
<tr>
<td>Response Times</td>
<td>Accounts Receivable Reporting</td>
<td>Clinical Outcomes</td>
</tr>
<tr>
<td></td>
<td>Budget Variance Analysis</td>
<td>Cost and Clinical Data</td>
</tr>
<tr>
<td></td>
<td>Cash Flow Analysis</td>
<td>Cost Effectiveness</td>
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<tr>
<td></td>
<td>Payment and Collection Reporting</td>
<td>Inpatient Admission Rates</td>
</tr>
<tr>
<td></td>
<td>Underwriting Requirements</td>
<td>Patient Safety &amp; Staffing</td>
</tr>
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<td></td>
<td></td>
<td>Performance Reporting</td>
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<td>Treatments</td>
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</tbody>
</table>
Implementing Industrial-Strength Business Intelligence

E.I. Du Pont de Nemours & Company

Integrating Data from Field Trials Conducted Around the World

APPLICATIONS
Discovery Research Data Warehouse, Global Field Development Trial Data Warehouse, Sales and Marketing Data Warehouse

DEPLOYMENT
Database: Oracle 9i Users: 500 users across all three applications Interface: Web, Desktop Architecture: Intranet

By enabling more effective product development for faster introduction of new products, DuPont projects a potential of $10-50 million in new revenue per new product introduced.

Esteré Lauder

Instant Access to Timely Business Insight

APPLICATIONS
Inventory Management, Marketing Analysis, Order Tracking, Profit & Loss, Sales Force Automation

DEPLOYMENT
Database: Red Brick Users: 3,000 employees Interface: Web, E-mail Architecture: Intranet, Proactive Information Delivery

Esteré Lauder selected MicroStrategy in 1997 for its business intelligence applications and has used every version of the MicroStrategy Platform since version 4.x.

Quixtar

An Enterprise BI Platform for Reporting on Sales Data

APPLICATIONS
Bonus Awards, Customer Relationship Management, Order Tracking, Sales Management

DEPLOYMENT
Database: SQL Server DB Size: 1.5 Terabytes Users: >2,000, including standard, ad hoc, and power users Interface: Desktop, Web, E-mail Architecture: Intranet

Alticor subsidiary Quixtar, a top retailer in the online health and beauty category, is increasing operational efficiencies, streamlining marketing and sales efforts, and realizing an increased ROI as a result.

Rite-Hite Corporation

Supporting Multiple BI Applications on a Global Scale

APPLICATIONS
Business Performance Management, Employee Performance Data, Executive Scorecards, International Reporting, Trend Analysis

DEPLOYMENT
Database: SQL Server Users: 120 employees across a variety of departments, including sales, marketing, manufacturing, and executives, running an average of 60,000 reports per month Interface: Web, Narrowcast Server, E-mail Architecture: Intranet

Rite-Hite Corporation has been able to improve overall profit margins; reduce costs in purchasing, manufacturing, and engineering; identify trends in revenue, margins, and gross profits; and impact global and target account growth.

Consumer Goods & Manufacturing Customers Include:

- Alticor
- Amway Corporation
- Avon Products
- Benetton
- Boucheron
- Cardinal Glass Industries
- Campbell's USA
- Chevron Products Company
- Chiquita Brands LLC
- Clorox
- Danone
- DuPont
- Estee Lauder
- Giorgio Armani Corporation
- Godiva
- Gucci
- Hallmark Cards
- Herbalife
- Hero
- Hughes Supply
- Hyundai Motors
- Kao Hanbai
- Levi Strauss & Co.
- Liquor Control Board of Ontario
- Liz Claiborne
- Michelin North America
- Nampak
- Nestlé España
- Nygard International
- Oakwood Homes
- Pinnacle Corporation
- Porche Cars North America
- Premium Standard Farms
- Quixtar
- Republic National Distributing Co.
- Revlon
- Rheem Manufacturing
- Rite-Hite Corporation
- Russ Berrie & Co., Inc.
- Saint Gobain
- Sennheiser electronic GmbH & Co.
- Unified Western Grocers
- U.S. Borax, Inc.
- VSM Group
- Warnaco
- Waterford Wedgwood
- Wilbur-Ellis Company
- Wilton Industries
- Woodside Group

Snapshot of MicroStrategy Technology at Work in the Consumer Goods & Manufacturing Industry:

“MicroStrategy gives us a single source for critical information throughout the organization, so we can spend less time debating data and more energy making critical decisions. MicroStrategy fits the needs of our growing business with its dynamic, cutting-edge features and the scalability to keep our growing user base apprised of business performance.”

Mike Glazik, Vice President of Customer Service, Wilton Industries

Customer Applications

Analytical CRM
- Churn Analysis
- Customer Profitability
- Customer Scorecards
- Dispatch Request and Monitoring
- Questions Reporting
- Service Complaints
- Service Level Agreement
- Trouble Ticket Resolution
- Warranty Analysis

Financial Analysis
- Accounts Receivable Reporting
- Budget Variance Analysis
- Contracts Reporting
- Cost Analysis
- Margin Analysis
- Payment and Collection Reporting
- P&L Reporting
- Revenue Reporting
- Tariffs & Taxes

Operations Management
- Capacity Planning & Forecasting
- Collaborative Planning
- Failure Notification
- Fulfillment
- Manufacturing Planning
- Materials Routing
- Procurement
- Replenishment
- Supplier Scorecards
- Warranty Cost Distribution

Call Center Operations
- Call Times
- Call Volumes
- Complaint Logs
- Employee Productivity
- Forecast Capacity and Staffing
- Response Times

Customer Analysis
- Campaign Analysis
- Customer Loyalty Analysis
- Customer Segmentation
- Demographic Analysis
- Loyalty Programs
- Preferences and Permissions
- Promotional Lift
- Service and Transaction History
- Web Traffic Analysis

Marketing and Sales Analysis
- Buying Trends
- Channel Analysis
- Commission & Quota
- Market Basket Analysis
- Orders and Shipments
- Pricing Models & Discounting
- Product Affinity Analysis
- Product Launch
- Sales Performance
- Up-Sell / Cross-Sell Analysis

MicroStrategy: Best in Business Intelligence | 23
Industry: Insurance

4 of the Top 5 Global Insurers are MicroStrategy Customers

Insurance Customers Include:
- 21st Century Insurance
- Acturis
- Aegon
- Allstate Insurance
- Amica Mutual Insurance
- Amlin plc
- Barmer
- Carl Warren & Co.
- Deutscher Herold
- Elvia Reiseversicherungen
- GEICO Corporation
- Generali Belgium
- Grange Insurance
- Guy Carpenter & Company, LLC
- La Capitale Assurances Generales
- Länsförsäkringar Stockholm
- Mapfre Re
- Momentum
- Mondial Assistance
- Nationwide Mutual Insurance Co.
- Nationwide Provident
- RGA Reinsurance Company
- Samsung Life Insurance
- Wausau Benefits, Inc.
- Wells Fargo
- Zürich Group

Snapshot of MicroStrategy Technology at Work in the Insurance Industry:

**GEICO CORPORATION**

Analyzing Claims Data with MicroStrategy

APPLICATIONS
Claims Analysis, Marketing

DEPLOYMENT
Database: DB2 EEE  DB Size: 8.5 Terabytes  Users: 1,500
Architecture: Intranet

GEICO employees and executives use MicroStrategy to monitor their corporate performance and analyze volumes of customer and sales data. With MicroStrategy’s dashboards and one-click analysis, GEICO personnel can seamlessly gain greater insight into sales activity to enhance customer relationships and sales growth.

**GRANGE INSURANCE**

Enterprise Reporting and Analysis

APPLICATIONS
Analysis of Sales and Loss Ratios, Customer Management, Enterprise Reporting, Product Design Analysis

DEPLOYMENT
Database: DB2, SQL Server  DB Size: 4 Terabytes  Users: More than 30 associates including territory managers, portfolio managers, and customer management personnel
Architecture: Intranet

MicroStrategy’s integrated business intelligence platform supports a wide range of applications for Grange Insurance across its multiple insurance and financial products. Grange Insurance users rely on MicroStrategy to identify areas of improvement in product design and customer management, and recognize cross- and up-sell opportunities.

**GUY CARPENTER & COMPANY, LLC**

Enabling Insurance Companies to View Maps and Key Disaster Information

APPLICATIONS
Risk Management Platform

DEPLOYMENT
Database: Netezza  DB Size: 1-2 Terabytes  Users: 2,300 clients and internal users, including modelers and sales personnel
Interface: Web  Architecture: Extranet

i-AXS™ enables insurance companies tolog on and view maps; run MicroStrategy reports; view key disaster, terrorism, and catastrophe information; and create new models by invoking MicroStrategy reports to drive analytics.

**NATIONALWIDE MUTUAL INSURANCE COMPANY**

Supporting 20,000 Employees that Access 28 BI Applications

APPLICATIONS
28 MicroStrategy applications in production, primarily focused on four business areas: personal lines policy analysis, claims management, risk management appraisal, and agent productivity

DEPLOYMENT
Database: 40 node Teradata data warehouse  DB Size: 44 Terabytes  Users: 20,000 personnel in Marketing, Underwriting, Pricing, Finance, Research and Development, Product Management, Claims, Special Investigations, Billing, and Internal Reporting

Approximately 20,000 users at Nationwide run an average of 87,000 MicroStrategy queries per month, with 95 percent of the queries completed in less than 5 minutes.

Insurance Segments:
- Accident and Health Insurance
- Auto and Other Vehicle Insurance
- Commercial Insurance
- Liability Insurance
- Mortgage Guarantee Insurance
- Property and Casualty Insurance
- Reinsurance

4 of the Top 5 Global Insurers are MicroStrategy Customers
“MicroStrategy gives us a comprehensive view of our business and enables us to better serve our customers and run our operations more efficiently. Our diverse business generates volumes of data and MicroStrategy provides our associates with analytically-based and actionable insight to make more effective decisions that positively impact our bottom line.”

Tony Simpkins, Data Warehouse Project Manager, Grange Insurance

Customer Applications

Analytical CRM
- Campaign Analysis
- Churn Analysis
- Cross-Sell Analysis
- Customer Loyalty Analysis
- Customer Profitability
- Customer Scorecards
- Customer Service Analysis
- Market Segmentation
- Product Profitability Analysis
- Risk Pool Analysis
- Up-Sell Analysis

Financial Analysis
- Accounts Receivables Reporting
- Budget Variance Analysis
- Compliance Alerting
- Cost Analysis
- Margin Analysis
- Portfolio Analysis
- Revenue Reporting
- Taxes
- What-if Analysis

Operations
- Asset Management
- Customer Alerts
- Customer Statements and Billing
- Payment and Collection
- Policy Expiration Alerts
- Portfolio Analysis
- Risk Analysis

Product Analysis
- Assortment Optimization
- Category Contribution
- Category Scorecards
- Discounting Analysis
- Market Comparison
- Pricing Models
- Product Bundling Analysis
- Product Management
- Product Sales Trend Analysis

Risk Analysis and Fraud Profiling
- Claims Analysis
- Credit Risk Management
- Customer Risk Scoring
- Exceptions/Outliers Risk
- Management
- Exposure Reporting
- Fraud Risk Management
- Prepayment Risk
- Underwriting Scorecards
- Value At Risk Analysis

Sales Analysis
- Agent Performance
- Branch Office Scorecards
- Call Center Management
- Commission and Quota
- Reporting
- Customer Satisfaction
- P&L Reporting
- Sales Channel Efficiency
- Trouble Ticket Resolution
- Web Traffic Analysis
INSPRING ONE CUSTOMER AT A TIME

At MicroStrategy, we dedicate ourselves to exceeding customer expectations. Our commitment to our customers’ success is unequivocal. Building great customer relationships has been our trademark since our founding in 1989.

The world’s leading companies rely on the MicroStrategy platform to transform their operational data into actionable information. Only MicroStrategy software gives businesses and organizations the power to analyze today’s growing multi-terabyte data warehouses and distribute that information to millions of users when and where they need it. The open and flexible MicroStrategy platform is being adopted by our customers for their reporting, analysis, and monitoring applications across the enterprise.

Whatever the industry, MicroStrategy technology can help companies gain insight into their operations, run more efficiently, and become more profitable.
Giving Brokers and Insurers a New and Innovative Way of Transacting Insurance

Acturis uses MicroStrategy to anchor its reporting and management information system, the Acturis Report Center. The Acturis Report Center allows brokers, insurers, and their technology partners to improve the productivity and efficiency of insurance services by enabling effective business performance measurement.

Acturis works with insurance companies to improve the efficiency of the insurance industry by enabling brokers and insurers to identify cost-saving opportunities, improve customer service, quickly create new products, and improve profitability. The Acturis Broker Platform provides brokers and insurers with a new and innovative way of transacting insurance, thereby allowing Acturis to reduce duplication of work, lower error rates, and drive more cost out of the broker distribution channel.

Acturis chose the MicroStrategy platform for its ability to meet Acturis’ demanding growth expectations. Acturis indicated that the platform’s power and scalability, combined with its completely open software development kit (MicroStrategy SDK™) – allowing for seamless integration into the Acturis platform – made MicroStrategy a clear winner.

“Today, few brokers have access to the critical information needed to serve their customers and run their businesses effectively,” said Theo Duchen, Co-CEO, Acturis. “The Acturis Report Centre gives brokers the necessary data to manage their business with a performance and profit management mindset. The MicroStrategy Business Intelligence Platform™ stands out from the competition, as it enables Acturis to deliver superior reporting for our insurer and broker customers.”

Acturis has worked with forward-looking provincial brokers and a number of leading insurers to develop the broking system of the future. The Acturis Broker Platform uses Internet connectivity and innovative technologies to make brokers more efficient, effective, and successful in a new connected and regulated environment. The Acturis Broker Platform provides the IT base for a new and innovative way of transacting insurance, reducing duplication of work, lowering error rates, and driving cost out of the broker distribution channel. The Acturis Broker Platform has been trading fully live since July 2002, and is now used throughout the United Kingdom.
Extracting Business Insight from Millions of Cash Register Transactions Each Week

Netherlands-based Ahold uses MicroStrategy to conduct sales and customer analyses at its Albert Heijn supermarkets, Gall & Gall wine shops, and other Ahold holdings in Europe and the United States.

“MicroStrategy’s business intelligence software offers excellent performance that can easily handle the analysis of millions of cash register transactions each week,” said Egbert Dijkstra, Business Intelligence IT Manager at Ahold. “We are also very pleased with the speed with which our users can conduct sales and customer analyses.”

Ahold utilizes the MicroStrategy platform because of its proven data scalability, its speed of analytical processing, and its ability to proactively distribute information to end users via e-mail and wireless devices. Other key factors that led to the selection of MicroStrategy include the expertise within the MicroStrategy organization, rapid deployment capabilities, and MicroStrategy’s global presence.

“We are delighted that a world market player such as Ahold trusts MicroStrategy technology to obtain essential company and management information,” says Michel Haagmans, Managing Director of MicroStrategy Benelux. “Many organizations store large amounts of data, but they often do not make use of the added value that can be extrapolated from it. Ahold is a leader in its industry in achieving operational excellence through effective data analysis.”

Ahold is an international group of quality supermarkets and foodservice operators based in the United States and Europe. It provides an easy, convenient, and appealing shopping experience through continuous customer focus. Ahold is committed to offering its customers the best value, the highest quality, and healthy choices, while building value for its shareholders.
Providing Nearly 15,000 Travel Agents and Carriers with Web-based Access to a 25-Terabyte Database

Airlines Reporting Corporation (ARC) is helping approximately 15,000 of its customers save money and enhance efficiency and productivity by providing them with quick access to transaction data through its MicroStrategy-based extranet application. As the airline industry’s financial settlement provider for the United States and Puerto Rico, Arlington, VA-based ARC processes approximately 150 million ticket transactions per year for its customers, which include approximately 30,000 travel agents and more than 130 domestic and international carriers.

ARC uses the MicroStrategy platform to anchor the ARC Document Retrieval System, which allows travel agents and carriers to access summaries and details of millions of airline ticket transactions over the Web. Prior to the availability of the ARC Document Retrieval System, agents and carriers had to rely on paper copies of ticket documents, microfiche, and back-office systems to research ticket information for all of these transactions.

“The ARC Document Retrieval System is an example of how ARC is providing innovative solutions for our customers – travel agents and carriers – so that they can receive timely access to the information they require,” said John Kyle, General Manager of ARC COMPASS®, the analytical services division of ARC. “The MicroStrategy platform enables us to support thousands of users over the Web with a clean interface that requires little or no training for end users. Agents and carriers are saving substantial time and money by not having to print and rely on paper.”

“With MicroStrategy, we are able to deploy information manageably via a single, easy-to-use Web interface for both agents and carriers. The ARC Document Retrieval System has significantly improved ticket research times and reduced the number of errors that can result from different customers having different views of the data,” added Kyle.

ARC is the premier provider of financial settlement solutions and data and analytical services for the travel industry. Airlines, travel agencies, corporate travel departments, railroads, and other travel suppliers process more than $70 billion annually through ARC’s world-class settlement system, making it the financial backbone of travel distribution. ARC COMPASS®, the leading, trusted source for travel transaction information, powers data and analytical tools that help ARC customers make confident business decisions. ARC is an airline-owned company that builds on values of integrity, teamwork, innovation, cost-effectiveness, and excellence.
Relying on Easy-to-Use BI Technology to Forecast Policy, Claims, Exposure, and Reinsurance Data

Amlin plc uses the MicroStrategy platform as its enterprise-wide business intelligence standard. Amlin plc is a leading insurer operating in the Lloyd’s market, with managed capacity for 2007 of £1 billion. The MicroStrategy BI platform provides Amlin with timely and accurate analysis and reporting of policy, claims, exposure, and reinsurance data.

