

AI / BI SYMPOSIA

Der Vergleich - MicroStrategy, Power BI & Tableau

Michael Hoffmann, Principal Sales Engineer, Germany

If I'm Not On Point...

There's always ChatGPT



DA

If I am the CIO of a Fortune 500 company, based on the typical needs of such an organization, should I choose MicroStrategy or PowerBI?



As the CIO of a Fortune 500 company, the decision to choose between MicroStrategy and Power BI would depend on several factors specific to your organization's needs and goals. However, here are some considerations that could be relevant to a typical Fortune 500 company:

1. Scalability: MicroStrategy offers a highly scalable architecture that can handle large-scale data mining and predictive modeling. Power BI has basic predictive analytics capabilities, but may require integration with other tools to perform more advanced analytics.
2. Security and Governance: MicroStrategy has robust security and governance features, including role-based access control and data security. Power BI can also offer security and governance features, but may require additional customization to meet the specific requirements of a large enterprise.

Based on these considerations, MicroStrategy may be a better choice for a typical Fortune 500 company due to its advanced capabilities, scalability, and security features. However, it's important to evaluate both platforms and consider your organization's specific needs before making a decision.

3. Advanced Analytics: A Fortune 500 company may require advanced analytics capabilities, such as predictive analytics, machine learning, and data mining. MicroStrategy has a robust suite of advanced analytics tools and can handle large-scale data mining and predictive modeling. Power BI has basic predictive analytics capabilities, but may require integration with other tools to perform more advanced analytics.
4. Integration: A Fortune 500 company typically has a complex IT environment with multiple systems and applications that need to be integrated with the BI platform. MicroStrategy can integrate with a wide range of data sources, including big data systems, and has a robust API for customization and integration with other applications. Power BI can also

fully
Power
ty.

governance features, but may require additional customization to meet the specific requirements of a large enterprise.

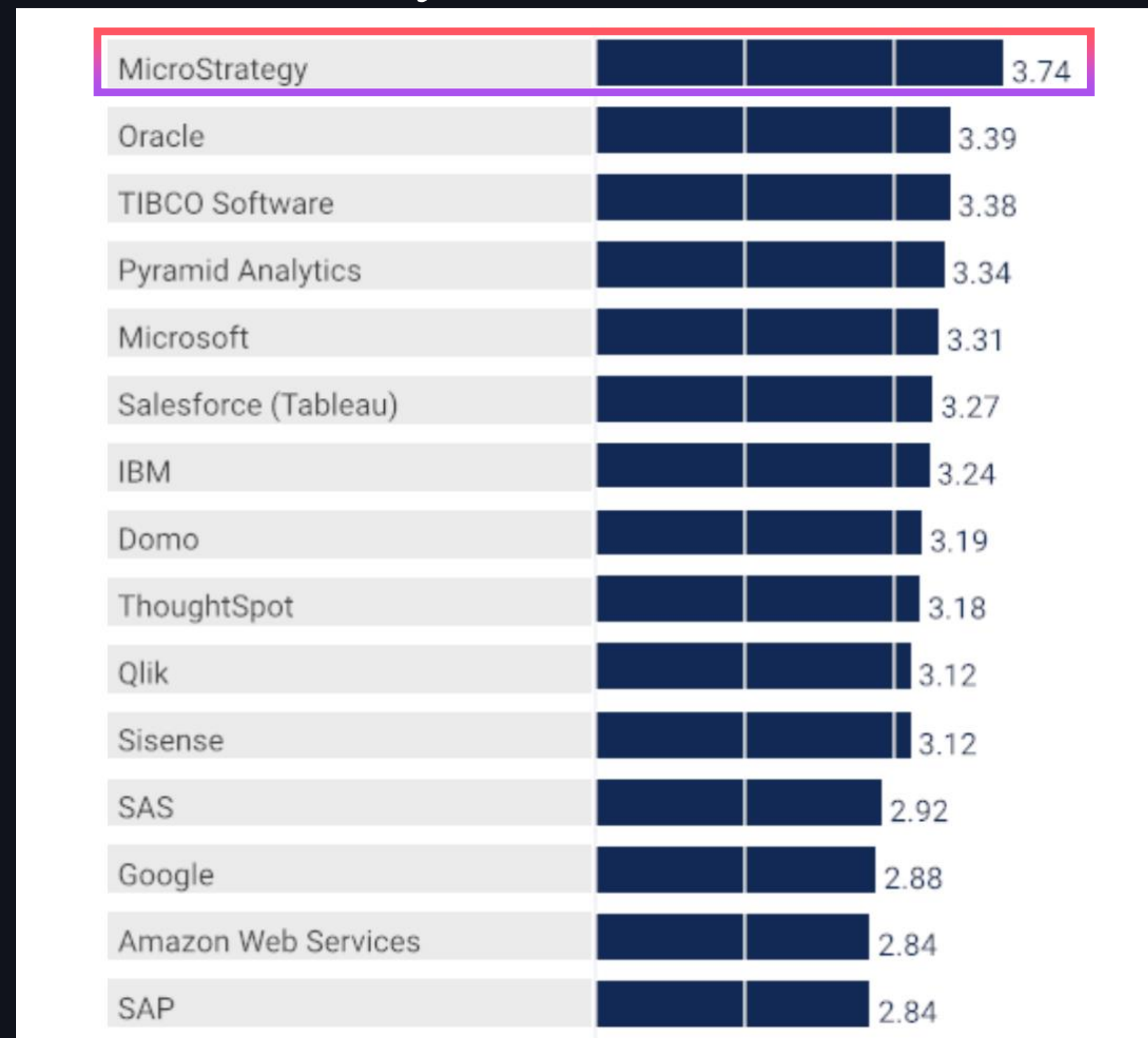
MicroStrategy is the Market Leader in Enterprise Analytics



Gartner Critical Capabilities

#1 in Enterprise Analytics

6 years in a row!



