



MicroStrategy ONE

One platform. One version of the truth. Powering the Intelligent Enterprise.

Established.

MicroStrategy is the largest independent publicly traded analytics and business intelligence company in the world.

The MicroStrategy analytics platform is consistently rated as the best in enterprise analytics and is used by many of the world's most admired brands in the Fortune Global 500.

The background of the right side of the slide features a dark, stylized illustration of a building facade. The MicroStrategy logo is prominently displayed on the upper part of the building, rendered in a light, semi-transparent font. The building has a grid of windows and architectural details that suggest a modern corporate structure.

MicroStrategy

COMPANY OVERVIEW

- Founded 1989
- NASDAQ: MSTR
- HQ: Tysons, VA
- 2,000+ Employees
- Direct Operations in 27+ Countries

GLOBAL FOOTPRINT

- 4,000+ Customers
- 300+ Embedded Partners
- 9+ Global Support Centers
- 35+ Field Service Centers
- 5 Global Development Centers

Trusted.



Powering thousands of the world's top brands:

Financial Services



Healthcare and Pharma



Manufacturing and CPG



Retail



Technology

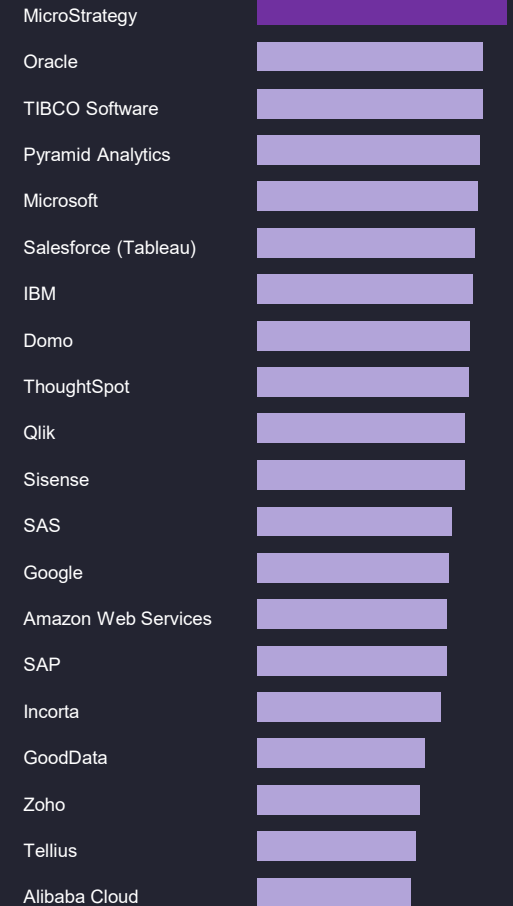


#1 for 6 years in a row..

Gartner®

CRITICAL CAPABILITIES REPORT

Product Scores for Analytics Developer





Sainsbury's

In our transformation, we wanted to ensure that our business understands that data is a product in and of itself. It has value as an asset—it doesn't just exist as a by-product of what we do.

MicroStrategy offers a unified and trusted data model, rapid deployments, scale, exceptional mobile capabilities and the ability to curate information by role and location.

— **Helen Hunter**

*Chief Technology Officer
Sainsbury's*





Sainsbury's overcame several pervasive challenges in data and analytics to establish a scalable and sustainable data-driven culture at the foundation of its business.

- **Too many tools:** Over 30+ DWHs and several analytics and visualization solutions were used across the organization.
- **Data discord:** Disconnected data sources yielded conflicting versions of the truth, bringing data accuracy and consistency into question.
- **Insufficiency to scale:** Strictly controlled data access, manual analytics processes, data model limitations with legacy tech, and skillsets gaps across a range of tools, presented challenges when extending insights to more colleagues.
- **Mobile security:** Authentication challenges stemmed from the expanded adoption of BYOD options, in addition to company-provisioned devices for accessing analytics apps.
- **App applicability:** Application maintenance required significant time, investment, and upkeep when multiple solutions and versions were offered for different device types.



Thank You!