The key requirement for BI was for underwriters and claims personnel to receive early alerts and warnings to enable timely management action, reduce risk, and improve the quality of underwriting. MicroStrategy is used to deliver data to users in many innovative ways. For example, Credit Control receives notifications of credit risk and signing differences; underwriters receive advance policy renewals daily and are notified of suspect claims, large claims, and policy wordings not yet agreed; and claims alerts enable early reinsurance cash recoveries.

“MicroStrategy is helping us to achieve our goals through a single integrated platform and a Web interface. By providing a way of managing standard reporting across the company, we now have consistent and well-defined information sources we can rely upon,” said David Harris, Chief Operating Officer, Amlin plc.

Report production now takes far less time, so more time is available for revenue-generating analysis work. Group-wide reporting now operates on much reduced timescales. Key to success has been MicroStrategy technology, which provides the right information to the right people at the right time. This has led to a number of quantifiable business benefits: a 50 percent increase in speed of delivery of new reports, a 50 percent reduction in the time taken to produce monthly performance packs, and premium debt has been substantially reduced.

MicroStrategy BI has facilitated cultural and organizational change for Amlin as part of a wider business transformation process. External data mapped to Amlin’s internal data has provided a higher level of understanding of business risk. More granular data and analysis has allowed Amlin to price its insurance and reinsurance policies more competitively and to write better policy terms that more accurately reflect business risk.

Amlin plc is a recognised leader in the London insurance and reinsurance market, providing a global client base with risk management solutions. Amlin specialises in four business areas: Aviation; Marine; UK commercial; and International property and casualty insurance and reinsurance. A FTSE-250 quoted company, Amlin owns 100 percent of its £1 billion capacity for 2007, which is written through Lloyd’s Syndicate 2001. Amlin’s Syndicate is rated ‘A’ (Excellent) by AM Best and ‘A1’ (Stable) by Moody’s.
Using High Volume Reporting to Make Informed Sales and Pricing Decisions

London-based AstraZeneca is using MicroStrategy to report on and analyze data in its sales prescriber data warehouse (SPW). Approximately 250 employees use MicroStrategy’s Web-based analytical tools to determine market share, easily explore cost and profit data, and track the performance of new products. As a result, employees are making more effective business decisions that increase sales and drive market share gains.

The global pharmaceutical company uses the MicroStrategy platform to distribute 70,000 reports within a 24-hour window each month. AstraZeneca employees can pull up reports through its sales force portal or run queries—with 20-second average response times—against a one-terabyte Oracle® data warehouse. As a result, end users can view critical pharmaceutical sales information in a matter of seconds and quickly make decisions that seek to optimize market share with a particular HMO or prescription benefit management organization.

“MicroStrategy business intelligence gives us a better understanding of the market, and helps us meet expected market share goals for our products,” said Keith Megay, Senior Manager of Commercial Data Warehousing at AstraZeneca. “In addition, the performance and scalability of our MicroStrategy-based application is remarkable, allowing our users to be more productive and efficient.”
Deploying MicroStrategy-based Sales Reporting and Analysis to More Than 800 Users


“MicroStrategy Report Services provides an easy-to-use, integrated reporting and analytics platform that provides our end users greater business insight,” said Dan Crowe, Chief Information Officer of AutoTrader.com. He added, “We looked at other competing offerings, but preferred MicroStrategy’s end user experience and integrated architecture. For a new product, we’ve found Report Services to be extraordinarily feature-rich.”

MicroStrategy Report Services simplifies the deployment of business intelligence applications throughout a large organization – to all its employees, customers, and suppliers – and delivers the entire range of enterprise report types that companies need. More than 800 AutoTrader.com employees run reports against a 7-terabyte data warehouse and use MicroStrategy Report Services for sales analysis and reporting to improve operational efficiencies and competitive insight.

“Fully integrated with the MicroStrategy platform, MicroStrategy Report Services delivers high-quality reporting to the masses, and inherits the platform’s well-known strengths – user scalability, data scalability, industrial-strength reliability – that are required for enterprise reporting,” said MicroStrategy’s COO Sanju Bansal. “We’re proud that AutoTrader.com has selected MicroStrategy to fulfill its enterprise reporting needs.”

AutoTrader.com, created in 1997 and headquartered in Atlanta, GA, is the Internet’s leading auto classifieds marketplace and consumer information Web site. AutoTrader.com aggregates in a single location more than three million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 13 million qualified buyers each month. Through innovative merchandising products, such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online – dramatically improving the way people research, locate, and advertise vehicles.
Analyzing Purchasing Behavior to Develop More Effective Personalized Marketing

Boots The Chemists uses the MicroStrategy Business Intelligence Platform™ to deliver improved analysis and reporting of loyalty data to a wide range of users. Part of the Boots Group Plc, Boots The Chemists is the UK’s leading health and beauty retailer and one of the best known names in the UK.

Boots utilizes MicroStrategy for a variety of applications, including basket analysis, customer segmentation, and direct marketing, using the vast amount of data collected from its Advantage Card loyalty program. By upgrading its MicroStrategy platform, Boots also provides more sophisticated analysis to its existing user base and allows more internal users to gain access to its core marketing database. The retailer has improved its one-to-one marketing efforts and increased the profitability and lifetime value of each customer. Boots also provides access to loyalty information through the MicroStrategy Web interface to external parties in its supply chain.

“The Web-based nature of MicroStrategy and its intuitive, customizable reporting allows us to roll it out to new groups of users quickly and easily,” said Scott Sommerville, Business Consulting Manager, The Boots Company Plc. “In the past, analysts were using MicroStrategy to extract insight from purchasing data, but now we are able to empower a wider range of business users with critical information to help make our individual customer propositions more focused and deliver competitive advantage in our market.”

“MicroStrategy has been one of Boots The Chemists’ primary insight tools since the launch of the company’s loyalty card program in 1997, which is now believed to be the largest one of its kind in the UK. We’re very proud to be part of its plans to further empower users to deliver their own analysis and drive real business value from customer data,” commented Tony Bethell, UK Managing Director, MicroStrategy.

Boots is the UK’s leading health and beauty retailer. It has approximately 1,500 stores in the UK and Irish Republic where it serves around 8 million customers every week. Boots develops and sells its own brand health and beauty products, a number of which are leaders in their respective markets.
Providing Hundreds of Clients Secure Web Access to Their Important Claims Information

Carl Warren & Company, a third party claims administrator operating on a nationwide basis, relies on MicroStrategy as its Risk Management Information System. California-based Carl Warren & Company provides claims and litigation management services to more than 650 clients in the high tech, retail, transportation, consumer products, healthcare, banking, public agency, and hospitality industries.

“Our mission is to provide our clients with customized claim management solutions,” said Caryn Siebert, President of Carl Warren & Company. “MicroStrategy is supporting this mission with its business intelligence software. We selected MicroStrategy several years ago for a variety of reasons, including the fact that our MicroStrategy-based extranet gives our clients secure access to their important claims information so that they can make better decisions that reduce costs.”

Carl Warren employees currently use the MicroStrategy platform to perform financial analyses of client claims’ data in a secure environment. End users are able to track historical payments on claims as well as cash reserves over time. Carl Warren clients access a MicroStrategy-based extranet environment to perform intuitive reporting and ad hoc analyses on risk and loss prevention data. This enables clients to link to individual claims information, drill down to a particular payment, and read the narrative associated with the payment.
Providing Visibility into Data and Operations
Implementing the Medicare Modernization Act of 2003

In 2005, the Centers for Medicare and Medicaid Services (CMS) expanded its existing agreement with MicroStrategy. CMS is the federal agency within the U.S. Department of Health and Human Services (HHS) responsible for the Medicare, Medicaid, and the State Children’s Health Insurance Program (SCHIP) programs.

CMS entered into a multi-year enterprise-wide licensing arrangement with MicroStrategy in 2005 in support of current data warehousing and business intelligence projects and to assist with its growing reporting and data analysis requirements, including support for the Medicare Modernization Act of 2003 (MMA). MicroStrategy will help to provide visibility into data and operations in implementing the MMA, including Medicare management reporting and the new Medicare prescription drug program. MicroStrategy was selected by CMS because of its core reporting and analytic functionality and the product’s scalability to handle volumes of data and large user populations.

“We are delighted that CMS is expanding its deployment of MicroStrategy to support its growing business intelligence initiatives,” said Gary Monroe, MicroStrategy’s Director of Federal Operations. “With more than 40 million beneficiaries, CMS is an essential service to U.S. citizens. We are eager to continue building our relationship with CMS and pleased that they are realizing significant benefits from our technology.”

The mission of the Centers for Medicare and Medicaid Services is to ensure effective, up-to-date healthcare coverage and to promote quality care for beneficiaries. Its vision is to achieve a transformed and modernized healthcare system. CMS will accomplish its mission by continuing to transform and modernize America’s healthcare system.
Using Business Intelligence Across the Retail Enterprise to Improve Decision Making

Charming Shoppes, Inc. uses the MicroStrategy platform across its enterprise. Charming Shoppes is the largest plus-size specialty apparel retailer in America, with more than 2,300 stores nationwide.

Charming Shoppes’ extensive use of the MicroStrategy platform generates daily and weekly reports on an array of company activity. These highly detailed reports encompass merchandise sales and inventory analysis; assessments of the history of customer traffic in and out of stores; analysis of point-of-sales transaction details and promotion history; evaluations of transaction and promotion history for identified customers; HR/payroll reviews of store payroll hours and budget data; and analysis of accounts payable, the general ledger and fixed asset information.

These applications, running against a 2-terabyte Teradata data warehouse, involve each division headquarters and store operations’ field office and more than 800 Charming Shoppes employees, a number that is expected to grow.

“We’ve made MicroStrategy our business-wide standard because it has fully met our wish list requirements,” said Jack Dougherty, Project Manager at Charming Shoppes. “MicroStrategy provides a true enterprise reporting solution. It is easy to use and flexible, 100 percent Web-based, highly scalable for large databases, and offers powerful analytics and robust security. With MicroStrategy’s superior technology, we’re obtaining more valuable insight into nearly all aspects of our business, making more proactive decisions and being a more customer-responsive company.”

Charming Shoppes, Inc. is a leading multichannel specialty apparel retailer primarily focused on plus-size women’s apparel. It is the parent company of four distinct store brands – Lane Bryant, Fashion Bug, Catherines Plus Sizes, and Petite Sophisticate – as well as Crosstown Traders, Inc., a direct marketer of women’s apparel. Charming Shoppes, Inc. is the nation’s third-largest specialty retail apparel holding company as measured by store units. With more than 2,300 stores nationwide, Charming Shoppes provides a significant presence in strip shopping center, mall locations, and outlet centers.
Giving Users the Ability to Act on Valuable Customer Case, Billing, Sales, and Marketing Data


A MicroStrategy customer since 2001, Charter uses MicroStrategy for reporting on and analyzing key business areas, including customer care, billing, sales, marketing, and technical operations. MicroStrategy provides Charter personnel with a platform for strategic, internal intelligence gathering and gives users easy access to information about many of Charter’s critical business functions.

“As Charter continues to grow, we are pleased to extend our relationship with MicroStrategy for our business intelligence requirements,” said Jay Carlson, Charter's Senior Vice President of Information Technology. “MicroStrategy enables us to expand the capabilities and uses of valuable data across the company.”

“We are pleased to continue our relationship with Charter Communications,” said Sanju Bansal, MicroStrategy’s COO. “MicroStrategy’s ease-of-use, flexibility, and scalability for large databases offers a powerful reporting solution for dynamic companies like Charter.”

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Charter Communications, Inc. is a leading broadband communications company and the third-largest publicly traded cable operator in the United States. Charter provides a full range of advanced broadband services, including Charter Digital® video entertainment programming, Charter High-Speed® Internet access, and Charter Telephone® Charter Business™ similarly provides scalable, tailored, and cost-effective broadband communications solutions to business organizations, such as business-to-business Internet access, data networking, video and music entertainment services, and business telephone. Charter’s advertising sales and production services are sold under the Charter Media® brand.
Children International is using MicroStrategy as the standard for its business intelligence applications. Children International chose MicroStrategy for its superior performance, ease-of-use, pure Web design, and rapid deployment capabilities.

A wide range of staff, including executives and administrative personnel in the child benefits, marketing, and reporting functions, use MicroStrategy software to analyze its active sponsorships, track advertising buys, and publish the results of its analyses to the rest of the organization. With the software, Children International is able to measure response rates to ads, increase customer acquisition, and strengthen customer loyalty.

“We rely on the many powerful features of the MicroStrategy platform to analyze, report, and deliver critical transaction information across our organization,” said Brian Anderson, Vice President of Marketing and Development at Children International. “Because the MicroStrategy platform is so easy to set up and deploy across many users, we envision building additional business intelligence applications.”

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Children International’s mission is to help children living in dire poverty. Through the generosity of contributors, it provides needy children with a variety of programs and services to meet their basic needs, enhance their self-esteem, and raise their physical and educational levels in a meaningful, lasting way. Since 1936, Children International has been providing assistance to 320,000 children and families struggling in terrible poverty. Today, through sponsorship, it helps children in 11 countries – Chile, Colombia, the Dominican Republic, Ecuador, Guatemala, Honduras, India, Mexico, the Philippines, the United States, and Zambia.
Improving Efficiency and Productivity by Reporting on Internal Operations

Comcast Cable, the nation’s leading provider of cable, entertainment, and communications products and services, relies on the MicroStrategy platform to increase internal operational efficiency and employee productivity. Comcast serves 24.1 million cable customers, 12.4 million high-speed Internet customers, and 3.5 million voice customers.

Comcast uses the MicroStrategy system to track and assess business data across functional areas to provide managers with greater insight into the company’s internal operations. Comcast runs these applications against a 1-terabyte Redbrick database.

"With MicroStrategy’s software, our employees have the ability to create their own reports, and that helps support our goal of generating and internally disseminating timely, in-depth reports on key aspects of our operations," said Eric DeSimone, Comcast’s Director of Business Intelligence Systems. "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 is a valued customer and serves as another important validation of the exceptional capabilities of MicroStrategy’s software," said MicroStrategy's COO Sanju Bansal. "This deal is part of a broader trend of MicroStrategy success with leading companies across the business spectrum who demand industrial-strength business intelligence solutions."

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Comcast Corporation is the nation's leading provider of cable, entertainment, and communications products and services. With 24.1 million cable customers, 12.4 million high-speed Internet customers, and 3.5 million voice customers, Comcast is principally involved in the development, management, and operation of broadband cable systems, and in the delivery of programming content. Comcast's content networks and investments include E! Entertainment Television, Style Network, The Golf Channel, VERSUS, G4, AZN Television, PBS KIDS Sprout, TV One, four regional Comcast SportsNets, and Comcast Interactive Media, which develops and operates Comcast's Internet business. Comcast also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team, and two large multipurpose arenas in Philadelphia.
Improving Purchasing Strategies at a Leading UK Retailer

Electrical retailer Comet relies on the MicroStrategy platform to deliver new management information to its purchasing teams and improve buying strategies.

Using MicroStrategy, Comet’s DPP (Direct Product Profitability) application not only gives its product category managers information on the gross margin of each product, but also presents them with a profit and loss account for their entire range by integrating data from various sources. DPP is used by all category managers at Comet’s UK headquarters.

“Enabling our commercial teams to see how much revenue is in each product – not only taking the cost and selling price of each unit into consideration, but also distribution, service, warranty, and delivery costs – affects buying behaviour and Comet’s profitability,” explained Andy Hicketts, IS Development Controller at Comet. “By having a single integrated BI platform from MicroStrategy, we can easily manage reporting to all our category managers, confident we are dealing with one set of consistent and reliable data.”

Chris Kent, Pricing Team Controller at Comet confirmed: “DPP is giving us information on brands and products that was just not available before. Now decisions are made taking the true profitability of the product into account and not just margin, as we would have done traditionally.”

The DPP project is the latest phase in Comet’s management information strategy using MicroStrategy. Comet has given its 250 store managers access to sales analysis and reporting, allowing them to share information, best practices, and increase sales. Some stores increased profits by up to 20 percent as a result.
Providing a Comprehensive Source of Healthcare Information for Blue Cross® Blue Shield® Personnel

In 2006, Consortium Health Plans (CHP), which positions Blue Cross® Blue Shield® Plans as the preferred choice for national employers, selected MicroStrategy to support its new Web portal, MarketQuest.

Anchored by MicroStrategy, MarketQuest provides a comprehensive source of information and collaboration for Blue Cross Blue Shield personnel who support the sale and retention of national accounts. MarketQuest users include national account sales executives and other sales personnel, proposal writers, underwriters, and medical directors. With MarketQuest, users develop a more consultative approach towards sales activities and a deeper understanding of competitors, consultants, and the healthcare industry.

“Following a thorough evaluation and RFP with several vendors, we selected MicroStrategy because of its robust analytical and reporting capabilities, and its user-friendly Web interface,” said Michael Underman, V.P. National Account Services for CHP. “MicroStrategy’s unified architecture and strong end-user functionality are well-suited for the diverse data requirements of our user population.”

“We are proud to be working with CHP to support their new Web portal with our advanced business intelligence technology,” said MicroStrategy’s COO Sanju Bansal. “MicroStrategy offers dynamic reporting features in a user-friendly interface that can be Web-deployed to thousands of users securely.”

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Consortium Health Plans provides strategic market intelligence, strong market relationships, and leading-edge sales tools to position Blue Cross Blue Shield Plans as the carrier of choice for national accounts. There are 18 member Plans in the Consortium.
Providing Insightful Reports on Key Merchandising Data and Drill Down to Individual Transactions via an Extranet

The Container Store, the nation’s leading retailer of storage and organization products, utilizes the MicroStrategy Business Intelligence Platform™ to support its merchandising system. The Container Store, with locations in 15 markets across the country, showcases more than 10,000 innovative storage and organization products designed to help people save valuable space and time.