Security

Governance

Cloud Enabled Analytics

Data Source Connectivity

Data Preparation

Catalog

Data Visualization

Natural Language Query

Data Storytelling

Reporting

Natural Language Generation*

Automated Insights*

Generative AI Integration*

*Launched with MicroStrategy Dec 2022 release
-post Gartner evaluation

Why MicroStrategy?

10 Ways We Outperform Tableau and Power BI

POWER BI

Why MicroStrategy?

An increasing number of organizations using Power BI as a departmental dashboarding tool are experiencing challenges with operating at scale. Usage limitations. Additional integration requirements. Hidden costs. What starts as a seemingly cost-effective decision of using Power BI can quickly escalate into an expensive endeavor.

Explore the top 10 ways that MicroStrategy outperforms Power BI.



Analytics Design Time to Value

Easy no-code UI to efficiently build multi-page dossiers with advanced calculated fields and parameter linking. More robust capabilities and integrations out-of-the-box.

Slow to Build Robust Dashboards

Coding needed for common functionality, such as analyzing percent growth and passing dynamic filter parameters in links. Capabilities less robust.

User-Friendly Ad Hoc Analytics

Friendly ad hoc report building via prompts and wizards. MicroStrategy's SQL engine shields business users from database complexity so anyone can self-serve analyses without knowing the data structure or coding.

Database Knowledge Needed

Users need to understand data source tables & relationships for realistic analytics and ad hoc reporting.

HyperIntelligence

Patented technology. Effortless answers in websites and applications you use every day.

No Comparable Zero-Click Offering

Functionality is unmatched. Users have to actively search for information across multiple systems.

Paginated Reporting at Scale

Paginated reporting technology spanning 20+ years. Pagination by default with platform.

Scalability Limits for Paginated Reports

No shared data sources and datasets for paginated reports—more manual upkeep and higher storage usage. Add-on costs for sharing paginated reports and added analytics capacity.

Predictable Cost

Comprehensive platform with built-in functionalities & integrations.

Hidden Costs

Power BI costs are temporarily waived, but then get added to your Microsoft 365 subscription. Spend on Azure increases by orders of magnitude.

Openness

Vendor & platform agnostic. All major cloud & security providers. All OS options. Forget data migrations—use your data from where it is.

Microsoft Stack Lock-In

Designed primarily for Microsoft tools & data sources. Azure cloud. Azure AD. Windows OS.

True Internationalization

Three levels of internationalization: (1) interface, (2) dossiers, attributes, metrics, etc., and (3) data.

Manual Re-Building Per Language

Users need to manually rebuild datasets & reports in each language to make the same analytics available, or need to buy third-party add-ons to translate.

Control & Governance

Reusable security. Automated & centralized administration. Any security provider.

Decentralized Security

Integrates with only Azure AD. Sharing dashboards can undermine data security unless row-level security is applied to the dataset, but that row-level dataset security is manual & not reusable.

Performance at Scale

Proven scale. Designed from the ground up for large implementations, scaling to small implementations seamlessly. SQL engine automatically generates optimized queries for efficient performance.

Known Scalability Challenges

Limits on refresh rate, storage, and model size. Redundant files become widespread. User-created dataset-level SQL queries cause inefficiency.

Semantic Graph

Centrally defined, reusable metrics & attributes. Make a change once, and it ripples everywhere instantly. Simplify internationalization.

Redundant Object Building

Many metrics and attributes are defined at a dataset level—neither reusable nor centrally stored. Workspace-level objects. Manual re-building or third-party add-ons to translate reports.



TABLEAU

Why MicroStrategy?

An increasing number of organizations using Tableau as a departmental dashboarding tool are experiencing roadblocks in their analytics journey. Security limitations. Expensive pricing for core capabilities. Additional license costs. Hurdles that stand in the way of scaling analytics to all your people.

Explore the top 10 ways that MicroStrategy outperforms Tableau.



Easy for Non-Technical Users

No extra cost, no IT needed—curate your most important KPIs in one view with real-time trend & outlier insights. Automatic suggestions make data prep easy for non-technical users.

Technical Knowledge Needed

Navigate multiple dashboards or request IT to build a single view of KPIs. Manual data cleanup and complex data prep for enterprise-scale data.

User-Friendly Self-Service Reporting

No-code UI for easy ad hoc reporting. MicroStrategy's SQL engine shields business users from database complexity so anyone can self-serve analyses without knowing the data structure or coding.

Cost to Make Data Understandable

Business users need knowledge of databases for self-service analyses, but tools to understand data cost extra.

Analytics Design Time to Value

Set multi-page, page-level, and visualization-level filters with ease. Responsive by default: as tiles, free-form, or scrolling infographics.

Difficult Manual Dashboard Building

Filtering across pages requires manual configuration. Unpredictable dashboard appearance for different screen sizes.

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Proven High Data Scale

All visualizations efficiently accommodate large volumes of data. MicroStrategy provides a proven analytics experience that scales with your enterprise.

Data Scale Limits

Limited number of columns in table visualizations. Add-on costs per concurrent data refresh.

Predictable Cost

Comprehensive platform with built-in functionalities & integrations.

Core BI Functionality Costs Extra

Per-user pricing makes scaling costly. Add-on costs for data management features, dataset certifying, metadata permission control, automated centralized administration, and AI insights (even for viewing).

Comprehensive Unified Tool

All analytics users can use Workstation for the full analytics journey—to import data, build and manage analytics, share and collaborate, automate administration, and view dossiers.

Multiple Downloads

Separate desktop app downloads. Analysts need to prepare data in Prep Builder, and Bridge is needed to build gateways to on-prem data.

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Manual Re-Building Per Language

Datasets & reports need to be rebuilt in each language to make the same analytics available.

Control & Governance

Centralized, reusable, multi-level access settings to securely share analytics. Automated & centralized administration. Integrates with any enterprise security provider. No additional cost.

Decentralized Security

Analysts apply access permissions at dataset level, but sharing dashboards can undermine that security. To retain dataset-level security while embedding, users need to embed different views per user group/security setting.

Semantic Graph

MicroStrategy's semantic graph centrally defines reusable metrics & attributes to de-complicate data and enable data consistency.

Redundant Object Building

Workspace-level objects result in complexity & inconsistent metrics, and require users to re-build across redundant objects.

Why MicroStrategy?



Today's topics – From our Power BI list with lots of overlap from our Tableau list

- 1 Semantic Graph
- 2 User Friendly Ad Hoc Reporting
- 3 Performance at Scale
- 4 Governed Self-Service
- 5 Analytics Design Time to Value
- 6 HyperIntelligence
- 7 Paginated Reporting at Scale
- 8 Openness
- 9 Predictable Cost
- 10 Internationalization

Semantic Graph – Reusability Advantage



Centrally stored metrics and attributes mean changes made once ripple everywhere

Without the Semantic Graph

Hit the data source directly and start reporting.

Changes made to any given metric or attribute need to be made in every file where it lives.

Good approach for prototyping, reporting against limited numbers of tables



Analytics without the Semantic Graph is like traditional Speed Limit Signs

Changes made are arduous with heavy lifting and tremendous cost.

It's been said that if not for these signs, the USA might be on the metric system!



With the Semantic Graph

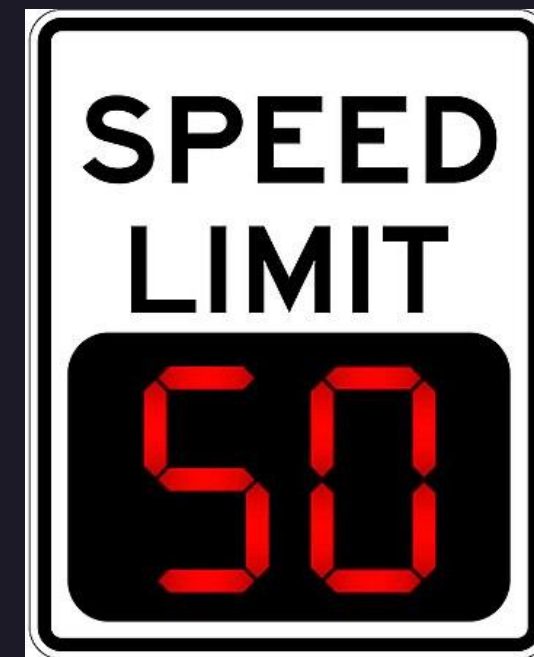
Metrics & Attributes in MicroStrategy are stored once centrally, abstracted from the tables & columns where they live

Ever have a metric change its formula? Or the tables from which it is sourced? Ever change the name of an attribute like a Sales Territory?

Great approach for production-level reporting, app governance, centralized reporting, analytic apps, governed ad hoc reporting & more

The Semantic Graph advantage is like the benefits of Smart Speed Limit Signs

Change Speed Limits centrally, reflect that change anywhere.