MicroStrategy was selected by The Container Store to convert large volumes of merchandise data into actionable information for store buyers. From their desktop, The Container Store buyers can easily access SKU data via an extranet and then segment inventory purchased by store, by time, and by product. With MicroStrategy, The Container Store users are able to make well-informed business decisions such as what products to retain in inventory and what products to retire. In addition, the information helps buyers to identify emerging trends in materials, color palettes, and styles. The Container Store also uses daily exception-based reports, a self-service reporting system at the store and buyer level that alerts users to situations when they need to take action.

“With our daily merchandise reports, we gain a competitive edge over other retailers who wait for weekly or month-end reports,” said Beth Gonzalez, Merchandise Systems Director of The Container Store. “MicroStrategy gives our buyers and executives an up-to-date picture of our business and enables us to better understand what we sell, when we sell it, and where we sell it, which ultimately influences our high levels of customer service. Our buyers count on this information to make knowledgeable decisions about when to add or retire products, which has a positive impact on our bottom line.”

The Container Store, the nation’s originator and leading retailer of storage and organization products, currently has 38 locations across the country and has been named to FORTUNE® magazine’s annual list of the “100 Best Companies to Work For” for the past eight years. The Container Store offers free closet design services every day in its stores and online using elfa, the premiere shelving and drawer system. Sales for fiscal year 2006 are projected at an excess of $500 million. The Container Store is privately held.
Providing Corporate Express’ Customers with Insight into Office Supply Purchases

In 2007, Corporate Express US, a wholly-owned subsidiary of Corporate Express NV, selected MicroStrategy for its online customer reporting application. Corporate Express US Inc. is one of the world’s largest business-to-business suppliers of essential office and computer products and services.

With MicroStrategy, Corporate Express customers will be able to run reports and analyze data related to their office supply purchases. More than 10,000 customers are expected to use this online service, which will be available through Corporate Express’ award-winning EWAY Internet ordering site. Corporate Express customers, from executives to business analysts, will be able to view procurement data using at-a-glance dashboards and standard reports and by drilling down to transaction-level data for more detailed investigation. Corporate Express currently uses MicroStrategy to monitor business performance at the corporate and divisional levels, and to perform interactive enterprise reporting and analysis.

“MicroStrategy’s data and user scalability, powerful reporting capabilities, and ease-of-use made it a logical choice for us,” said Wayne Aiello, VP of eBusiness at Corporate Express US. “We look forward to giving our customers easy access to their procurement data, which will provide enhanced insights into their purchasing profiles with Corporate Express.”

In June 2007, Corporate Express US received the 2007 Best Practices Award from The Data Warehousing Institute (TDWI) for its MicroStrategy-based market basket application. Corporate Express US took top honors in the predictive analytics category. TDWI’s Best Practices Awards program is designed to identify and honor companies that have demonstrated excellence in developing, deploying, and maintaining BI and data warehouse (DW) applications.

“Corporate Express is honored to receive this prestigious award from TDWI,” said Jay Mutschler, Chief Operating Officer for Corporate Express US. “Our MicroStrategy-based market basket application removes the guesswork and enables us to make analytically-based decisions that enhance the online customer experience.”

Corporate Express provides customers with a single source of business products and services, so that they can focus their resources, energy, and time on their core business. Corporate Express helps organizations to save time and maximize their productivity. Headquartered in the Netherlands, Corporate Express NV generated 2006 annual sales of EUR 6.3 billion. The Company has a widespread global distribution network spanning North America, Europe, and Australia, has close to 19,000 employees, and operations in 20 countries. Corporate Express is listed on Euronext Amsterdam and in New York.
Handling Massive Amounts of Real-Time Trade and Customer Interaction Information Reliably

Cortal Consors is using MicroStrategy to anchor its global online trading analysis platform. Cortal Consors, one of Europe’s largest online brokers, has a client base of approximately 1.1 million account holders who can trade by the Internet, phone, or wireless device.

“Business growth and the high trading volume we support required a powerful and reliable business intelligence foundation,” said Peter Fuchs, Data Warehouse Manager at Cortal Consors. “The MicroStrategy platform provides the flexibility and ease of use that our end users require daily to analyze massive amounts of trade and customer interaction information, thereby uncovering insight that drives improvements in our product and service offerings. Furthermore, the platform supports complex data analyses with maximum efficiency and is flexible enough to accommodate future trade volume and business growth.”

Cortal Consors uses MicroStrategy to integrate and analyze information – including order, customer, and financial data – from a single, global analysis platform.
# Tapping into Vital Business Performance Data and Reducing Losses Through Early Fraud Detection

In 2006, CSK Auto Corporation expanded its deployment of MicroStrategy for enhanced enterprise reporting and analysis. CSK Auto Corporation is the parent company of CSK Auto, Inc., a specialty retailer in the automotive aftermarket, operating more than 1,280 retail stores.

Phoenix, AZ-based CSK Auto has been a MicroStrategy customer since 2003. CSK Auto expanded its deployment of MicroStrategy to enhance its reporting and analysis capabilities, and enable more users to tap into vital business performance data. Corporate management, business analysts, and field personnel use MicroStrategy for a wide range of applications, including analyzing consumer purchasing trends, loss prevention reporting, monitoring vendor performance and compliance, and conducting detailed analyses of the sales, replenishment, and purchasing functions.

“As our BI requirements have expanded over the years, MicroStrategy has grown with us, providing the flexibility, scalability, and user-friendly reporting features that we need to better assess our corporate performance,” said Rosann Eydeler, Sr. IT Application Development Manager at CSK Auto Corporation. “With MicroStrategy, we gain critical insights into our business that help us to analyze sales trends, reduce losses through early fraud detection, and improve our vendor performance.”

“We’re very proud that CSK Auto continues to achieve success with our reporting and analysis platform,” said MicroStrategy’s COO, Sanju Bansal. “MicroStrategy’s ease-of-use, flexibility, and scalability for large databases offers a powerful reporting solution for growing retail companies like CSK Auto.”

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**CSK Auto Corporation is the parent company of CSK Auto, Inc., a specialty retailer in the automotive aftermarket. As of April 30, 2006, the Company operated 1,288 stores in 22 states under the brand names Checker Auto Parts, Schuck’s Auto Supply, Krügen Auto Parts, and Murray’s Discount Auto Stores.**
Assessing Sales, Finance, Human Resources, and Competitiveness

At Darden Restaurants, Inc. the MicroStrategy platform currently anchors 12 business intelligence applications across 17 business areas – assessing sales, finance, human resources, and competitiveness.

A MicroStrategy customer since 1997, Darden Restaurants, Inc. is the largest casual dining restaurant company in the world, operating more than 1,400 Red Lobster, Olive Garden, Bahama Breeze, Smokey Bones, and Seasons 52 restaurants in North America.

More than 250 of Darden Restaurant’s financial and marketing analysts, operations and human resource personnel, and executive management use MicroStrategy to track, analyze, and report on profitability and marketing promotions, guest satisfaction scores, employee retention, as well as perform market basket analyses, inventory and scenario planning. Employees are able to determine, for example, the impact on a restaurant’s profitability if 50 percent of its patrons purchased an additional appetizer. Darden recently expanded its enterprise reporting, utilizing Report Services and Narrowcast Server to deliver sales and guest count trend reporting to restaurant managers and senior executives.

“The professional look and feel of Report Services documents allow us to deliver presentation ready reports quickly and easily,” said Karol Keranen, Project Leader for Business Intelligence Systems, Darden Restaurants, Inc.

Darden Restaurants, headquartered in Orlando, FL, owns and operates about 1,400 Red Lobster, Olive Garden, Bahama Breeze, Smokey Bones, and Seasons 52 restaurants. The company is the 25th largest employer in the United States with nearly 160,000 employees. It is also the world’s largest casual dining company with $5.7 billion in annual sales.
Tracking Product Sales and Inventory Levels in Order to Make Revenue-Generating Decisions

Dick’s Sporting Goods, Inc. uses the MicroStrategy platform as its enterprise reporting standard. Dick’s Sporting Goods is an authentic sporting goods retailer that offers a broad selection of high-quality, competitively-priced brand name sporting goods equipment, apparel, and footwear.

After reviewing reporting solutions from among the many available business intelligence products, Dick’s chose MicroStrategy to replace its Cognos installation. Dick’s Sporting Goods employees, including store managers, merchandising analysts, and senior management, use MicroStrategy software to analyze a 2-terabyte Oracle data warehouse. End users are able to perform sales, category, and inventory management analyses in order to more effectively track product sales, product mix, and inventory levels.

“Dick’s Sporting Goods’ commitment to MicroStrategy is further proof of the importance of business intelligence to large corporations today,” said MicroStrategy’s COO Sanju K. Bansal. “Leading retailers like Dick’s Sporting Goods are choosing MicroStrategy’s industrial-strength platform to gain visibility into their operations and make revenue-generating decisions that please management, shareholders, and most importantly, a discerning customer base.”

Dick’s Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel, and footwear in a specialty store environment. As of May 5, 2007, the Company operated 309 stores in 34 states primarily throughout the eastern half of the U.S. The Company also owns Golf Galaxy, a multi-channel golf specialty retailer, with 75 stores in 28 states, ecommerce Web sites, and catalog operations.
Enabling Hundreds of Suppliers to Track Sales and Inventory Levels on Specific Products at 850+ Drugstores

In 2006, MicroStrategy customer dm-drogerie markt was one of three companies that received the Efficient Consumer Response (ECR) Award. The Efficient Consumer Response Award is presented annually by GS1 Germany GmbH, part of the global GS1 organization that is dedicated to the development and implementation of global data standards and solutions for the supply chain. dm-drogerie markt, a German drugstore company with more than 850 stores in Germany, was recognized for its exemplary CRM collaboration with one of its suppliers, Kao Brands Europe.

dm-drogerie markt installed a MicroStrategy business intelligence solution to gather data for the marketing and accounting departments. With MicroStrategy, dm-drogerie markt offers its suppliers the ability to analyze their products through a Web-based extranet. More than 280 suppliers, which supply products representing 90 percent of the company’s total revenue, use the extranet to produce more than 23,000 reports per month.

The MicroStrategy-based extranet facilitates the collaboration between category management and supply chain management with its flexible Web interface. “With 12,000 articles in stock and 11 category managers, the extranet gives us valuable information to better manage our inventory and relationships with suppliers,” said dm-director Prof. Gotz W. Werner.

MicroStrategy’s solution offers the dm-drogerie markt suppliers transparency into their own marketing efforts, supports quality management across the supply chain, and provides consistent data with its central application. The MicroStrategy relational online analytical processing (ROLAP) approach allows suppliers to access information on their specific products at selected stores to uncover important details.

dm-drogerie markt has been a MicroStrategy customer since 1997. The drugstore brings together data from across all departments into the extranet, including sales data, product sales by store and by date, inventory status, and pricing information.

dm-drogerie markt, with a market share of 20 percent, is the second-biggest drugstore in Germany and has 869 stores, a total revenue of 2.7 billion euro, and employs 16,000 employees in Germany. The double-digit revenue increase experienced by the chain is based on unchallenged price and service leadership and on the highest total revenue of single stores in the industry. dm received the best grade for customer satisfaction in the Customer Monitor Germany 2006 out of all German trade companies.
Responding Faster and More Intelligently to Customer Demands

Faith Shoes uses MicroStrategy to track its key business parameters to ensure rapid response to customer needs. Faith Shoes deploys the MicroStrategy platform to provide users at more than 250 outlets with sophisticated sales performance and inventory analysis capabilities.

As one of the UK’s leading shoe manufacturers and retailers, the company saw the need to enhance its sales and inventory tracking processes and hence improve its overall business operations, to better react to market trends. The company selected MicroStrategy because of its proven experience in the retail sector.

“Right from the start, MicroStrategy demonstrated a clear understanding of our business needs,” said Lionel Stock, Head of Finance at Faith Shoes. “We need to have quick and accurate insight into sales trends and supply chain efficiency to rapidly modify pricing and promotion strategies. This knowledge, coupled with its scalable, reliable platform, left us with an easy decision to make.”

In 1964, Samuel Faith founded Faith Shoes. The brand is based on strong foundations combining inspirational style, customer loyalty and affordability. In recent years, its achievements have been recognised with prestigious awards, including for the seventh consecutive year Best Footwear 2006 voted by Company magazine readers and for the second consecutive year Ultimate Shoe Retailer 2006 as voted by More magazine readers.
Supporting Information Sharing Among Law Enforcement, Intelligence, and Homeland Security Agencies

In 2005, the Federal Bureau of Investigation (FBI) expanded its deployment of MicroStrategy to support requirements across multiple programs within the Bureau. MicroStrategy’s technology supports information sharing among law enforcement, intelligence, and homeland security agencies. The value of the initial order for software and services under the agreement was approximately $1.6 million.

The FBI entered into a multi-year enterprise-wide licensing arrangement with MicroStrategy in support of current projects and its plan to establish a services-oriented architecture using standard commercial-off-the-shelf technology. MicroStrategy provides users with access to critical data stored in the FBI’s massive information repositories to help monitor and manage day-to-day operations and support investigative and intelligence activities.

“We are extremely proud of our growing relationship with the FBI and its decision to use the MicroStrategy platform to support vital national programs,” said Gary Monroe, MicroStrategy’s Director of Federal Operations. “MicroStrategy is well-suited for large government agencies because of its reliability, scalability, security, and intuitive Web interface. Our customer base includes a wide range of federal, state, and local government organizations that use MicroStrategy to gain greater insights into their operations and make data-driven decisions.”

The mission of the Federal Bureau of Investigation is to protect and defend the United States against terrorist and foreign intelligence threats, to uphold and enforce the criminal laws of the United States, and to provide leadership and criminal justice services to federal, state, municipal, and international agencies and partners.
Providing Extranet Reporting to 30,000+ Escrow Officers, Real Estate Agents, and Mortgage Brokers

In 2005, The First American Corporation, the nation’s largest data provider, selected MicroStrategy as a business intelligence solution. A FORTUNE® 500 company, First American expanded its deployment of MicroStrategy across the enterprise to support a variety of a variety of internal and external applications, including business performance dashboards for First American executives, operational reporting for channel vendor management, and compliance reporting for partner lending institutions.

The First American Corporation has established a BI Center of Excellence and uses MicroStrategy to provide reporting and analytic applications that helps integrate information from its 75 separate business units and subsidiaries. The MicroStrategy platform was selected as an enterprise standard for business intelligence because of its ability to handle large data-sets, large user populations, stringent security requirements, and complex analytics.

The First American Corporation has been a MicroStrategy customer since 2002. MicroStrategy was adopted by First American’s Enterprise Technology Group for applications involving real estate and lender products and services, including an extranet for more than 30,000 escrow officers, real estate agents, mortgage brokers, and bank managers. The extranet provides reports for customers to assist them in cross-selling products, providing marketplace analysis, and providing customer marketing assessments. First American’s LoanPerformance subsidiary also utilizes the MicroStrategy platform for improved analysis and reporting of mortgage industry data trends.

“MicroStrategy has been instrumental in helping us build highly successful business intelligence applications,” said Roger S. Hull, Executive Vice President and Chief Information Officer for The First American Corporation. “As a result of this unqualified success, MicroStrategy is now our preferred BI vendor, and we are expanding the deployment throughout our organization. MicroStrategy provides a robust architecture with exceptional functionality that can efficiently handle First American’s ever-growing internal and external BI requirements.”

The First American Corporation, a FORTUNE® 500 company that traces its history to 1889, is the nation’s largest data provider. First American combines advanced analytics with its vast data resources to supply businesses and consumers with valuable information products to support the major economic events of people’s lives, such as getting a job, renting an apartment, buying a car or house, securing a mortgage, and opening or buying a business. The First American Family of Companies, many of which command leading market share positions in their respective industries, operate within six primary business segments, including: Title Insurance and Services, Specialty Insurance, Mortgage Information, Property Information, Credit Information, and Screening Information. With revenues of $6.72 billion in 2004, First American has approximately 2,000 offices throughout the United States and abroad.
Deploying Dynamic Enterprise Dashboards and Reporting Applications to Increase Profitability

In 2006, Grange Insurance expanded its deployment of MicroStrategy as its strategic enterprise reporting and analysis standard. Through its network of independent agents, Grange offers auto, home, life, business, and farm insurance protection through Grange Insurance, Trustgard Insurance, and Integrity Insurance.

MicroStrategy's integrated business intelligence platform supports a wide range of applications for Grange Insurance across its multiple insurance and financial products. Hundreds of Grange Insurance associates, including territory managers, portfolio managers, and customer management personnel use MicroStrategy to analyze four terabytes of data to identify areas of improvement in product design, customer management, and to recognize cross- and up-sell opportunities. Grange Insurance users also rely on MicroStrategy's Web-based reports to assist them in increasing the profitability of each product, region, and agent.

"MicroStrategy gives us a comprehensive view of our business and enables us to better serve our customers and run our operations more efficiently," said Tony Simpkins, Data Warehouse Project Manager at Grange Insurance. "Our diverse business generates volumes of data and MicroStrategy provides our associates with analytically-based and actionable insight to make more effective decisions that positively impact our bottom line."

"We are delighted that Grange Insurance is achieving success with their business intelligence applications and expanding their relationship with MicroStrategy," said Sanju Bansal, MicroStrategy's COO. "MicroStrategy's sophisticated capabilities, including its user-friendly Web interface, data scalability, and advanced analytics, are well-suited for companies like Grange Insurance that have business intelligence requirements that grow in complexity and size over time."

Grange Mutual Casualty Group, based in Columbus, OH, is a $1 billion insurance provider. Through its network of independent agents, Grange offers auto, home, life, business, and farm insurance protection through Grange Insurance, Trustgard Insurance, and Integrity Insurance. The company serves policyholders in Georgia, Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Ohio, South Carolina, Tennessee, Virginia, and Wisconsin.
Global Trade and Logistics Portal Helps Leading Companies Identify Ways to Reduce Supply Chain Costs

In 2006, GT Nexus selected MicroStrategy to power the customer-facing analytics and reporting capabilities on its Global Trade and Logistics portal. The GT Nexus portal is an on-demand technology platform that is used by importers, exporters, transportation carriers, suppliers, banks, and other partners to manage goods that are moving around the world.