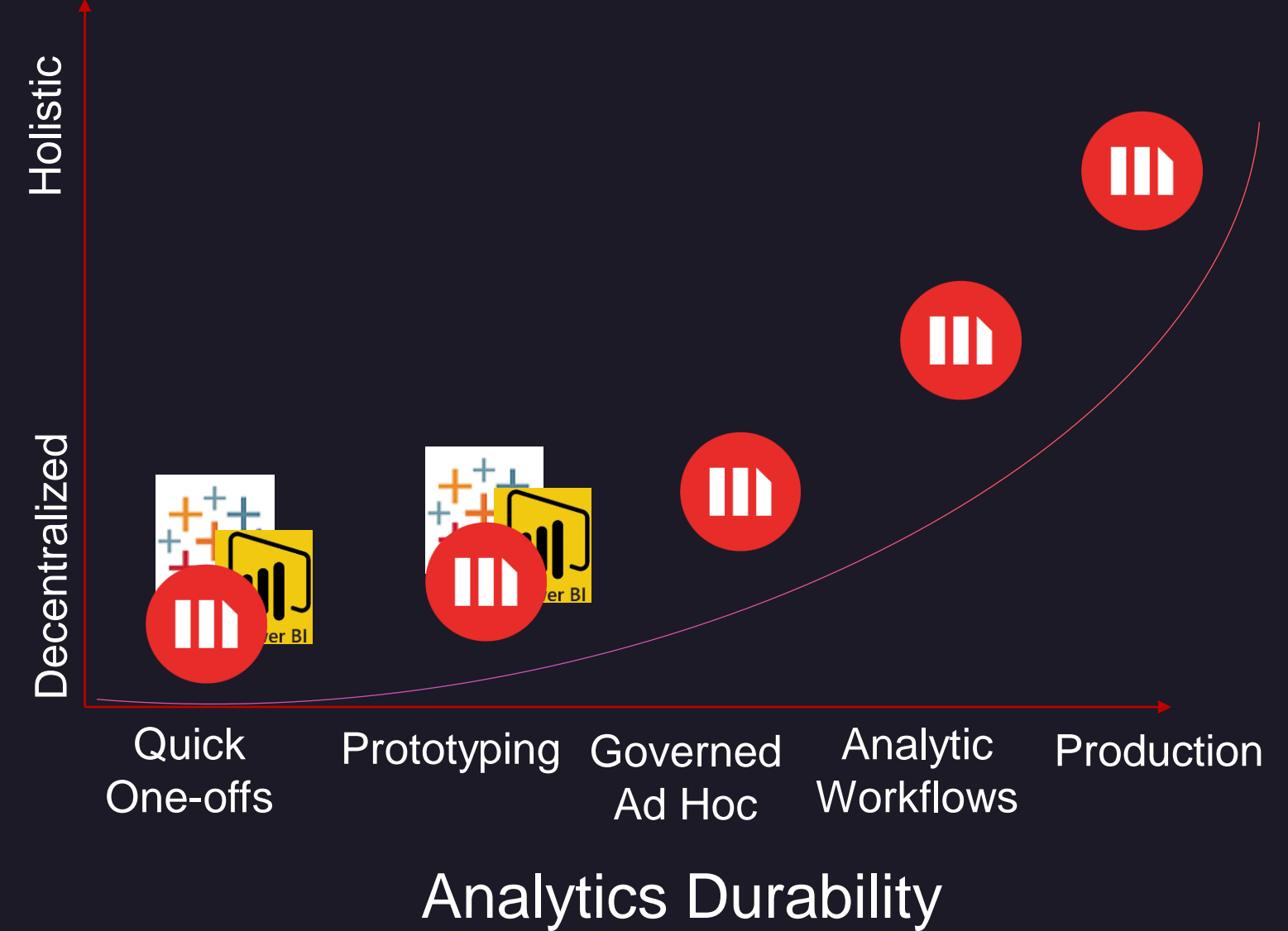


Best of Both Worlds

MicroStrategy offers both Modeled (Semantic Graph) & Unmodeled (no Semantic Graph) analytics experiences.

Start without any modeling—get reporting and prototyping right away. Once more repeatable and reusable analytics are found, governance is a breeze.