The GT Nexus system captures and stores hard-to-get data associated with global supply chains, and then fuels a range of Web applications that can be used by constituents to lower supply chain costs and improve control. MicroStrategy will help GT Nexus to deliver a wide range of analytics and reporting capabilities to its customers, which include Home Depot, Kmart, Xerox, Weyerhaeuser, and American Eagle Outfitters.

By embedding MicroStrategy’s business intelligence technology into its portal, GT Nexus enables customers to analyze their global supply chains and the performance of their partners. With this data, GT Nexus customers can identify weak spots in their supply chain and make analytically-based decisions that can reduce costs, improve operational efficiencies, and enhance business performance.

“Our customer base is very diverse and a one-size-fits-all approach to reporting and analytics does not work for us,” said Andy Stinnes, VP of Products and Corporate Strategy for GT Nexus. “By embedding MicroStrategy, we give our customers the ability to build their own unique reports and analytics. We conducted a thorough assessment of BI products and it was apparent, early on, that MicroStrategy’s technology was ahead of the game in many key areas. We were particularly impressed with MicroStrategy’s full-featured Web interface with drag-and-drop interactivity to meet the needs of our diverse user population. Scalability to handle volumes of data and an integrated architecture for a seamless user experience were two other important decision criteria for us.”

GT Nexus runs the world’s only industry-backed, on-demand global trade and logistics portal. Today, more than 40,000 registered users, from more than 15,000 organizations use a range of capabilities on the portal to optimize the global flow of goods and trade information from order point to final payment. GT Nexus connects the physical and financial supply chains. This allows buyers, sellers, banks, and logistics providers to work over a common platform with a core set of information that supports multiple trade and logistics functions. Customers include Xerox, American Eagle Outfitters, Procter & Gamble, Weyerhaeuser, and The Home Depot.
Distributing Performance Insight Across Various Channels, Product Groups, and Business Units

In 2007, Hallmark Cards, Inc. expanded its use of MicroStrategy software for enterprise-wide reporting and analysis. Hallmark, based in Kansas City, is known throughout the world for its greeting cards and related personal expression products.

MicroStrategy’s integrated business intelligence platform supports a wide range of reporting and analysis applications for Hallmark, providing insights into business performance across the company. Retail and sales productivity applications provide company-wide insight into product performance across various channels, product groups, and business units. MicroStrategy-based applications also analyze the effectiveness of consumer marketing campaigns, and consumer market basket and cross-buying behavior.

“MicroStrategy allows us to understand how recent product innovations, such as our ‘Cards with Sound’ line are performing in the marketplace,” said Paul Wolters, Hallmark’s Business Intelligence Manager. “The scalability and usability of MicroStrategy enables us to distribute performance information throughout the organization so our business users can focus on our mission of delivering products and services that enrich people’s lives.”

“MicroStrategy is proud to expand its relationship with Hallmark, a recognized innovator and leader in the greeting card industry,” said Sanju Bansal, MicroStrategy’s COO. “MicroStrategy is well-suited to meet Hallmark’s growing business intelligence requirements. The MicroStrategy platform has the scalability and flexibility to analyze volumes of data at the transactional level and provide Hallmark’s users with valuable insights to enhance business performance.”

Kansas City-based Hallmark is known throughout the world for its greeting cards, related personal expression products, and television’s most honored and enduring dramatic series, the Hallmark Hall of Fame. The company’s Crayola subsidiary provides fun and imaginative ways for children to colorfully express themselves. The company publishes products in more than 30 languages and distributes them in more than 100 countries.
Increasing Profitability at Every Hard Rock Cafe Location and Region Across the Globe

In 2006, Hard Rock International, one of the most globally recognized music, entertainment, and dining brands, selected the MicroStrategy Business Intelligence Platform™ for reporting and analysis of key performance metrics throughout company-owned café locations.

MicroStrategy’s software provides Hard Rock’s management staff with comprehensive, operational information. Hard Rock uses this information in its efforts to increase the profitability of each café location and region.

“We selected MicroStrategy because we need a scalable platform with an easy-to-use Web interface that provides a single source for mission-critical reporting and analysis,” said Kelly Maddern, Hard Rock International’s Senior Director of IT. “MicroStrategy allows us to extend valuable insight to users in the cafés and corporate departments through content-rich, user-friendly reports that empower them to make more strategic and proactive decisions. This will allow us to better assess performance and enhance operational efficiencies.”

“With MicroStrategy, Hard Rock can view key performance indicators via the Web,” said MicroStrategy’s COO Sanju Bansal. “Leading companies across the globe are choosing MicroStrategy’s industrial-strength platform to gain visibility into their operations and to help make important revenue-generating decisions.”

With 122 high-energy Hard Rock Cafes and 13 Hard Rock Hotels and Casinos in more than 42 countries, Hard Rock International is one of the world’s most globally-recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world’s greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning Web site.
Deploying a Broad Array of Business Intelligence Applications to Improve the Quality of Patient Care

In 2006, HealthCare Partners Medical Group selected MicroStrategy to provide its business intelligence platform. Based in Torrance, CA, HealthCare Partners has about 400 physicians and provides care for approximately 500,000 patients.

HealthCare Partners initially plans to deploy MicroStrategy for internal reporting and analysis of patient satisfaction and health insurance data. MicroStrategy was selected by HealthCare Partners for its integrated architecture, ease of use, scalability, and data security.

“We look forward to working with MicroStrategy and deploying a broad array of BI applications that will help us improve our business performance and the quality of our patient care,” said Zan Calhoun, Chief Information Officer of HealthCare Partners. “After evaluating other BI providers, we found that MicroStrategy’s advanced analytics, scalability, and user friendly reporting features were an excellent fit.”

“MicroStrategy is pleased to add HealthCare Partners as yet another of our healthcare customers,” said Sanju Bansal, Chief Operating Officer of MicroStrategy. “Organizations across the healthcare industry rely on MicroStrategy to analyze and improve operations, service quality, resource utilization, and claims administration.”
Using MicroStrategy to Improve Sales, Perform Market Basket Analysis, and Assess Ad Effectiveness

H-E-B deploys the MicroStrategy platform enterprise-wide, for reporting and analysis of sales, market baskets, advertising effectiveness, and cross-merchandising opportunities.

Founded in Kerrville, TX in 1905, H-E-B employs more than 60,000 employees and operates more than 300 stores throughout Texas and internationally in Mexico. It has grown to be one of the largest independently owned food-retailing companies in the U.S.

H-E-B utilizes MicroStrategy to distribute analyses and reports to merchandisers and store operations management at its 300 stores, regional offices, and corporate headquarters location. For its MicroStrategy applications, H-E-B employs a 6-terabyte Teradata database. Approximately 800 employees are users of these applications.

H-E-B uses MicroStrategy for a wide variety of business intelligence reporting. Its recent expansion of MicroStrategy allows H-E-B to efficiently expand the benefits of its data warehouse to the leadership of its retail stores.

Stats
Database: Teradata
Data Size: 6 TB
# of Users: 800
Deployment Type: Intranet

Applications
Data Scalability
Marketing Analysis
Merchandise Management
Sales Analysis

For more than 100 Years, H-E-B has been an innovative retailer. Known for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience at every day low prices. Based in San Antonio, H-E-B employs more than 60,000 Partners and serves millions of customers in more than 150 communities throughout Texas and Mexico.
Tracking Sales and Marketing Trends for More Than 170,000 Products

Henry Schein, Inc. is using MicroStrategy to gain better insight into its sales and marketing operations. With the technology, Melville, NY-based Henry Schein is able to track sales of its more than 70,000 products in stock and additional 100,000 products available as special-order items, and analyze buying trends across its customer base.

"MicroStrategy is the platform upon which the entire company is accessing product, customer, and sales information," said Darryl Kelley, Director of MIS at Henry Schein, Inc. "The crux of our business is our customers and our products, and MicroStrategy enables Henry Schein to track sales over time for all of our medical, dental, and veterinary products. We selected MicroStrategy for its platform's superior analytics, flexibility, and impressive information delivery capabilities. Thus far, we have received excellent feedback from our end user community."

Currently, Henry Schein employees are able to perform sales and marketing analyses against a centralized IBM DB2 data warehouse. End users can, for example, track the performance of a prior sales promotion or analyze the buying trends of a particular product on a given day, to determine who is buying what items and at what times. In the future, the company expects to continue to expand the reach of its MicroStrategy-based system to include other areas of the business.
Using Business Intelligence Across the Enterprise to Improve Information Sharing and Decision Making

In 2005, Herbalife Ltd. selected the MicroStrategy Business Intelligence Platform™ to facilitate sharing of pertinent information. Herbalife is a global network marketing company that sells weight management, nutritional supplement, and personal care products intended to support a healthy lifestyle.

Previously, requests for complex business data took several days to complete. With MicroStrategy's zero-footprint Web interface, Herbalife employees have vital information at their fingertips from consistent data sets, which provide them with greater insight and improved analysis capabilities.

"MicroStrategy provides our entire organization with sophisticated reporting and analysis capabilities," said Tim Waters, Vice President of Business Analysis at Herbalife. "We are impressed by its easy-to-use Web interface, its ROLAP technology to drill down to transaction level detail, and its exceptional scalability to expand with our growing international business."

"Herbalife is a valued customer and we are pleased that it has selected MicroStrategy as its enterprise standard," said MicroStrategy's COO Sanju Bansal. "Global companies like Herbalife have recognized that MicroStrategy's industrial-strength platform provides outstanding enterprise-class reporting and sophisticated business intelligence applications.

Herbalife Ltd. is a global nutrition and direct selling company offering a range of science-based weight management products, nutritional supplements (“Inner Nutrition”), and personal care products (“Outer Nutrition®”) to support weight management and a healthy lifestyle. The company pursues its global mission of ‘changing people’s lives’ by marketing and selling its products through a network of more than one million independent Distributors who conduct business in more than 60 countries worldwide. For those wishing to become Distributors, the company also offers a financially-rewarding business opportunity.
Delivering Understandable, High-Value Business Intelligence to Thousands of Users

Hudson’s Bay Company, Canada’s largest retailer and oldest corporation, uses MicroStrategy as its enterprise-wide standard for accessing, analyzing, and sharing information. Hudson’s Bay Company chose MicroStrategy after an extensive review of competing products in a deal valued at well over $1 million.

Hudson’s Bay Company’s deployment of the MicroStrategy Business Intelligence Platform™ spans the enterprise, with nearly 5,000 users harnessing the MicroStrategy platform for reporting, analysis, and information delivery. These users include store managers, company executives, financial and marketing analysts, and outside vendor personnel. The specific, diverse applications include reporting of store sales and advertising expenditures, merchandise management, category reviews, vendor scorecards, financial analysis, and supply chain reporting and analysis. MicroStrategy provides visibility into Oracle and Teradata databases of two to three terabytes.

“We chose MicroStrategy over other vendors because its platform delivers understandable, high-value business intelligence to all our users,” said an executive at Hudson’s Bay Company. “Our end users love MicroStrategy’s easy-to-use Web interface and its exceptional reporting features. MicroStrategy’s zero-footprint Web interface enables increased information sharing with our vendors, allowing us to realize efficiency and productivity gains that help us more proactively serve our customers.”

Hudson’s Bay Company, established in 1670, is Canada’s oldest diversified general merchandise retailer. The Company provides Canadians with the widest selection of goods and services available through retail channels that include more than 580 stores in the Bay, Zellers, Home Outfitters, Designer Depot, and Fields chains. Hudson’s Bay Company employs nearly 70,000 associates and has operations in every province in Canada.
Delivering Timely, Accurate, and Sensitive Pharmaceutical Data to Top Drug Companies and Wall Street Firms

ImpactRx, a leading provider of market and sales force effectiveness insight to the pharmaceutical industry, relies on MicroStrategy for reporting and analysis of pharmaceutical data for top drug companies and Wall Street firms. ImpactRx, Inc. is a pioneering force in assessing the impact of pharmaceutical promotion through the use of state of the art data capture and analytical techniques. It maintains longitudinal physician panels using handheld data capture devices to improve the accuracy, reliability, and speed of insight for improved promotional decision making.

ImpactRx Account Service Analysts use MicroStrategy as a reporting and analysis tool to enhance the quality of data they provide to customers. The analysts tap into the data warehouse using MicroStrategy to ensure quality control of data and to improve turnaround time on special information requests. ImpactRx selected MicroStrategy for its ability to handle large, complex analytical models and its product suite integration.

“We chose MicroStrategy over other vendors due to the versatile interface options, varied and scalable database support, and its ability to handle data architectures that proved problematic for other business intelligence platforms,” said ImpactRx Senior Director of Software and Data Applications Jeffrey Hunsberger. “ImpactRx delivers timely, accurate, and sensitive market intelligence data to the pharmaceutical industry and MicroStrategy enables us to work more efficiently and to promptly respond to customers’ complex data requests with improved data quality and consistency.”

“We are pleased that ImpactRx selected MicroStrategy’s integrated platform and powerful reporting capabilities to support its pharmaceutical customers’ data requirements,” said Sanju Bansal, MicroStrategy’s COO. “Our customer footprint in the pharmaceutical industry has continued to expand. Nine of the top 10 global pharmaceutical companies use MicroStrategy.”

Founded in October 2000, ImpactRx’s physician network is the source of an unprecedented intelligence capability for tracking the promotional initiatives of the pharmaceutical industry and determining their impact on physician behavior. Based in Mount Laurel, NJ, ImpactRx is a private company with investment financing provided by Mediphase Venture Partners, Oxford Bioscience Partners, Merck Capital Ventures, and 3i.
Enabling “Ecstatic” Users to Determine Optimal Product Mix and Improve Margins

The Katz Group of pharmacies is using MicroStrategy software to anchor several business intelligence applications for its Pharma Plus Drug Marts Ltd., Pharmx Rexall Drug Stores Ltd., and Herbie’s for Drug and Food Store chains. The Katz Group, headquartered in Missisauga, Ontario, Canada, is one of North America’s leading drugstore and pharmacy operators, with annual sales exceeding $6.5 billion. The company operates more than 1,800 drugstores in Canada and the United States under multiple banners.

“We use the MicroStrategy Web-based platform strategically to determine optimal product mix and improve our margins,” said Glenn Voakes, Director, Information Technology at Katz Pharmacy Services Inc. “Our MicroStrategy applications have quickly become mission-critical and are used to effectively guide us in making the right business decisions on a daily basis. Our users are ecstatic about the system. We are currently extending the warehouse to include Rx information Loyalty Management Group Air Mile Reward data, and are providing our suppliers with secure, remote access directly to their own product information.”

The MicroStrategy platform anchors a point-of-sale data warehouse that contains daily product information down to the stock keeping unit (SKU) by store. The aggregated data allows for rapid retrieval of information to analyze marketing and financial key performance indicators. Employees use the MicroStrategy platform to manage product movement, analyze trends, manage margins, and track the effectiveness of product marketing promotions across the banners. According to Voakes, MicroStrategy is an integral business system that provides management with an effective tool to monitor day-to-day operations and to capitalize on trends that enhance the ongoing growth of The Katz Group’s business.
Deploying Dashboarding and Exception Reporting at the Nation's Largest Mall-based Specialty Toy Retailer

In 2007, KB Toys, Inc. selected MicroStrategy as its business intelligence platform. KB Toys, Inc. is the nation's largest mall-based specialty toy retailer.

Initially, KB Toys plans to use MicroStrategy for reporting on key merchandising and supply chain metrics to improve the management of inventory from its vendors to its stores. MicroStrategy will be used to manage product life cycles, track customer demand, and monitor inventory levels through dashboards and exception reporting, enabling KB Toys to enhance customer service levels while improving return on inventory.

“We are evolving our approach to buying, planning, product allocation, and store operations,” said Frank Andryauskas, Chief Information Officer at KB Toys. “MicroStrategy will enable us to better understand inventory trends, track product demand, and analyze the efficiency of store operations.”

“We selected MicroStrategy because of its scalability, user-friendly Web interface, and robust reporting features that help us to make fact-based decisions which impact our bottom line,” said Tim Armstrong, Director of Analytical Business Solutions at KB Toys. “MicroStrategy provides the ability for hundreds of concurrent users to quickly retrieve and analyze large volumes of detailed data and efficiently monitor performance of key business metrics.”

MicroStrategy teamed with Netezza and QuantiSense to provide KB Toys with a complete end-to-end solution for its data warehousing and specialty retail business intelligence requirements.

“KB Toys is a valued new customer and we are delighted that it selected MicroStrategy to support its growing business intelligence applications,” said Sanju Bansal, MicroStrategy’s Chief Operating Officer. “The MicroStrategy platform has the scalability and flexibility to analyze large volumes of transactional data and provide KB Toys with valuable information that can enhance store operations and give it a competitive edge.”

KB Toys, Inc. is the nation's largest mall-based specialty toy retailer, operating nearly 600 stores in the United States, Guam, and Puerto Rico. Headquartered in Pittsfield, MA, the privately-held company has been delighting children and parents alike with the fun of toys for generations.
An Enterprise Reporting Solution to Promote Educational Accountability

The Kent School District in the state of Washington relies on MicroStrategy to provide its school system with an enterprise reporting solution to improve district-wide school performance. MicroStrategy is the Web-based reporting and analytical foundation for the district to measure the effectiveness of the public school system and comply with the federal mandate No Child Left Behind Act of 2001. MicroStrategy was chosen over Business Objects, Cognos, and other competitors.

Kent School District has rolled out its MicroStrategy reporting application to 1,600 users across its 40 schools. Teachers, principals, and school administrators access reports online to measure progress and performance data by student, classroom, and teacher, and use the performance data to promote educational accountability and academic achievement. The administrator, for example, is able to identify a school’s exceptional performance in order to emulate its success, or uncover problems in the school system in order to correct them.

“This deal represents a significant technology win for MicroStrategy,” said MicroStrategy COO Sanju K. Bansal. “The district’s academic performance tracking system exemplifies the increasing significance of business intelligence in the education industry. It also demonstrates the unique capabilities of MicroStrategy’s industrial-strength platform – scalability, Web deployability to thousands or more, and superior analytical strength – in seeking ways to improve academic performance.”

The Kent School District (KSD) is the fourth largest school district in the state. In October 2006, approximately 27,000 students were enrolled in KSD schools. There are 3,330 employees, of whom 1,800 are teachers. There are currently 40 schools in KSD: 28 elementary schools, seven middle schools, four high schools, and one academy.
Ensuring Consistent Energy Supply in New York State via Real-Time Reporting and Alerting

“KeySpan depends on the intelligent alerting capabilities of the MicroStrategy platform to ensure homeowners and businesses throughout New York have enough energy to heat their homes and offices and run their hot water heaters,” said Joan Hughes, Section Manager, IT sales, Marketing and Corporate Data Warehouse at KeySpan. MicroStrategy Narrowcast Server sends alerts via e-mail and pager when the actual flow of gas is less or more than the projected amount.

KeySpan’s customers, the ‘marketers’ who sell gas to end users, can log into the KeySpan extranet, view gas usage projections, and make informed decisions as to how much gas should be brought through the pipelines on any given day. KeySpan uses MicroStrategy technology to analyze such factors as historical data and weather conditions to project how much gas should be distributed. Four times a day, the MicroStrategy platform compares the actual flow of gas to the projection made earlier in the day and then sends an exception report via e-mail or pager to the marketer and the gas operations department controlling the valves. The alerts notify marketers when they have under- or over-nominated gas usage so that they can make appropriate adjustments.

“We depend on MicroStrategy technology to monitor the energy usage patterns of all of our customers and to send intelligent alerts if there is a disparity,” said Hughes. “The MicroStrategy platform provides the scalability and world-class system availability we need to support our most mission-critical business intelligence applications.”
LA RINASCENTE

RETAIL

Stats
Database: Oracle 10g R2
Data Size: 200 GB
# of Users: 100 Web users
Deployment Type: Intranet

Applications
Fidelity Card Data Mart
Logistics
Sales Analysis, Stock and Promotions Data Mart
Sales Planning

Optimizing the Supply Chain Through Secure Delivery of Information to Managers and Suppliers

La Rinascente is using MicroStrategy to perform sales and inventory analyses and optimize supply chain operations to enhance productivity. Milan-based La Rinascente is a leading department store chain with store locations across Italy.

The MicroStrategy platform meets the needs of La Rinascente’s complex retail environment with superior flexibility and ease-of-use. Its MicroStrategy-based system is truly innovative and has completely changed the way La Rinascente leverages its data, allowing it to realize improvements in productivity and efficiency.

With MicroStrategy technology, La Rinascente end users are able to track what has been sold and when to make timely business decisions. Buyers and sales managers, for instance, are able to easily analyze data in an online, secure environment and more effectively manage the shipment and delivery of products between La Rinascente’s suppliers and its store locations. La Rinascente is also distributing critical insight to its suppliers, thereby strengthening business performance and supplier relationships. End users, as a result, are optimizing efficiency by controlling inventory levels and analyzing detailed sales and discount information. The feedback from La Rinascente’s end users has been very positive.

La Rinascente is one of Italy’s leading retailers and operates stores in several formats, including La Rinascente and Upim department stores, in locations across the country. La Rinascente is owned by a group of investors that include Italian private equity firm Investitori Associati (46%), Deutsche Bank Real Estate Global Opportunities (30%), Pirelli Real Estate (20%), and the Borletti family (4%).
Expanding MicroStrategy Usage Across All 10 Brands at Limited Brands

In 2005, Limited Brands selected the MicroStrategy Business Intelligence Platform™ as its strategic enterprise reporting and analysis standard. Limited Brands sells women’s intimate apparel, personal care and beauty products, and women’s and men’s apparel under various trade names through its specialty retail stores and direct response (catalogue and e-commerce) businesses.

Limited Brands currently uses MicroStrategy for human resource and category management reporting across all brands and expanded its use into other functional areas such as financial reporting and customer analysis.

“We are pleased that Limited Brands is expanding its deployment of MicroStrategy and achieving success with its business intelligence applications,” said Sanju Bansal, MicroStrategy’s COO. “MicroStrategy is embraced by retailers because of our scalable and flexible platform that enables them to analyze volumes of transactional data and gain valuable information on essential areas such as store operations, inventory management, and customer loyalty.”
Giving Complete Supply Chain Reporting to Category Managers, Inventory Managers, and Financial Analysts

Liquor Control Board of Ontario (LCBO) uses the MicroStrategy Business Intelligence Platform™ for enhanced supply chain operations. The LCBO is the largest single purchaser of beverage alcohol in the world, purchasing fine wines, spirits, and beer from more than 60 countries for Ontario consumers and licensees. Through its integrated distribution and retail network, more than 6,500 quality products are available in some 600 LCBO retail stores across Ontario.

Through MicroStrategy, LCBO is successfully providing its end users with insight into supply chain operations. A wide range of LCBO staff, including category managers, inventory managers, and financial analysts, use MicroStrategy to help analyze daily sales transactions, inventory, and financial and shipment data.

“We’ve experienced tremendous success with the MicroStrategy platform,” said LCBO’s Director of IT Tom Stanley. “It has enabled us to gain vital new intelligence from our data and to extend that insight to far more employees, suppliers, and stores – helping them make more proactive decisions for more efficient operations.”

With MicroStrategy software, LCBO distributes purchase order reports – containing information on the status and expected arrival of outstanding or shipped products – to key staff as well as agents. The LCBO and agents are also able to follow the flow of goods from the order placed with the supplier to its final destination. For instance, if LCBO purchases wine from Spain, LCBO staff and agents can determine whether it is at port, on ship, or on a truck en route to a warehouse.

The LCBO is a provincial government enterprise employing some 6,500 people, including part-time workers, with 600 stores across Ontario supplied by five regional distribution centres. More than 19,000 products are available to Ontario consumers through stores, special order programs, and catalogues. Since 1990, the LCBO has received more than 200 awards for customer service, staff training and development, store design, marketing, innovative retailing, corporate communications, and social responsibility. The LCBO’s mission statement is: To be a socially responsible, performance-driven, innovative, and profitable retailer, engaging our customers in a discovery of the world of beverage alcohol through enthusiastic, courteous, and knowledgeable service. The LCBO annual report for 2005-06 shows that sales hit a record $3.6 billion and the dividend was a record $1.2 billion.
Using Balanced Scorecards to Deliver Corporate Management Information to Decision Makers

Lloydspharmacy relies on the MicroStrategy Business Intelligence Platform™ to deliver its corporate management information and improve decision-support reporting. The largest community pharmacy in the UK, Lloydspharmacy generates turnover of 1.4 billion pounds Sterling from more than 1,400 pharmacies and employs more than 13,000 people.

Previously using MicroStrategy to analyze over-the-counter sales, Lloydspharmacy has expanded its deployment across its operations and finance departments, with applications including Management reporting and Key Performance Indicator (KPI) reporting. These implementations are part of an Information Strategy to improve data management, analysis, and reporting, aimed at enhancing the decision making processes of senior and operational management.

“Using MicroStrategy, we have been able to seamlessly fuse analysis and reporting from both our sales and financial operations for the first time, which allows us to examine business performance with ease from both sides. In the past, this involved lengthy examination of a number of disparate systems and ‘speed-of-thought’ drill-down to individual transaction was not possible,” explained Ian Fereday, Head of Business Intelligence at Lloydspharmacy.

“Lloydspharmacy made a significant investment in EPOS infrastructure, so we needed the right BI platform to extract real business value from the new data created,” continued Fereday. “MicroStrategy has the scalability and ease-of-use which allows us to increase the availability and timeliness of analysis and reporting, but also widen its application across the organization.”

During the next phase of deployment at Lloydspharmacy, KPIs will be used to create balanced scorecards, providing the framework for improved management of both short-term performance and longer-term service delivery goals. “Balanced scorecards are one of the next steps in how BI will help support the business at Lloydspharmacy,” commented Fereday. “By making people more accountable and embedding performance measurement in day-to-day operations, we are ensuring that the business is best placed to deliver new services and long-term revenue streams are secured.”

Lloydspharmacy is a wholly-owned subsidiary of Celesio AG, Europe’s No. 1 in pharmaceutical wholesaling and retail pharmacy. Celesio’s Pharmacies Division, which includes Lloydspharmacies, operates in seven countries, has 1,900 pharmacies, and services more than 500,000 customers daily. Lloydspharmacy is the largest community of pharmacy chain in the UK and dispenses 100 million prescription items annually.
Improving Sales and Eliminating Inventory Inefficiencies

Lotte Mart, a leading Korean retailer, has successfully deployed the MicroStrategy Business Intelligence Platform™ across the organization. Lotte Mart, with a total annual revenue of $1.84 billion, reaches an estimated 200,000 customers daily through its 32 store locations across Korea.

“With MicroStrategy's technology, our employees are able to more effectively track sales trends at any given store location and react quickly to customer preferences,” said Mr. Sang-Jin Lee, CRM Manager of Customer Service at Lotte Mart. “We are definitely impressed with the platform's superior capabilities, ease-of-use, and scalability, and look forward to deploying additional MicroStrategy-based applications in the future,” added Tae Hwan Lee, with Lotte Mart's Information Strategy Team.

Approximately 500 Lotte Mart employees in marketing, planning, sales strategy, and purchasing use MicroStrategy to perform ad hoc queries and run reports against a 3.6-terabyte Teradata data warehouse. Instead of tapping the IT department to create reports, employees today are able to run reports with ease and make decisions that improve sales and eliminate inventory inefficiencies.

Lotte Mart reaches an estimated 200,000 customers each day through its 32 retail locations across Korea. It has a total annual revenue of $1.84 billion. Lotte Mart is subsidiary of Lotte Trading Co. Ltd., a full service trading company and the trading window of the Lotte Group, which is the eighth largest business group in Korea in terms of assets.
Using a BI Center of Excellence to Realize Significant Benefits

In 2007, Steve Stone, Senior Vice President and Chief Information Officer of Lowe’s Companies, was the recipient of MicroStrategy’s Individual Excellence in Business Intelligence award. Mr. Stone was recognized at MicroStrategy World 2007 in Las Vegas, NV.

Lowe’s is the second-largest home improvement retailer in the world. As CIO, Mr. Stone provides the vision and leadership for developing and implementing information technology initiatives in alignment with Lowe’s business strategy. He has overall responsibility for the planning, delivery, and maintenance of cost-effective technology solutions needed to support Lowe’s various business groups. Lowe’s primary data warehouse contains more than 20 terabytes of data and has grown by more than 20 percent per year over the past few years.

Lowe’s BI environment contains industry-leading technology from MicroStrategy, Teradata, Informatica, and IBM. There are more than 30 full-time professionals and contractors dedicated to building a BI Center of Excellence at Lowe’s, with 25 reporting and analysis applications. The MicroStrategy implementation at Lowe’s, called DART (Data Access and Reporting Tool), provides employees greater insight into key performance metrics. More than 150,000 reports are run each week, and Lowe’s employees from multiple business areas use the data to manage inventory, improve margins, review market specificity, and identify sales opportunities. Lowe’s also uses BI to analyze demographic attribute data to better anticipate the products that its customers will buy.

“I am honored to receive MicroStrategy’s Individual Excellence award,” said Mr. Stone. “Lowe’s is committed to information-driven decision making. We have used decision support and data warehousing for more than 13 years and have invested heavily in improving our data warehouse and business intelligence programs. As a result of using the MicroStrategy platform, Lowe’s is realizing significant benefits through improved merchandising decisions, more timely responses to information requests, cost reduction initiatives, enhanced employee productivity, and better service to our customers.”

With fiscal year 2006 sales of $46.9 billion, Lowe’s Companies, Inc. is a FORTUNE® 50 company that serves approximately 13 million customers a week at more than 1,375 home improvement stores in 49 states. Based in Mooresville, NC, the 60-year-old company is the second-largest home improvement retailer in the world.
Reporting on Sales and Merchandising Information to Identify Areas of Business Improvement

Meijer Stores recently expanded its MicroStrategy deployment with MicroStrategy Report Services for enterprise-wide reporting and analysis. Meijer is a family-owned and operated grocery and general merchandise retailer operating 177 stores throughout Illinois, Indiana, Kentucky, Michigan, and Ohio.

As a customer since 2000, Meijer is using the MicroStrategy platform for reporting and analysis on sales, merchandising, and market basket applications. More than 1,000 users, including buyers, planning managers, and pricing managers, already use MicroStrategy to analyze more than a terabyte of critical data to identify areas of business improvement, streamline operations, and recognize cross- and up-sell opportunities.

“We’ve adopted MicroStrategy Report Services because it provides an integrated reporting and analysis solution with content-rich, user-friendly reports that empower our employees to make more strategic and proactive decisions,” said one Meijer business executive.

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Meijer, now more than 70 years old, is a family-owned and operated supercenter chain with stores across the Midwest. With more than 40 different departments within each store, including pharmacies in all of its locations, Meijer provides convenience with higher standards and lower prices. Meijer’s 177 stores are located in Michigan, Ohio, Indiana, Illinois, and Kentucky.
Identifying New Opportunities to Increase Circulation with a User-Friendly Interface

Meredith Corporation relies on the MicroStrategy Business Intelligence Platform™ for enterprise-wide enhanced customer analysis. Meredith Corporation is one of the nation’s leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, and interactive and integrated marketing. Together, Meredith media properties reach more than 75 million Americans each month.

The MicroStrategy platform provides Meredith Corporation the ability to perform query and reporting applications through a user-friendly Web interface against a Teradata data warehouse. Teradata enables Meredith to leverage its large amounts of customer data in order to enhance its customer communications and increase subscriber satisfaction. With the MicroStrategy-based applications, Meredith Corporation is able to conduct a wide range of Web-enabled reports and investigative data patterns, and a full scope of query and statistical analyses.

“We switched to MicroStrategy because we needed a fully-integrated business intelligence platform with a user-friendly Web interface that all of our employees could easily use,” said Karla Jeffries, Vice President of Consumer Marketing at Meredith Corporation. “In addition, we’re able to more efficiently identify new opportunities to increase circulation and implement more strategic merchandising and promotional campaigns.”

“Our relationship with Meredith is validation of our advanced business intelligence technology,” said MicroStrategy’s COO Sanju Bansal. “FORTUNE® 2000 companies are increasingly recognizing that MicroStrategy’s industrial-strength platform provides enterprise-class business intelligence applications.”
Expanding Enterprise Reporting for Thousands of Users Accessing a 34-Terabyte Data Warehouse

Approximately 2,500 employees in multiple departments across the METRO Group organization are already utilizing the MicroStrategy platform as their business intelligence standard to perform reporting and analysis against a 34-terabyte Teradata data warehouse. MicroStrategy supports numerous business intelligence applications, encompassing merchandising, marketing, market basket analysis, category management, reporting and strategic business planning, and advertising effectiveness studies.

METRO Group employees, for example, utilize MicroStrategy to run reports to track sales trends and margins as well as perform ad hoc analyses to understand the drivers behind product-line performance. The company also uses MicroStrategy technology for its MetroLink Project to provide its suppliers with scorecards on product performance.

“We're substantially expanding our deployment of MicroStrategy because it uniquely meets METRO Group's rigorous requirements for sophisticated yet user-friendly business intelligence reporting features and for a highly scalable platform,” said Ralf Morgen, Division Manager, METRO Group Information Technology. “MicroStrategy enables our employees to track the performance of the entire company, optimize product assortment, and make decisions that help make us more customer-responsive and competitive to increase revenue and profitability.”

METRO Group is one of the most important international retailing companies. In 2006 the group reached sales of about €60 billion. The company has a headcount of some 270,000 employees and operates about 2,400 outlets in 30 countries. The operating business is performed by the sales brands which operate independently in the market: Metro/Makro Cash & Carry – world market leader in cash & carry wholesale, Real hypermarkets and Extra supermarkets, Media Markt and Saturn – market leader in consumer electronics centers in Europe, and Galeria Kaufhof department stores.
Analyzing Financial, Marketing, and Movie Recommendation Data to Better Serve 6.8 Million Subscribers

In 2007, Netflix, Inc. selected MicroStrategy as its enterprise reporting and analysis standard. Netflix is the world’s largest online movie rental service.

Netflix will utilize MicroStrategy for reporting and analysis of financial data, marketing campaigns, and movie recommendations. With MicroStrategy, Netflix users will gain valuable insight into critical marketing data to evaluate marketing campaigns and personalized movie recommendation data, enhance its marketing programs, and better serve its subscriber base of 6.8 million members. MicroStrategy was selected by Netflix for its ease-of-use, robust reporting and analytical capabilities, and scalability for large databases.

“We evaluated several other business intelligence products and found that MicroStrategy offers us the flexibility and scalability we need to support our growing business intelligence applications,” said Wayne Peacock, Vice President of Business Intelligence at Netflix. “We are impressed with MicroStrategy’s intuitive Web interface, which will enable our users to make strategic, analytically-based decisions to better serve our growing business.”

“Netflix is an exciting online retailer and we are proud to count them as a new MicroStrategy customer,” said MicroStrategy COO, Sanju Bansal. “The MicroStrategy platform delivers content-rich reports and analyses that are highly useful tools for online retailers that are committed to improving customer service and business performance.”