Application Governance



MicroStrategy AND Power BI

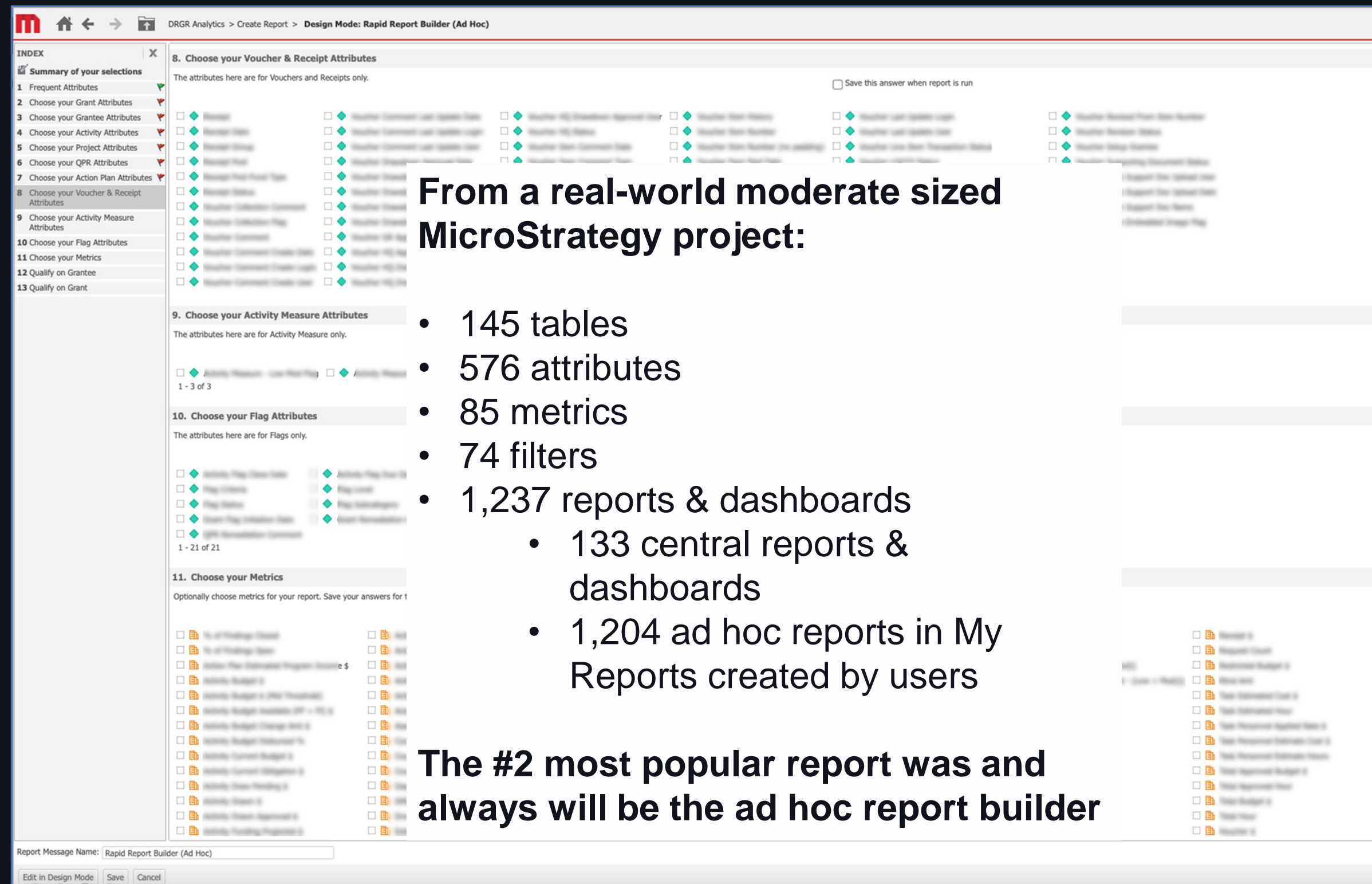
ONLY MicroStrategy

User Friendly Ad Hoc Reporting



MicroStrategy

Report creation for any level of user. Users don't need database knowledge to build reports. Entire data sources users can be available for ad hoc reports.



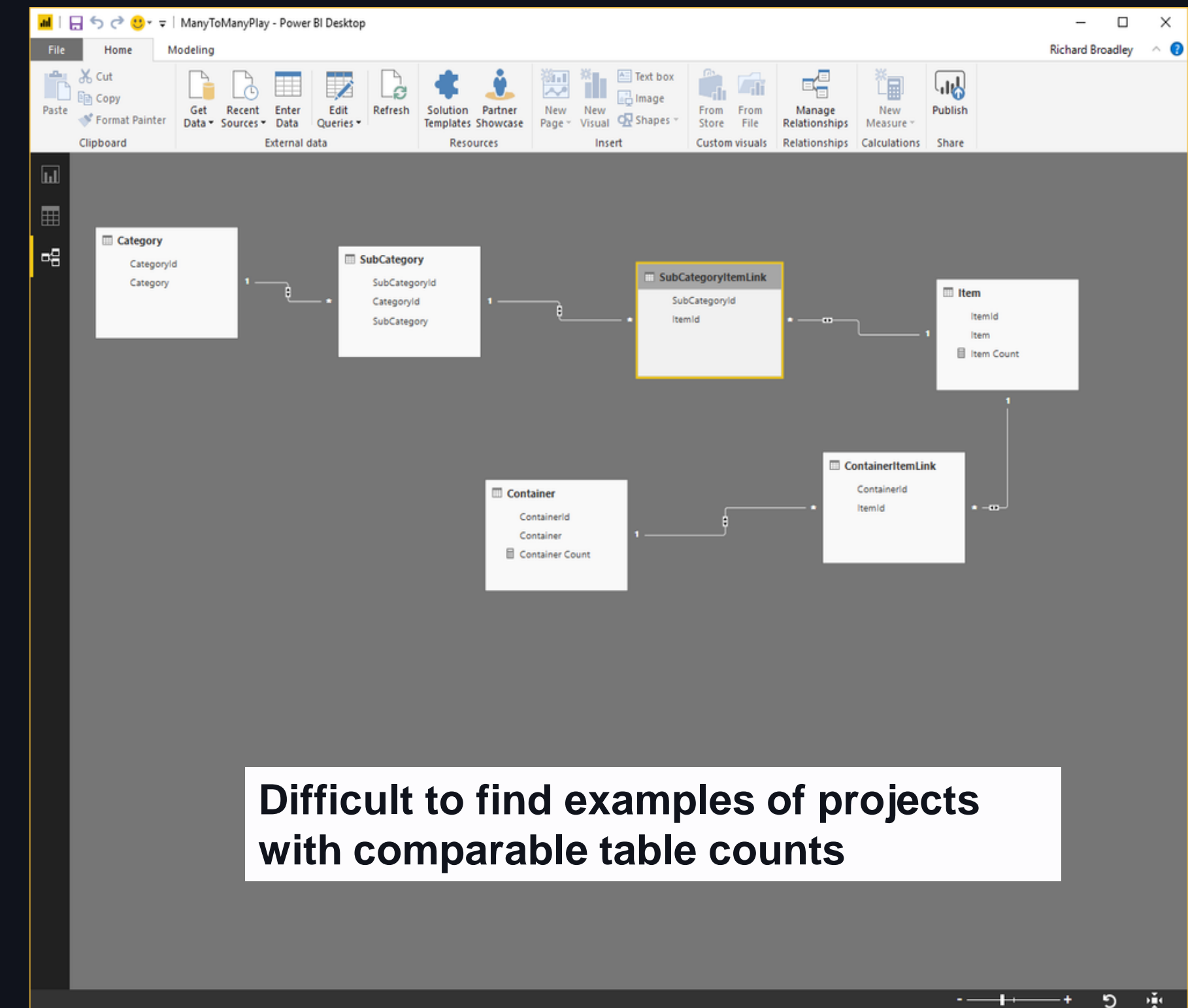
From a real-world moderate sized MicroStrategy project:

- 145 tables
- 576 attributes
- 85 metrics
- 74 filters
- 1,237 reports & dashboards
 - 133 central reports & dashboards
 - 1,204 ad hoc reports in My Reports created by users

The #2 most popular report was and always will be the ad hoc report builder

Power BI & Tableau

Users often need knowledge of database tables and columns. Even small numbers of tables can overwhelm.