Netflix, Inc. is the world’s largest online movie rental service, offering nearly 6.8 million subscribers access to 75,000 titles. The company’s appeal and success are built on providing the most expansive selection of DVDs, an easy way to choose movies, and fast, free delivery. Netflix has been named the #1 rated Web site for customer satisfaction for three consecutive periods, according to a semi-annual survey by ForeSee Results and FGI Research in the spring of 2005, the winter and spring of 2006, and the winter of 2007. In the fall of 2005, Fast Company named Netflix the winner of its annual Customers First Award.
Powering an Extranet That Helps Lenders and Realtors Prepare Home Buyers for the Home Closing Process

Oakwood Homes, LLC, Colorado’s largest privately held homebuilder, phased out its Crystal Reports environment and expanded its MicroStrategy deployment. Several hundred Oakwood Homes’ employees across finance, HR, sales, and building operations receive MicroStrategy-based operational reports daily.

A MicroStrategy-powered extranet environment lets trade partners, lenders, and realtors prepare home buyers for the purchasing and closing of their new home. These reports enable the lender to gather proper documentation to ensure a more efficient home closing process. Additionally, customer care representatives use MicroStrategy to manage homeowners’ service requests. Oakwood expects the recently introduced reports to reduce the average number of days a service request is open by 20 percent.

“We’re excited about the efficiencies we’re realizing by standardizing on MicroStrategy for enterprise monitoring, reporting, and analysis,” said Raymond Appel, Information Technology Manager at Oakwood Homes. “In particular, MicroStrategy Report Services is easy to use, feature-complete and very stable, allowing us to phase out other incumbent reporting products. The professional-looking report presentation results in a standardized and user-friendly reporting environment that we are very happy with.”
Implementing Industrial-Strength Business Intelligence

Achieving academic excellence is not a benefit generally associated with the MicroStrategy Business Intelligence Platform™, but the State of Ohio uses it to do just that. Providing easy access to primary and secondary public school performance data, the Ohio Department of Education is giving parents, teachers, administrators, legislators, and journalists one-click access to a profile of the state’s education system.

The Ohio Department of Education contracted with MicroStrategy after the Ohio General Assembly required the department to release an annual report card on school district performance. To complement an annual PDF version of the Local Report Card distributed to parents of public school children, the department wanted an interactive tool to facilitate data analysis and to provide anytime access.

The department’s MicroStrategy application is called the Interactive Local Report Card (iLRC). Accessed on the department’s Web site at http://ilrc.ode.state.oh.us, the application lets anyone with an interest in the state’s education program get the latest performance and statistical data pertaining to any school district or individual school in the state.

The powerful business intelligence component runs behind the scenes to query the department’s Oracle data warehouse and pulls up reports on attendance, enrollment, or graduation rates for the state’s 614 districts, or any one of its more than 3,900 elementary, middle, and high school buildings.

“This information changes our ability to effectively address educational issues in Ohio because we have data to drive our decisions,” said Michael Carmack, the Ohio Department of Education’s Director of Enterprise Applications. “Why do students read better at this school? Why do they keep dropping out at that school? Quick and easy access to performance data lets us get to the bottom of trouble situations and take action to improve them.”

The Ohio Department of Education is the policy leader for public education in Ohio. Its responsibilities include apportioning state and federal funds to elementary and secondary schools, establishing minimum school standards, preparing and submitting biennial budgetary requests for the board, and providing appropriate public education for all children. The Department also is responsible for providing leadership and support in the improvement of public education, including planning and evaluation.
O’Reilly Automotive, Inc. uses the MicroStrategy Business Intelligence Platform™ for sales and inventory reporting and analysis. O’Reilly Automotive is a nationally recognized specialty retailer of automotive aftermarket parts, tools, supplies, equipment, and accessories to do-it-yourself customers, professional mechanics, and service technicians.

“The retail industry is very competitive, and understanding and acting on corporate data are invaluable to staying ahead of the competition,” said Greg Henslee, President of O’Reilly Automotive, Inc. “We chose MicroStrategy’s industrial-strength business intelligence technology for its ability to consolidate and present valuable corporate performance data in an easy-to-understand format, over the Web. MicroStrategy improves our ability to track sales, merchandising, and inventory metrics. As a result, we are better able to identify revenue enhancement and cost reduction opportunities.”

With MicroStrategy’s platform, O’Reilly Automotive has a consolidated, dynamic view of sales and stock information, enabling consistent availability of goods across its 1,687 stores. The company is also able to more effectively monitor and manage inventory levels in order to improve product sales and profitability.
Using Dashboards to Deliver Answers to Executives, Merchants, Merchandise Planners, and Allocators

In 2007, Pacific Sunwear of California, Inc. selected the MicroStrategy Business Intelligence Platform™ for enterprise-wide reporting and analysis. Pacific Sunwear is a leading specialty retailer with more than 1,100 stores in 50 states and Puerto Rico.

Pacific Sunwear will use MicroStrategy to analyze key merchandise sales and inventory metrics to glean insight on the sales trends and inventory investments of its products by specific regions, demographics, and stores. MicroStrategy will convert the detailed transactional data into personalized reports through dashboards and exception reporting for Pacific Sunwear’s executives, merchants, merchandise planners, and allocators. Pacific Sunwear selected MicroStrategy for its ease-of-use, superior reporting and analytical capabilities, and its Web-based platform.

“We chose MicroStrategy as our enterprise-wide reporting standard because it was the best fit for our business intelligence requirements,” said Ron Ehlers, Pacific Sunwear’s Vice President of Information Services. “MicroStrategy provides a true enterprise reporting solution, with outstanding scalability for large databases and powerful analytics that will help us to make data-driven decisions and enhance productivity.”

MicroStrategy teamed with Netezza and QuantiSense to provide Pacific Sunwear with a complete end-to-end solution for its data warehousing and specialty retail business intelligence requirements.

“We are proud to be working with Pacific Sunwear and providing insightful reports and analytical data to support its network of retail stores,” said MicroStrategy’s COO Sanju Bansal. “MicroStrategy is embraced by retailers because of our scalable and flexible platform that enables them to analyze volumes of transactional data and gain vital intelligence on essential areas such as sales trends, inventory management, store operations, and customer loyalty.”

Pacific Sunwear, operating under three distinct retail concepts, is a leading specialty retailer of everyday casual apparel, accessories, and footwear designed to meet the needs of active teens and young adults. As of July 7, 2007, the Company operated 842 PacSun stores, 118 PacSun Outlet stores, 153 demo stores, and nine One Thousand Steps stores for a total of 1,122 stores in 50 states and Puerto Rico.
Powering the Most Comprehensive Patient-Level Clinical Data Repository in the Nation

The MicroStrategy Business Intelligence Platform™ powers the Premier Performance Suite™, a comprehensive offering of hospital performance tools to analyze and monitor quality and safety, labor management, and supply chain channels for a global approach to improving overall quality and cost. Premier, Inc. is a healthcare alliance owned by 200 of the nation’s leading not-for-profit hospital and healthcare systems.

MicroStrategy’s platform supports Premier’s data applications – including ClinicalAdvisor™ and OperationsAdvisor™ – which helps its hospital clients make informed decisions on clinical quality and patient safety, business and market strategy, clinical resource utilization, operational performance, and productivity. More than 500 of Premier’s clients use the MicroStrategy platform through the Premier Performance Suite tools to monitor and measure their clinical and cost performance.

In 2003, Premier and the Centers for Medicare and Medicaid Services (CMS) joined forces in the CMS/Premier Hospital Quality Incentive Demonstration (HQID) project, which is the first national pay-for-performance project of its kind, designed to determine if financial incentives are effective at improving the quality of inpatient hospital care. Hospitals that participate in the project are eligible for increased Medicare payments for delivering high quality care to patients that are being treated for specific clinical conditions: heart bypass surgery, heart attack, congestive heart failure, hip and knee replacement, and community acquired pneumonia. More than 260 hospitals are voluntarily participating in the project, which monitors and analyzes hospitals’ clinical outcomes based on evidence-based care processes. The HQID project’s foundation for tracking hospital performance is Premier’s Perspective™ database, the largest clinical comparative database in the nation.

“MicroStrategy’s business intelligence software supports this important demonstration project and the ongoing applications we need,” said Premier’s Director of Applications Development, Todd Wilkes. “Premier has spent many years establishing a capability on a scale required for this project as well as our clients’ needs. We rely on many partners, including MicroStrategy, to help us create a comprehensive solution for the industry.”

Serving 1,700 hospitals and more than 46,500 other healthcare sites, Premier, a 2006 Malcolm Baldrige National Quality Award recipient, is the largest healthcare alliance in the United States dedicated to improving patient outcomes while safely reducing the cost of care. Owned by not-for-profit hospitals, Premier operates the nation’s largest healthcare purchasing network, the most comprehensive repository of hospital clinical and financial information and one of the largest policy-holder owned, hospital professional liability risk-retention groups in healthcare. Headquartered in San Diego, Premier has offices in Charlotte, NC and Washington.
Saving Millions of Dollars Through Improved Analysis of $2.1 Billion Dollars Prescription Drug Spending

Prescription Solutions is using MicroStrategy to more effectively manage the $2.1 billion dollars it spends on prescription drugs each year.

Clinical pharmacists as well as the company’s clients – employer groups and managed care companies – are using MicroStrategy’s business intelligence software to analyze physician prescribing patterns and costs. In the process, Prescription Solutions expects to better manage pharmacy trends, lower healthcare costs, and provide better services for customers, saving millions of dollars annually.

Using MicroStrategy’s technology, a variety of users, including pharmacy directors, physicians, medical group directors, managed care executives, and consultants, have access to more than 75 pre-defined reports that contain relevant and timely information to implement corrective measures. Users can also create custom reports that track specific areas of concern and call up data from anywhere in the world using MicroStrategy technology.

End users can make benchmark comparisons such as, “How did utilization of prescription allergy medications this spring compare to last year’s utilization?” Users of the system are able to easily identify areas of high utilization and high prescribing physicians, vital information when working to influence prescribing patterns. “This is the kind of valuable insight that is resulting in better care for our members and lower healthcare costs,” said Paul Miller, Chief Financial Officer at Prescription Solutions.

According to Miller, the MicroStrategy-based applications have become an essential part of the company’s growth strategy as it plans to attract new clients across the country. “We’re impressed with all of the benefits we’re seeing,” Miller said. “Using MicroStrategy improves internal resource utilization and is helping us save millions of dollars.”

Prescription Solutions is an innovative pharmacy benefit management company managing the prescription drug benefit of commercial, Medicare, and governmental health plans, as well as those of employers and unions. As a member of Ovations, the UnitedHealth Group business dedicated to the health and well-being of individuals over age 50, Prescription Solutions serves members through state-of-the-art mail service pharmacies in Carlsbad, CA and Overland Park, KS, as well as through a national network of 60,000 community pharmacies.
Enhancing Marketing Campaigns to Help Drive Business Growth

Priceline.com has chosen MicroStrategy to anchor key marketing reporting capabilities. Priceline.com is an Internet-based travel service that offers leisure airline tickets, hotel rooms, rental cars, vacation packages, and cruises.

Priceline.com selected MicroStrategy to enhance its analytic and reporting capabilities and provide greater insight into key operational data for search engine marketing. With the ability to obtain and analyze granular data, Priceline.com marketing analysts will have actionable data that they can use to improve the return-on-ad-spend of its search engine marketing campaigns.

MicroStrategy was selected by Priceline.com for its Web-based platform, data and user scalability, advanced reporting and analytical capabilities, and integrated metadata for automated maintainability. Priceline.com marketing analysts will run reports and perform analyses against an Oracle data warehouse.

“We were looking for a business intelligence product that provides excellent query performance against our rapidly growing multi-terabyte data warehouse,” said Ron Rose, CIO for Priceline.com. “With MicroStrategy, our marketing team will have the information they need to make strategic, data-driven decisions to help drive business growth.”

“MicroStrategy technology is well-suited to meet the advanced reporting and analysis requirements of Priceline.com,” said MicroStrategy COO, Sanju Bansal. “Our platform delivers content-rich reports and analyses that are highly useful tools for on-line retailers, like Priceline.com, who are interested in identifying key trends and opportunities to improve business performance and customer service.”

Priceline.com Incorporated operates priceline.com, a leading U.S. online travel service for value-conscious leisure travelers, and Booking.com, a leading international online hotel reservation service. In the U.S., priceline.com gives customers more ways to save on their airline tickets, hotel rooms, rental cars, vacation packages, and cruises than any other Internet travel service. In addition to getting the best published prices, leisure travelers can narrow their searches using priceline.com’s TripFilter™ advanced search technology, create packages to save even more money, and take advantage of priceline.com’s famous Name Your Own Price® service, which can deliver the lowest prices available. Booking.com operates one of Europe’s fastest growing hotel reservation services through a network of affiliated Web sites. Booking.com operates in 53 countries in 15 languages, and offers its customers access to approximately 35,000 participating hotels worldwide.
Enabling Thousands of Organizations in 12 Countries to Report on Environmental, Health, and Safety Data

In 2006, ProcessMAP Corporation, a leading provider of end-to-end software solutions in environmental, health, and safety (EH&S) information management, selected MicroStrategy for enhanced reporting and analysis capabilities. ProcessMAP’s Web-based solution serves EH&S information management challenges at more than 3,000 customer sites in more than 12 countries. MicroStrategy was chosen over Business Objects and Cognos.

ProcessMAP provides a suite of applications, anchored by MicroStrategy, that help customers better manage EH&S compliance data, risk management data, and performance data. With MicroStrategy, ProcessMAP customers will analyze and report on critical data for decision support. Additionally, the synergy between ProcessMAP and MicroStrategy will provide tools for Fortune® 1000 customers to support the demand to manage Corporate Social Responsibility (CSR) programs, an emerging global trend to publish various key EH&S performance indicators for stakeholders.

ProcessMAP has integrated MicroStrategy to allow customers to analyze a wide range of EH&S information, such as injury/illness incident rates, trends, root causes; behavioral safety data; waste; energy consumptions and Greenhouse Gas (GHG) emissions; corporate EH&S compliance and ISO 14001/OHSAS 18001 audit data; and industrial hygiene data. The ProcessMAP solution is designed to enable customers to establish enterprise-wide consistency in data management as well as ensure regulatory compliance, increase productivity, streamline business processes, and enhance organizational transparency.

“We evaluated other business intelligence products, and we found MicroStrategy was the best fit for our requirements,” said Jagan Garimella, Chief Technology Officer of ProcessMAP. “We selected MicroStrategy because of its intuitive Web interface, seamless integration with our applications, and robust analytical and reporting capabilities. In addition, we were delighted that we were able to integrate MicroStrategy into our suite of applications in just seven days.”

ProcessMAP is one of the leading providers of end-to-end software solutions in environmental, health, and safety information management. ProcessMAP suite of Web-based applications provides all key functionalities that are essential to build a world-class EH&S management system. ProcessMAP is an employee-owned company headquartered in Ft. Lauderdale, FL.
Reducing the Demand for IT Support and Increasing Efficiencies Across the Enterprise

In 2006, Quixtar, a subsidiary of Alticor, Inc., selected MicroStrategy for enhanced enterprise-wide reporting and analysis capabilities. Quixtar is a top retailer in the online Health and Beauty category.

Quixtar developed an easy-to-use business intelligence application to support growing requests for data from business users across the organization. With MicroStrategy’s intuitive reporting features and flexible security models, Quixtar was able to meet the individual reporting and analysis requirements of its diverse user population. Quixtar’s BI application offers a customizable user experience, enabling managers to view executive summary reports, marketing personnel to analyze sales promotions and customer demographics, and financial analysts to analyze product sales and invoices. The flexible BI application has reduced demand for IT support and increased efficiencies in many areas of the company.

“MicroStrategy’s robust architecture and flexible platform enabled us to combine the right data level access with the right functionality to create a positive user experience,” said Mark Wetters, Senior Business Intelligence Analyst of Quixtar. “It was exciting to see the success of our employees as they are now empowered to report on and analyze the data they need to improve decision making and business performance.”

“Our retail customers continue to enjoy success with MicroStrategy-based applications,” said Sanju Bansal, MicroStrategy’s COO. “MicroStrategy’s integrated BI platform seamlessly delivers user-friendly reports, scorecards, and dashboards that are valuable tools for identifying key trends and making analytically-based business decisions. We are pleased to support Quixtar and its enterprise-wide business intelligence application.”

Quixtar Inc., a subsidiary of Alticor Inc., is a business opportunity company that offers entrepreneurs the ability to have a Web-based business of their own. Through Quixtar’s Independent Business Owner Compensation Plan, individuals are rewarded for product sales resulting from their business-building efforts. Since 1999, Independent Business Owners (IBOs) powered by Quixtar have generated $5.3 billion in sales at http://www.quixtar.com, plus more than $396 million for Partner Stores, earning more than $1.72 billion in bonuses and other incentives. Their efforts have propelled Quixtar to be named the number one online retailer in the Health & Beauty category based on sales, and 20th among all e-commerce sites, according to Internet Retailer’s “Top 500 Guide.”
Implementing a Corporate Business Intelligence Standard to Better Market, Merchandise, and Price Products

Raley’s Supermarkets & Drug Centers successfully implemented a business intelligence application on the MicroStrategy platform that has led to improved gross margins of nearly 15 percent. Raley’s is a privately-owned supermarket chain with headquarters in West Sacramento, CA.

“MicroStrategy’s revolutionary business intelligence platform solves all of our query and reporting needs regardless of the hardware platform we utilize, and provides our employees with real-time insight into our daily operations for rapid and effective decision making,” said Tom Jones, CIO at Raley’s Supermarkets & Drug Centers. “MicroStrategy works with us like a true partner and its technical support and consulting services continue to be outstanding.”

Raley’s employees are making better business decisions by using MicroStrategy software every day to perform gross margin analysis, track shipping, examine sales trends, streamline budgeting, and eliminate inventory inefficiencies. Key decision makers rely on the MicroStrategy platform to react to real-time inventory updates and reconcile daily movement with payment out to vendors, resulting in a 99.999 percent match with bookkeeping’s figures. “Our category managers and category analysts have an easy-to-use, Web-based interface that helps them to better market, merchandise, and price our products at any time of the day,” added Jones. “MicroStrategy is helping us to perform our jobs more nimbly and efficiently.”
Streamlining Business Decision Making Data from 615,000 Points of Sale

Redecard uses MicroStrategy software to enhance its customer relationships and increase overall productivity by improving data access and streamlining the decision-making process. Redecard holds 45 percent of Brazil’s domestic credit and debit card operations, including MasterCard® and Diners Club International®, with 615,000 authorized points of sale and 170,000 electronic terminals in business establishments.

As the company responsible for capturing and transmitting more than 150 million Brazilian credit and debit card transactions per second, Redecard needed a business intelligence system to track and analyze detailed transaction and customer data. The MicroStrategy platform provides Redecard with a better understanding of its market and allows its users to quickly evaluate and predict customer behavior and opportunities.

“We chose MicroStrategy as our enterprise-wide standard because it offered the superior analytics and completely Web-based reporting environment that we required,” said Fernando Pantaleão, Vice President of Marketing at Redecard S/A. “In order to distinguish ourselves as a service company for our customers, we must constantly analyze our customer relationships, and the MicroStrategy platform offers the customer-focused analysis we need to succeed.”

“The greatest advantage of this application is that there is no more uncertainty – employees know exactly what to do when they arrive for work every day,” continued Pantaleão. “To achieve this kind of success with our application and to manage quick changes in our business and the market, however, we needed extremely efficient tools and a reliable ally with top-quality business intelligence expertise. MicroStrategy addressed these concerns.”

Redecard is the company responsible for capturing MasterCard®, MasterCard Electronic™, Maestro®, Diners Club International®, and RedeShop transactions. It also offers business data transportation solutions through various products by increasing the business volume of the 615,000 authorized business establishments all over Brazil.
Finding Revenue and Cost Saving Opportunities Across All Customer Channels

Republic National Distributing Company (RNDC) is using MicroStrategy to maximize sales opportunities and increase cost savings.

RNDC’s sales management uses the MicroStrategy platform to measure sales performance across all customer channels and at all key management levels in the organization. With MicroStrategy software, RNDC can more effectively spot sales trends and opportunities very early in the monthly business cycle, and quickly drill through data to identify the specific restaurants, hotels, grocery stores, and liquor stores where opportunities exist.

“The MicroStrategy platform allows us to focus our resources quickly on those areas that result in profit and marketplace wins,” said Warren Newman, Vice President of Information Systems, RNDC. “Our system not only gives us the ability to monitor our key brands very closely at all levels of the organization, but also provides our suppliers and customers with the ability to securely track sales trends for their brands on a daily basis.”

“MicroStrategy’s Web-based, highly scalable platform helps us continue to build on our already strong supplier and customer relationships. It strengthens our supply chain from beginning to end. Key product and customer information has never been so easy to disburse to our managers, suppliers, and customers,” Newman continued.

RNDC is the second largest distributor of premium wine and spirits in the U.S., with operations in Arizona, Alabama, Colorado, District of Columbia, Florida, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Virginia, and West Virginia. RNDC employs more than 4,000 individuals nationwide and has revenues reaching $3 billion.
Personalizing and Distributing Information to More Than 1,000 Employees Throughout Spain

Roche Pharma España selected MicroStrategy to deliver mission-critical information on sales and profitability to employees every day.

“Roche Pharma España was able to easily develop and deploy three business intelligence applications on the MicroStrategy platform in record time, and we expect to deploy additional BI applications in the coming months,” said Victor Martín, Chief Analyst of Information Systems at Roche Pharma España. “The MicroStrategy platform offers Web-based query and reporting capabilities, intuitive and rapid access to critical information, and personalizes and distributes relevant information to all of our employees. The company’s outstanding services and its commitment to perfecting its platform are additional reasons we chose to work with MicroStrategy.”

A wide range of employees – including sales, marketing, production, and credit and collections personnel – are using MicroStrategy technology to perform intuitive query and reporting analysis against a SQL Server data warehouse. The solution provides Roche end users with needed sales analysis, statistical information, and financial reports to more effectively manage debt. Roche Pharma España is also relying on the MicroStrategy platform to proactively deliver personalized information via Web, wireless, and voice to its employees and sales force.

Headquartered in Basel, Switzerland, Roche is one of the world’s leading research-focused healthcare groups in the fields of pharmaceuticals and diagnostics. As the world’s biggest biotech company and an innovator of products and services for the early detection, prevention, diagnosis, and treatment of diseases, the Group contributes on a broad range of fronts to improving people’s health and quality of life. Roche is the world leader in in-vitro diagnostics and drugs for cancer and transplantation, a market leader in virology and active in other major therapeutic areas such as autoimmune diseases, inflammation, metabolism, and central nervous system. In 2006, sales by the Pharmaceuticals Division totaled 33.3 billion Swiss francs, and the Diagnostics Division posted sales of 8.7 billion Swiss francs. Roche employs roughly 75,000 worldwide and has R&D agreements and strategic alliances with numerous partners, including majority ownership interests in Genentech and Chugai.
Performing Ad Hoc Analysis and Enterprise Reporting on Donor, Prospect, and Member Data

RuffaloCODY uses MicroStrategy Report Services for enterprise reporting and analysis on donor, prospect, and member information. MicroStrategy was selected over Business Objects, SAS, and Oracle. RuffaloCODY is an international leader in providing software and direct marketing strategies for nonprofit organizations.

With users expected to grow by 30 percent annually, RuffaloCODY currently has 120 business people using MicroStrategy to report and analyze data collected from its CAMPUSCALL direct marketing software tool. With MicroStrategy, RuffaloCODY employees are performing ad hoc analysis and reporting on more than a terabyte of donor, prospect, and member data housed on a SQL Server data warehouse.


Founded in 1991 and headquartered in Cedar Rapids, IA, RuffaloCODY employs more than 2,000 people located throughout the United States. RuffaloCODY is the leading provider of fundraising, membership, and enrollment management services and software for nonprofit organizations, working with more than 500 clients. RuffaloCODY offers CAMPUSCALL® software for fundraising and telecounseling, installed and used by more than 200 organizations across the United States, Canada, and the United Kingdom. Today, RuffaloCODY has more than 600 automated calling stations dedicated to nonprofit clients, 45 regional offices, calling centers, and on-campus MASTERS Programs.
Increasing Profitability by Personalizing Offers for 10 Million Customers

Samsung Life Insurance uses MicroStrategy to improve relationships with its 10 million customers – about one fourth of the South Korean population. Leveraging high-quality customer data enables Samsung Life Insurance to increase its competitive advantage, obtain high sales growth, and improve sales profit.

“MicroStrategy software empowers more than 250 Samsung Life Insurance employees on a daily basis by giving them confidence that important sales and customer information is always at their fingertips,” said JaeJun Sung, DB Marketing Manager at Samsung Life Insurance. “Through MicroStrategy’s powerful and intuitive interface, employees can rapidly perform analysis to improve branch performance and maximize branch productivity.”

In order to retain existing and attract new customers, Samsung Life Insurance uses MicroStrategy to plan and implement marketing campaigns that are personalized for each policyholder and prospect based on information stored in its customer centric database. Marketers within each branch are able to create personalized marketing and sales campaigns according to detailed analysis of current customer characteristics.

Samsung Life Insurance also uses MicroStrategy to improve internal operations. In addition to the more than 70 standard reports used in sales meetings, employees across the enterprise utilize MicroStrategy for internal reporting that often accounts for more than 50 percent of all meeting materials.

Before adopting MicroStrategy software, Samsung Life Insurance had been using other tools for data analysis that were difficult to use and lacked the necessary data scalability. By deploying the MicroStrategy platform, for example, employees at each branch location can easily conduct analyses on the productivity of all branch agents, identify the attributes of low performers and offer support where necessary to improve results.

Samsung Life Insurance is Korea’s oldest life insurance company with more than 47 years of proud history. Samsung Life Insurance is the largest life insurer in the market with a share of 36 percent in insurance premiums written in 2003. With more than 30,000 consultants working hard to provide care and comfort to more than 10 million active customers, Samsung Life Insurance is the first-choice insurer for its customers. In FY2003, Samsung Life Insurance posted 83 trillion won in total assets and 23 trillion won in total sales.
Supporting Critical Decision Making with Insight into Finance, Sales, and Operations

In 2006, Sennheiser electronic GmbH & Co. KG selected MicroStrategy to support multiple business intelligence initiatives across its enterprise. Sennheiser electronic GmbH & Co. KG is a worldwide group of companies with more than 1,600 employees and one of the world’s leading manufacturers of complete audio solutions.

Sennheiser electronic GmbH & Co. KG plans to use MicroStrategy for reporting and analysis of products, sales, and financial performance. With MicroStrategy, Sennheiser electronic GmbH & Co. KG employees in finance, sales, and other areas of the company will be able to obtain analytically-based insights to support critical decisions. The information provided from its business intelligence applications will be used to help Sennheiser electronic GmbH & Co. KG to increase sales, enhance operations, and improve business performance.

“MicroStrategy is proud of deepening its relationship with Sennheiser electronic GmbH & Co. KG,” said MicroStrategy’s COO Sanju Bansal. “Leading companies across the globe are choosing MicroStrategy’s industrial-strength platform to gain visibility into their operations and to help make important revenue-generating decisions.”

MicroStrategy’s technology has been selected by leading companies, like Sennheiser electronic GmbH & Co. KG, for its user-friendly reporting features, data scalability, and its advanced technical capabilities. Some of MicroStrategy’s customers in Germany include Deutsche Telekom, Kabel Deutschland, dm-drogerie markt, Deutsche Börse, and McDonalds.
Delivering Critical Business Insight to Thousands of Users for Nearly a Decade

Tom Burzinski, Director of Systems Development at ShopKo Stores, speaks on the overall success of the data warehouse and enterprise-wide business intelligence application. “Our application is a tremendous success. When you watch a majority of the divisional buyers, vice presidents, and senior vice presidents use MicroStrategy software to access the data warehouse every morning, you know that you’ve got a business critical application. Our MicroStrategy-based solution has helped us remain competitive and prosper in the marketplace.”

The MicroStrategy platform is providing ShopKo’s end user community with superior analysis capabilities, resulting in better insight into inventory levels, promotional planning, sales performance, store layout, and selection of merchandise. With the ability to generate answers in a matter of seconds, many ShopKo employees are exploring the data warehouse on their laptops with ease. The MicroStrategy platform delivers superior enterprise-wide analytical power to buyers, executives, planning analysts, merchandisers, and store managers.

ShopKo Stores’ MicroStrategy-based solution is providing a better selection of products and services that customers like and want, which enable better decision making, improve customer service, and lift sales and gross margins. “I can honestly say that our MicroStrategy-based system is one of the most unique and insightful business intelligence platforms in the retail industry,” said Burzinski.

“This insight is giving ShopKo’s decision makers a better understanding of sales trends and seasonality, and an improved awareness of the relative contribution to each store’s overall profitability from the different item types,” continued Burzinski. “Our MicroStrategy system has improved our sales and gross margins. Our goal is to have each store stocked with the right combination of products, at the right time, at the right price. Using our superior MicroStrategy-based solution has led to achieving this goal.”

ShopKo Stores Operating Co., LLC is an affiliate of Sun Capital Partners, Inc., a leading private investment firm focused on leveraging buyouts, equity, debt, and other investments in market-leading companies that can benefit from its in-house operating professionals and experience. ShopKo is a $2.2 billion retailer of quality goods and services headquartered in Green Bay, WI, with stores located in 13 states throughout the Midwest, Mountain, and Pacific Northwest regions. Retail formats include 132 ShopKo stores, providing quality name-brand merchandise, great values, pharmacy, and optical services in mid-sized to larger cities and three ShopKo Express Rx stores, a convenient neighborhood drugstore concept.
Giving 10,000 Employees Access to 30 Critical BI Applications Across the Enterprise


Sprint’s deployment of the MicroStrategy Business Intelligence Platform™ is extensive, encompassing multiple critical projects, anchoring 30 applications, and supporting more than 10,000 employees. Sprint is harnessing MicroStrategy for such areas as call-traffic analysis, marketing analysis, financial performance assessments, and Web-traffic analysis.

Sprint, with approximately 79,900 employees worldwide and nearly $41 billion in annual revenues, is a global integrated communications provider serving more than 53.6 million customers in more than 100 countries. Sprint’s Target State Architecture is a key initiative within the Information Technology Services (ITS) organization to perform more efficiently, and reduce costs by consolidating operations into a centrally managed environment.

“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,” said Sprint’s Manager of Systems Development, John Bentley. “MicroStrategy will offer exceptional uptime and reliability, while offering flexibility and responsiveness as Sprint solidifies its standing as a world-leading customer-centric company.”

For more than 11 years, Sprint has been using the MicroStrategy platform to provide employees with large-scale availability of information, enabling them to recognize new revenue streams, streamline operations, and deliver value-added customer experiences. MicroStrategy Report Services simplifies the deployment of business intelligence applications throughout a large organization — to all its employees, customers, and suppliers — and delivers a range of enterprise report types that companies need.

Sprint offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses, and government users. Sprint Nextel is widely recognized for developing, engineering, and deploying innovative technologies, including two robust wireless networks serving 53.6 million customers at the end of the first quarter 2007; industry-leading mobile data services; instant national and international walkie-talkie capabilities; and a global Tier 1 Internet backbone.
Saving Millions Through Quick Access to Financial Information

The State of Tennessee is using MicroStrategy to anchor its financial data access data warehouse. With MicroStrategy, decision makers in more than 60 statewide agencies, including the Departments of Human Services, Finance and Administration, and Revenue, are able to more effectively track revenues and expenditures, and make more informed decisions that can reduce costs and increase efficiency.

“With the MicroStrategy platform, end users are able to access financial data via the Web, which is proving to be the most valuable service the State of Tennessee has provided to its statewide agencies in the last decade,” said Sherrie Benn, Data Warehouse Consultant at the State of Tennessee. “More than just a report writer, the MicroStrategy Business Intelligence Platform™ offers analytical capabilities far beyond what has been available.”

“It is anticipated that the use of MicroStrategy software will help the State of Tennessee better manage financial information, leading to efficiencies that will save both time and money,” added Jan Sylvis, chief of accounts at the State of Tennessee. “Ultimately, we expect to see improved strategic planning, activity-based costing, and activity-based management in support of State programs.”

MicroStrategy is providing the State of Tennessee’s end users with comparative and exception reporting, more efficient and timely data analysis, enhanced financial data analysis, summary level reporting for management, and consistent interpretation of financial data definitions and business rules.

MicroStrategy and the State of Tennessee’s Department of Finance and Administration were honored in 2003 with a DM Review World Class Solution Award.

Tennessee’s official state Web site, www.TennesseeAnytime.org, ranked first in the nation in Brown University’s third annual survey of state e-government performance. TennesseeAnytime has more than one million visitors a month, and since its inception has hosted more than six million e-government transactions. Much of the traffic comes from the more than 60 percent of qualified TennCare providers accessing TennCare eligibility information online, and the nearly 120,000 citizens that have renewed their driver’s license or updated their addresses online.
Nearly 2,000 Knowledge Workers Share Corporate Data at Global Telecommunications Company

Telefónica S.A. has licensed the MicroStrategy Business Intelligence Platform™ to expand the reach of its enterprise business intelligence applications. Telefónica is the leading telecommunications operator in the Spanish and Portuguese speaking world.

“Our MicroStrategy system is a valuable component of our business, as the technology enables our employees to review and analyze information to make better business decisions,” said Luis Morán Abad, Manager of Technology Architecture and Information Systems at Telefónica. “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 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 Oracle and SQL Server data warehouses, and rely on MicroStrategy to access information and share insight with other employees globally via the Web.

Telefónica is a world leader in the telecommunication sector, with presence in Europe, Africa, and Latin America. As of March 2007, Telefónica had 206.6 million customers. Telefónica is an integrated carrier with one of the largest market shares outside of its original market and is the leading carrier in the Spanish-Portuguese speaking market. Thanks to this, it is on its way to becoming the leader among multi-service and multi-domestic providers. Telefónica is fifth in the world in the Telecom sector by market capitalization and sixth in the EuroStoxx 50 ranking (November 20, 2006) with a market capitalization of almost $100 billion.
In 2006, Telephia, a leading provider of performance measurement information to the mobile industry, expanded its deployment of MicroStrategy as its enterprise platform. Telephia provides syndicated performance measurement information to the leaders of the converging communications and mobile industries, including carriers, device manufacturers, content and applications providers, retailers, infrastructure vendors, and investment analysts.

Telephia uses MicroStrategy for multiple business intelligence applications that provide customers with critical information, including subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience, and many other key performance indicators. MicroStrategy supports Telephia’s internal users in the production of consistent and high-quality information deliverables for customers. In addition, MicroStrategy anchors Telephia’s Web-based customer Information Portal, accessible to thousands of users in the U.S., Canada, and Europe.

“MicroStrategy provides decision making data for our customers in highly digestible and easy to comprehend formats including dashboards, scorecards, and interactive reports,” said Terry Joyce, Senior V.P. Systems Engineering of Telephia. “We are impressed with the maturity of MicroStrategy’s products, particularly the way they work together as one seamless enterprise platform.”

“We are delighted that Telephia continues to realize significant benefits from MicroStrategy’s BI technology and has selected MicroStrategy as its enterprise platform,” said MicroStrategy COO, Sanju Bansal. “MicroStrategy’s software, with its user-friendly reporting features, data scalability, and ability to be Web-deployed to thousands of users securely, is well-suited for Telephia and its large, diverse user community.”