Difficult to find examples of projects with comparable table counts

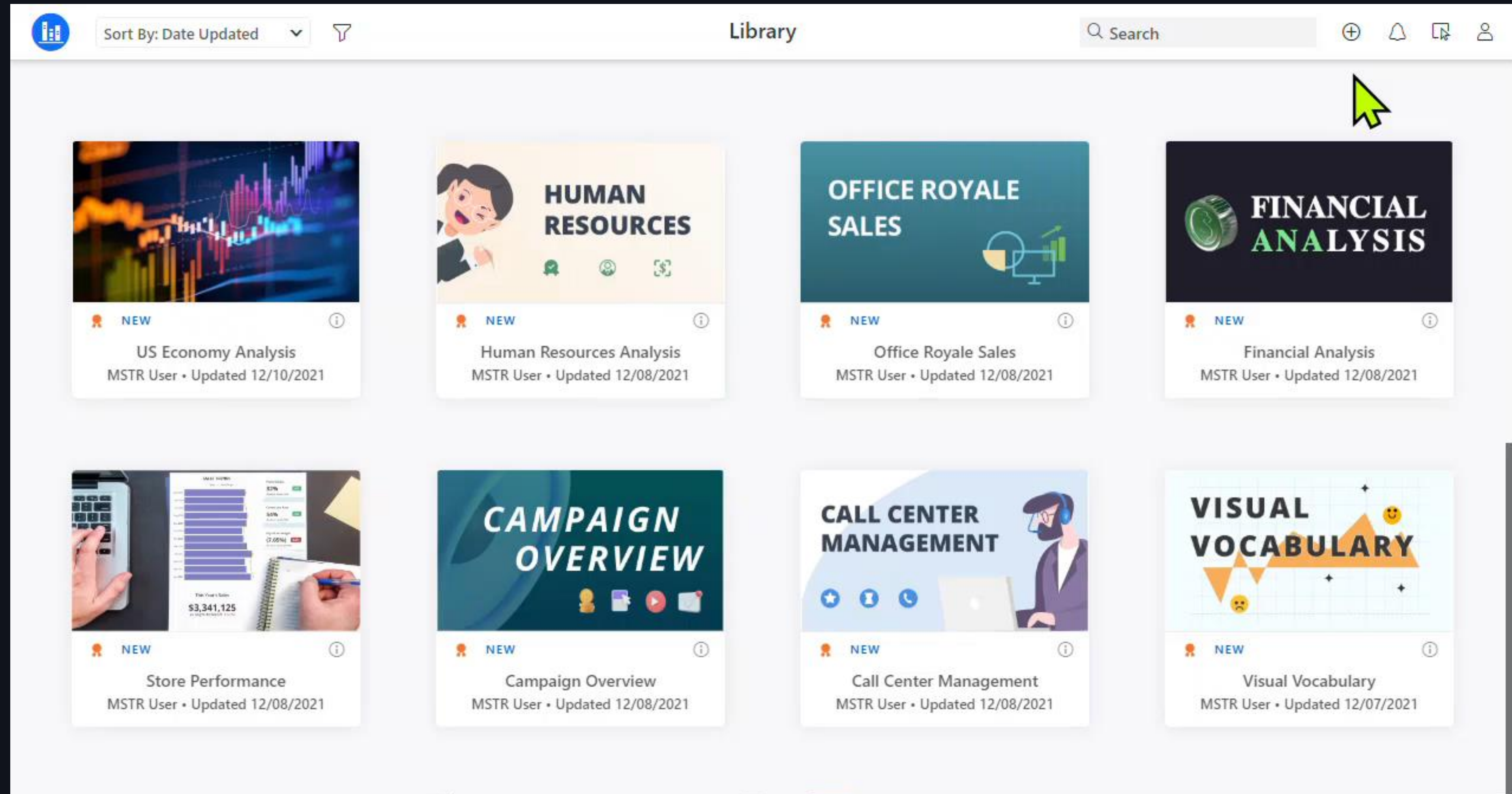
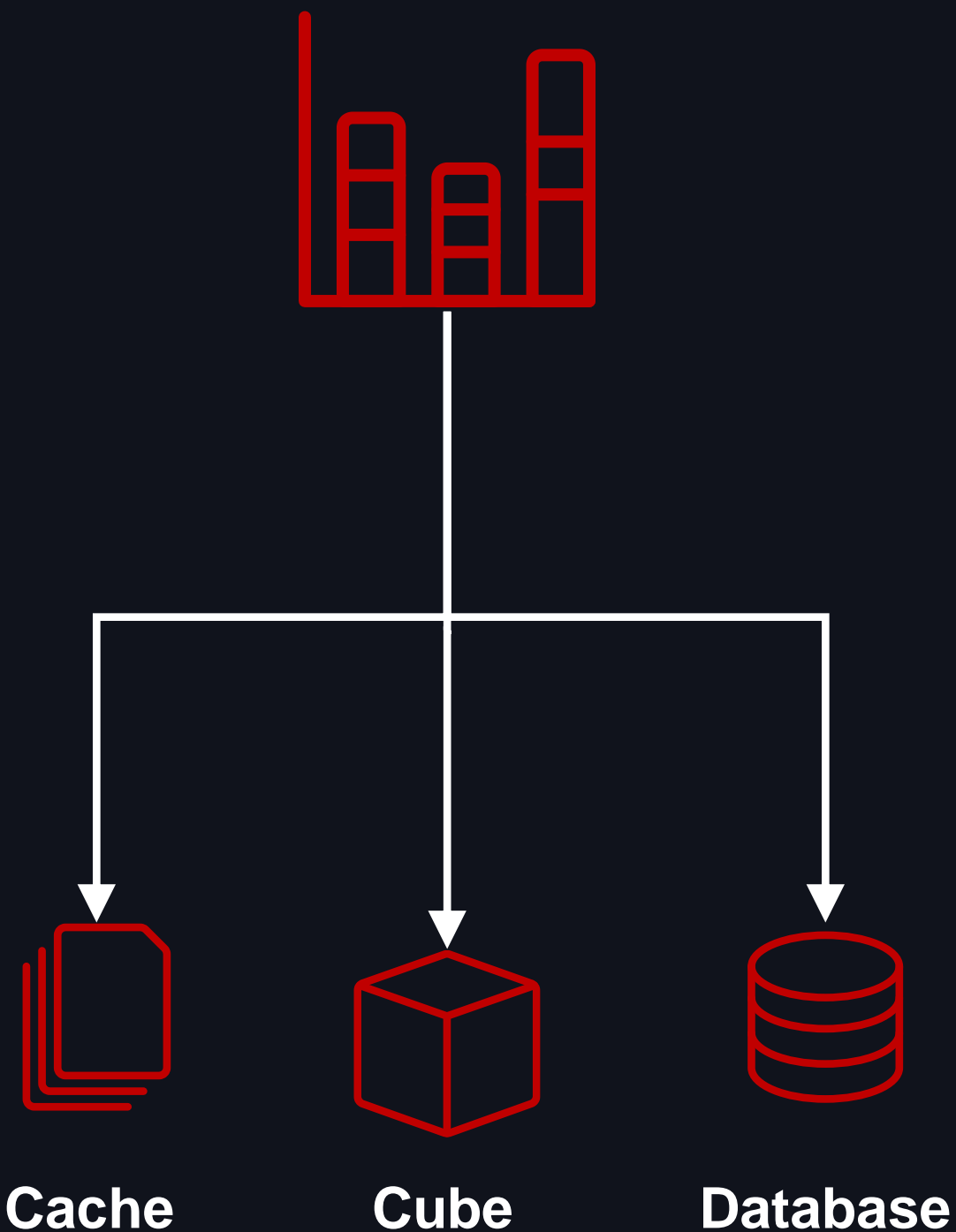
Performance at Scale