Telephia is the world’s largest provider of syndicated consumer research to the telecom and mobile media markets. Telephia is your connection to the digital consumer. Since 1998, executives at service providers, device manufacturers, content providers, and retailers have relied on Telephia data to make confident competitive strategy, marketing and resource allocation decisions. Telephia uses its unique measurement tools and large-scale consumer panels to completely understand the digital consumer’s behavior, attitudes, and experience.
Benefiting from Enterprise-Wide Business Intelligence

In 2006, the Texas Department of Agriculture deployed MicroStrategy to support its business intelligence initiatives, providing reporting and analytics for multiple areas across the agency.

The Texas Department of Agriculture uses MicroStrategy in numerous business areas including finance, HR, marketing, licensing, regulation, and telecommunications. Approximately 500 state employees use MicroStrategy for reporting, analysis, and monitoring.

"MicroStrategy is proud of its relationship with the Texas Department of Agriculture," said MicroStrategy's COO Sanju Bansal. “MicroStrategy's industrial-strength platform and intuitive Web interface extend the benefits of enterprise business intelligence to all levels of users across the agency.”


The Texas Department of Agriculture (TDA) is a state agency established by the Texas Legislature in 1907. The TDA is charged with making Texas the nation's leader in agriculture, while promoting excellence in children's nutrition, rural economic development, and providing efficient and extraordinary service. The TDA is a diversified state agency that provides a value-added service through marketing and regulatory services. With more than 500 employees, TDA headquarters are located in Austin, and have five regional service offices, four satellite offices, seven laboratories, and six livestock export facilities.
Replacing 1,200 Static Reports with 50 Reporting Templates

International leisure giant Thomas Cook AG expanded its deployment of the MicroStrategy platform enterprise-wide. Thomas Cook’s deal with MicroStrategy represents an important strategic investment in MicroStrategy technology that will help drive critical aspects of Thomas Cook’s operations. Thomas Cook has been a MicroStrategy customer since 2000.

Thomas Cook is present in all parts of the leisure industry’s value chain – airlines, hotels, tour operators, travel, and incoming agencies – and provides its customers with products in all market segments across the globe.

With MicroStrategy technology, hundreds of Thomas Cook employees are able to better understand hotel capacities and contractual terms, optimize travel routes, and track the types of hotel rooms that are booked. The MicroStrategy platform anchors a number of Thomas Cook’s business intelligence applications, including the management information reporting system, revenue management analysis, sales analysis, and customer call center applications. Approximately 850 Thomas Cook employees are able to monitor and assess highly comprehensive reports that analyze nearly 1-terabyte of sales information contained in an IBM DB2 data warehouse.

“With the help of MicroStrategy, we were able to replace 1,200 static reports in our previous solution with 50 reporting templates that are personalized for the end user through parameterization. Employees, managers in the field, and product managers are proactively informed with the necessary information,” said Reiner Müller, Manager MIS, Thomas Cook. “In the meantime, the IT Department can concentrate on its core competencies, which will help to speed up development of new applications.”

Thomas Cook received a MicroStrategy Honors Award for its outstanding BI application at the MicroStrategy Symposium 2007 in Frankfurt, Germany.

Thomas Cook AG is one of the world’s leading travel groups. The group includes 33 tour operator brands, more than 2,400 travel agencies, a fleet of 67 aircraft, and a workforce of 19,775. With € 7.8 billion in sales, it is the second largest tourism company in Europe. Thomas Cook AG is a wholly-owned subsidiary of the German retail group, KarstadtQuelle AG.
Assessing and Streamlining the Performance of Commercial Airport Security Nationwide

In 2001, the Transportation Security Administration’s (TSA) Office of Strategic Management and Analysis, part of the U.S. Department of Homeland Security, implemented the MicroStrategy Business Intelligence Platform™ to analyze transportation security operations at commercial airports nationwide. The solution was implemented by McLean, VA-headquartered BearingPoint, Inc.

TSA executives, Federal Security Directors, and TSA field staff use MicroStrategy’s software to assess and streamline the performance of commercial airport security operations. MicroStrategy anchors TSA’s Performance Management Information System (PMIS), which collects, analyzes, and reports passenger and baggage screening data. Operational performance metrics, such as wait times at selected airports, TSA staff utilization, and screening equipment utilization are collected and reported via the PMIS system.

“We’re proud that our technology is TSA’s software-of-choice for these critical performance reporting applications, and that it is being deployed for work so clearly vital to the nation’s security and the well-being of its citizens,” said MicroStrategy’s COO Sanju Bansal. “Federal and state government agencies are choosing MicroStrategy to gain better visibility into their operations and to help make important decisions on a wide range of matters.”

The Transportation Security Administration protects the nation’s transportation systems to ensure freedom of movement for people and commerce. The TSA was established in 2001 when the President signed into law the Aviation and Transportation Security Act (ATSA). This Act established a series of challenging but critically important milestones toward achieving a secure air travel system.
Providing Comprehensive, User-Friendly Reporting and Analysis Across the University

The University of Bologna, the Western world’s oldest university, expanded its deployment of the MicroStrategy platform university-wide for data analysis and reporting and as a cost-control auxiliary tool. The University of Bologna, which first adopted MicroStrategy in 2003, extended its use to all university departments in 2005.

The University of Bologna was established in 1088 and currently provides the widest range of university courses in Italy.

The University of Bologna was one of the first universities in Italy to use an information system to assess costs and the financial results of its activity. MicroStrategy’s platform allows the university to analyze data from different sources and areas, integrating databases created in different periods and with very different technologies. MicroStrategy provides comprehensive, user-friendly reporting and analysis in the following important areas:

• Personnel Management and Salary Assessments
• Integrated Accounting (financial, economic, and analytic accounting)
• Students Services (students’ career management and assessments of classes and academic programs)

“MicroStrategy’s excellent reporting and analytical features and scalability allow us to analyze, in an easy and intuitive way, millions of bits of data and to make critical inquiries at different levels of depth,” said D.ssa Ines Fabbro, the University of Bologna’s Administrative Director. “MicroStrategy is supporting our decisions with outstanding efficacy. It’s engendering far-reaching benefits for our university.”
Providing an Innovative Way to Organize and Share Information on Students, Admissions, and Enrollment

The University of Miami is using MicroStrategy to gain insight into its academic environment and student population and drive decision making on admissions and enrollment processes. The University of Miami, which offers a wide selection of academic disciplines from accounting to women’s studies, is comprised of 12 schools and colleges and has approximately 15,250 undergraduate and graduate students from around the world.

“MicroStrategy software provides the University of Miami with an innovative way to organize and share information about our students, and drive our admissions and enrollment decisions,” said Mary Sapp, Executive Director of Planning and Institutional Research at the University of Miami. “With MicroStrategy, we can easily pull up reports about our current student body or applicant pool and make important decisions on admissions acceptances and enrollment questions.”

The University of Miami uses MicroStrategy software to analyze its student data in order to get a better profile of its applicant pool and existing student body. End users across the various schools and colleges are able to run reports that examine current student reporting, fundraising, campaign results, equality administration, financial aid, human resources, purchasing, student admissions, and student employment information. Analysis of the data can be done across the student body or at the individual level, with student-specific identifiers removed to ensure individual privacy. The institution is developing two additional business intelligence applications – financial records and facilities management – that will deploy on the MicroStrategy platform.
Reporting on Marketing and Sales Trends Worldwide


U.S. Borax, Inc. supplies nearly half the world’s demand for refined borates – essential nutrients for plants, part of a healthy human diet, and key ingredients in fiberglass, ceramics, detergents, fertilizers, and wood preservatives. The company employs nearly 1,500 people worldwide and ships its products to customers in nearly 100 countries.

U.S. Borax primarily utilizes MicroStrategy for its extensive “Marketing and Reporting System” (MARS). This system is used to report on sales figures, forecast projections, estimate competitive sales, and gauge the state of the business. MicroStrategy users include U.S. Borax executives, marketing analysts, sales representatives, financial analysts, distribution analysts, and production supervisors.

“Industry leaders like U.S. Borax demand only high standards for business intelligence reporting and analysis,” said MicroStrategy COO Sanju Bansal. "The fact that U.S. Borax has been a customer of MicroStrategy since 1997, and is still expanding its applications of our platform, is testament to our technology’s outstanding capabilities and the bottom-line benefits it can engender.”

U.S. Borax owns and operates one of the richest borate deposits on the planet in California’s Mojave Desert. The company supplies nearly half the world’s demand for refined borates, key ingredients in fiberglass, glass, ceramics, detergents, fertilizers, wood preservatives, flame retardants, and other products. U.S. Borax is the acknowledged world leader in borate technology, research, and development, and a member of the Rio Tinto group, a world leader in finding, mining, and processing the earth’s mineral resources.
Consolidating Direct Loan Servicing Functions and Collection Activities for $100 Billion in Student Loans

The U.S. Department of Education, Office of Federal Student Aid (FSA) expanded its use of the MicroStrategy Business Intelligence Platform™ to support existing and new applications to be deployed under the Common Services for Borrowers (CSB) contract.

The Office of Federal Student Aid is a Performance Based Organization that administers the Student Financial Assistance Programs at the U.S. Department of Education.

The CSB contract consolidates the Department’s direct loan servicing functions, loan consolidation processes, and collection activities for nearly $100 billion in student loan obligations. Previously, five separate systems performed the functions that one system performs under the new contract.

“Federal and state government agencies are choosing MicroStrategy’s industrial-strength platform to gain better visibility into their operations and to help make important strategic decisions,” said MicroStrategy’s COO Sanju Bansal. “We’re particularly proud of our expanding relationship with the FSA, which provides such vital services to citizens nationwide.”

Some of MicroStrategy’s other Federal customers include the U.S. Postal Service, the Centers for Medicare and Medicaid Services, the National Institutes of Health, the Department of Housing and Urban Development, and the U.S. Army.
Realizing Over $350 Million in Savings/Cost Avoidance

In 2006, MicroStrategy announced that it selected Robert Otto, CIO/CTO of the U.S. Postal Service, as the recipient of MicroStrategy’s Individual Excellence in Business Intelligence award. Mr. Otto was recognized at MicroStrategy World 2006 in Miami, Florida.

Each year at its annual user conference, MicroStrategy recognizes one individual that exemplifies outstanding leadership and vision in business intelligence excellence. As CTO, Mr. Otto oversees the Information Technology organization at the Postal Service, consisting of 1,314 employees, including developers, data architects, and end-user support specialists. The Postal Service has a 80-terabyte Teradata data warehouse, one of the largest data warehouses in the world.

MicroStrategy supports business intelligence applications in every major functional group in the Postal Service. There are over 50,000 managers using the data provided by these business intelligence applications. The users include financial and account analysts, service delivery analysts, budget coordinators, retail managers, and local postmasters across the Postal Service. The Postal Service has 4,000 users running 31,000 daily queries, and over 140,000 reports are run every week for 50,000 managers to monitor and analyze financial performance, on-time delivery performance, network efficiency, in-plant operations, and retail outlet performance.

The United States Postal Service uses the Enterprise Data Warehouse to drive increases in revenue, reduce costs, improve operations, detect fraud, and increase efficiencies in mail service. To date, over $350 million in savings/cost avoidance have been realized.

“I am proud to receive this award from MicroStrategy, and I accept it on behalf of the Postal Service’s entire Information Technology team,” said Mr. Otto. “Our hard-working team does an outstanding job of supporting the ever-changing IT requirements of the Postal Service. MicroStrategy has been an integral component of our department since 1997, and its technology has enabled us to make remarkable improvements in areas including operational efficiency, financial performance, transportation logistics, and customer service.”

An independent federal agency, the U.S. Postal Service is the only delivery service that visits every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products, and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of $73 billion and delivers nearly half the world’s mail.
Maximizing Sales and Optimizing Store Assortments

Two years ago, Virgin Retail’s management decided to improve a number of inefficient business processes. The initial process change program focused attention on improving the in-store offer, trading more effectively with suppliers, and raising the standard in all areas of reporting. Business users wanted a user-friendly system they could use easily to obtain insights in minutes rather than days or weeks. The result was an investment in the MicroStrategy enterprise business intelligence platform.

“Virgin Retail went to tender and MicroStrategy was chosen for its strong retail experience, one consolidated BI Platform, and a mature Web-based report delivery,” says Tony Johnson, IT Director at Virgin Retail. “We also value MicroStrategy’s analytic capability, ease-of-use, speed of reporting, and sheer scalability.”

Today, standard reports are sent to 50 executives via MicroStrategy Narrowcast Server e-mail on a daily basis, while approximately 280 newly trained “self-service” and “power users” in the company’s merchandising, finance, and store teams can access the data to meet their own ad hoc requirements.

Among the results has been a move to store-specific ranging with teams able to optimize store assortment by monitoring how particular product categories perform. This program currently covers music and DVDs. “We can range on a far more micro level than ever before,” adds Johnson, “building on a store-by-store basis to maximize sales and using the business intelligence system for dynamic management.”

Johnson explains: “We now have one version of the truth and we’ve reduced IT workloads so that our analysts have more time to develop, redesign, and reconfigure systems instead of simply responding to business user requests.”
Using BI to Support Call Center Operations, Customer Knowledge Management, and Balanced Scorecards

Vodafone is a world leader in providing voice and data communications services for both consumer and enterprise customers, with a significant presence in Europe, the Middle East, Africa, Asia, Pacific, and the United States.

Vodafone Italy built its first data warehouse in 1995. Expanding business requirements, and growth in user count and data volumes made it necessary to adopt a dedicated business intelligence platform. A comprehensive assessment of the best solutions in the market resulted in the selection of MicroStrategy, chosen for its superior performance.

Vodafone Italy has leveraged MicroStrategy to introduce proactive reporting to its user community. Vodafone developed and deployed Customer Knowledge Management, a BI application that analyzes the knowledge base and provides insight about its customer profiles to end users. With this application, the marketing department is able to easily sift through huge volumes of client information and calculate more than 800 indicators for every SIM (Subscriber Identity Module) and customer. Users are able to analyze profiles of business customers, clients registering on the company Web site (www.vodafone.it), and interactions with the sales force.

Vodafone Italy developed a series of Business Performance Management (BPM) applications introducing company-wide balanced scorecards to areas such as corporate, customer base, economics and financial, internal processes, network and IT, and business innovation. In addition, Vodafone rolled out the Customer Operations Board, a BPM interface that monitors client interaction through call center activity, and an e-monitoring application that focuses on the purchasing process, vendor relations, and issues inherent to procurement. Other crucial applications that monitor call center operations and track customer profitability enable Vodafone Italy to determine the value of each corporate customer.

Fundamental to all these BI applications is the flexibility of the MicroStrategy SDK (Software Development Kit), a complete development platform that allows rapid and simple personalization and integrates seamlessly with business applications on multiple platforms including Windows and UNIX.

Vodafone is a world leader in providing voice and data communications services for both consumer and enterprise customers, with a significant presence in Europe, the Middle East, Africa, Asia, Pacific, and the United States. At 31 March 2007, based on the registered customers of mobile communications ventures in which it had equity interests at that date, the Group had approximately 206.4 million proportionate customers. The Company has equity interests in 25 countries, through its subsidiary undertakings, joint ventures, associated undertakings, and investments. Partner Market arrangements extend the Group’s footprint to a further 38 countries. Vodafone Italy, a subsidiary of Vodafone Group Plc, has more than 25 million customers and approximately 10,000 employees and operates eight call centers and approximately 2,000 sales points across the country.
Supporting a Wide Range of Reporting Applications Across Three Consumer Products Companies


MicroStrategy's integrated business intelligence platform supports a wide range of reporting applications for Wilton Industries across its three companies. MicroStrategy is used by Wilton's management and key personnel to obtain greater insights into business areas, including finance and accounting, inventory analysis, customer service, sales administration, product development, forecast analysis, accounts receivable, and category management. MicroStrategy has significantly condensed reporting time for Wilton users, with report development from concept to final product now possible in several days instead of months.

"MicroStrategy gives us a single source for critical information throughout the organization, so we can spend less time debating data and more energy making critical decisions," said Mike Glazik, Vice President of Customer Service for Wilton Industries. "MicroStrategy fits the needs of our growing business with its dynamic, cutting-edge features and the scalability to keep our growing user base apprised of business performance."

"We are delighted that Wilton Industries has selected MicroStrategy to support its enterprise-wide reporting requirements," said Sanju Bansal, MicroStrategy's COO. "MicroStrategy's advanced reporting capabilities, user-friendly Web interface, and data scalability are well-suited for companies like Wilton Industries that have expanding business intelligence requirements and a diverse user population."

Wilton Industries, based in Woodridge, IL, has successfully united three distinctive consumer products companies whose strategic focus is product innovation and quality. The three divisions are Wilton Enterprises, Copco, and The Weston Gallery. The company's best-known division, Wilton Enterprises, sells cake baking and decorating items in more than 100 countries. Wilton's Copco division is the leading manufacturer of teakettles, and its Weston Gallery unit is a full-line picture frame supplier to the retail industry.
Providing a Complete Understanding of Online Interactions

Recently, MicroStrategy customer Yahoo! expanded its use of the MicroStrategy Business Intelligence Platform™. For these new applications, MicroStrategy was selected primarily because of its powerful analytics.

Yahoo! uses MicroStrategy’s software for customer analysis, sales analysis, advertising assessments, and transaction activity reviews. Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide.

“We’re proud to be working with Yahoo! to help it better understand and enhance its operations,” said MicroStrategy’s COO Sanju Bansal. “Yahoo!’s selection of MicroStrategy for critical sales and marketing applications demonstrates the significant strategic value of our software. MicroStrategy provides an exceptional solution for leading companies seeking to extend the benefits of business intelligence by accessing very large databases, and by deploying insight-collecting, easy-to-use, Web-based applications that can help drive key business operations.”
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“The future of business intelligence is limitless.”