Dynamic Sourcing – Users blissfully traverse caches, cubes and database tables seamlessly

MicroStrategy







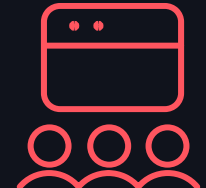








Users build reports with Semantic Graph objects while our engine determines the source for fastest results



Performance at Scale



Refactoring for Cloud First: Containerization & Microservices Available and Evolving

| | | | | |
|---|---|--|---|--|
|  INTELLIGENCE SERVER |  LIBRARY SERVER |  PLATFORM ANALYTICS |  PLATFORM ANALYTICS REPOSITORY |  TELEMETRY SERVER |
|  COLLABORATION FEATURE |  COLLABORATION STORE |  DATA GATEWAY SERVICE |  COMMUNITY CONNECTOR |  TELEMETRY CACHE |
|  BACKUP AND RESTORE |  EXPORT ENGINE |  CLOUD OBJECT CONNECTOR |  MODELING SERVICE |  MICROSTRATEGY REPOSITORY |



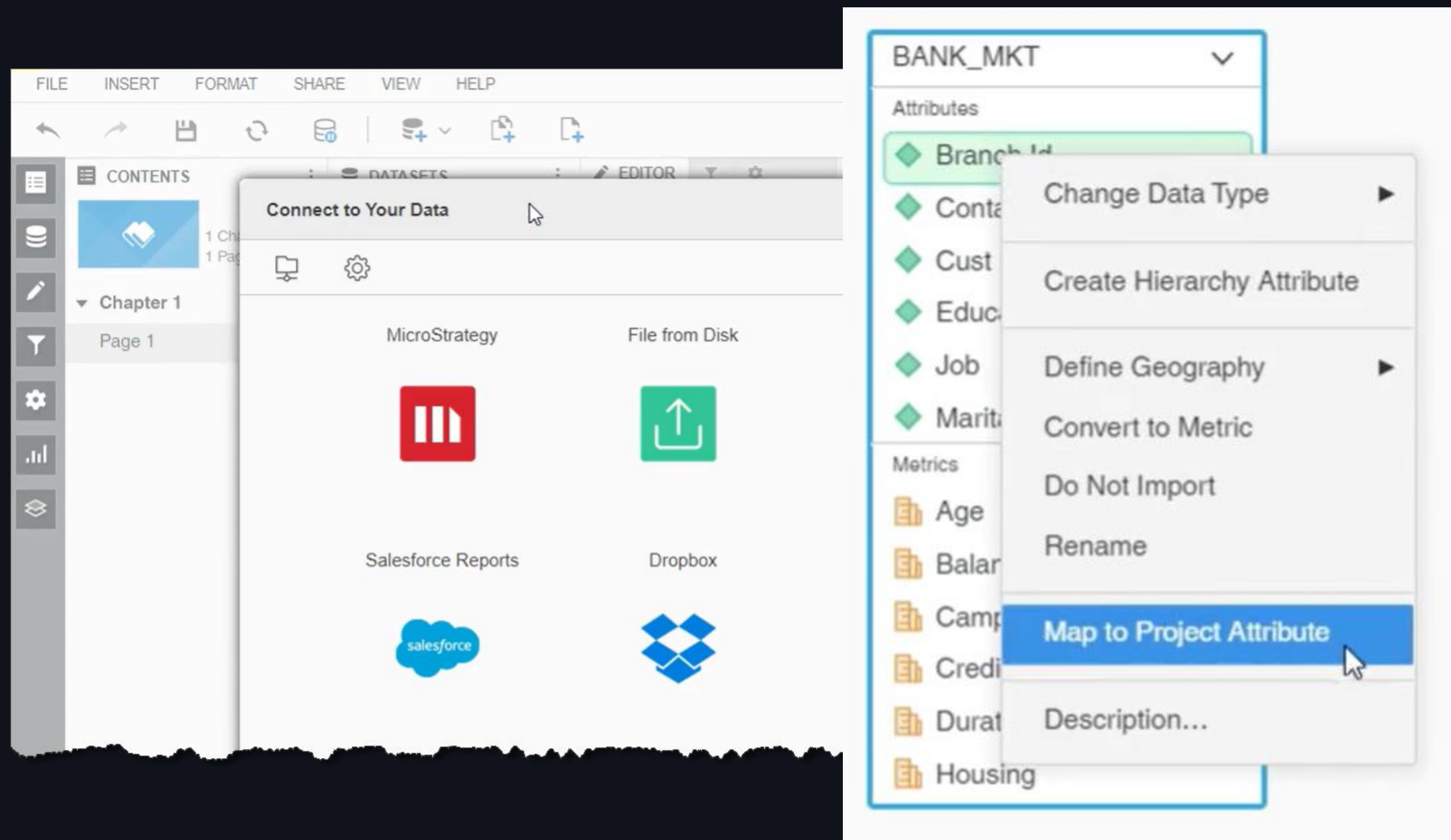
Governed Self-Service



User-imported data mapped to project attributes enables seamless security

MicroStrategy

Data Import + Mapping to Modeled Data = best of both worlds.
Bringing Data Governance to unmodeled data from spreadsheets
or other data supplied by users.



Power BI & Tableau

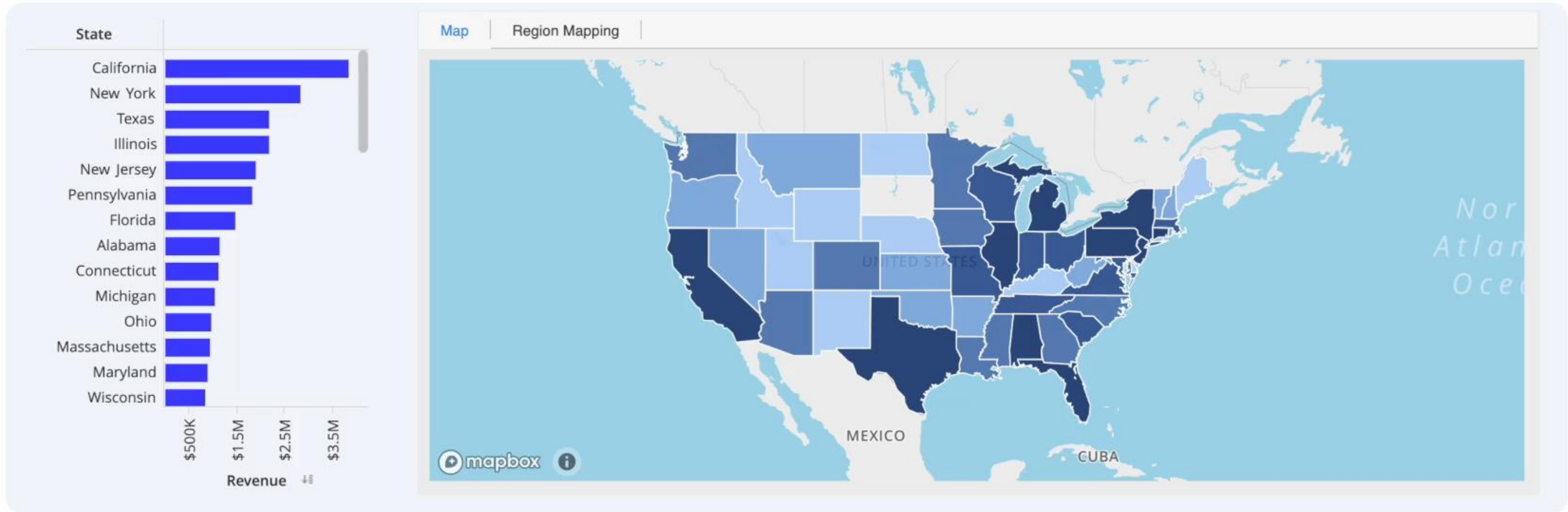


No Semantic Graph against
which to map

Sales

Welcome David Swan

- Overview
- Service
- Goods
- GDP**
- PI

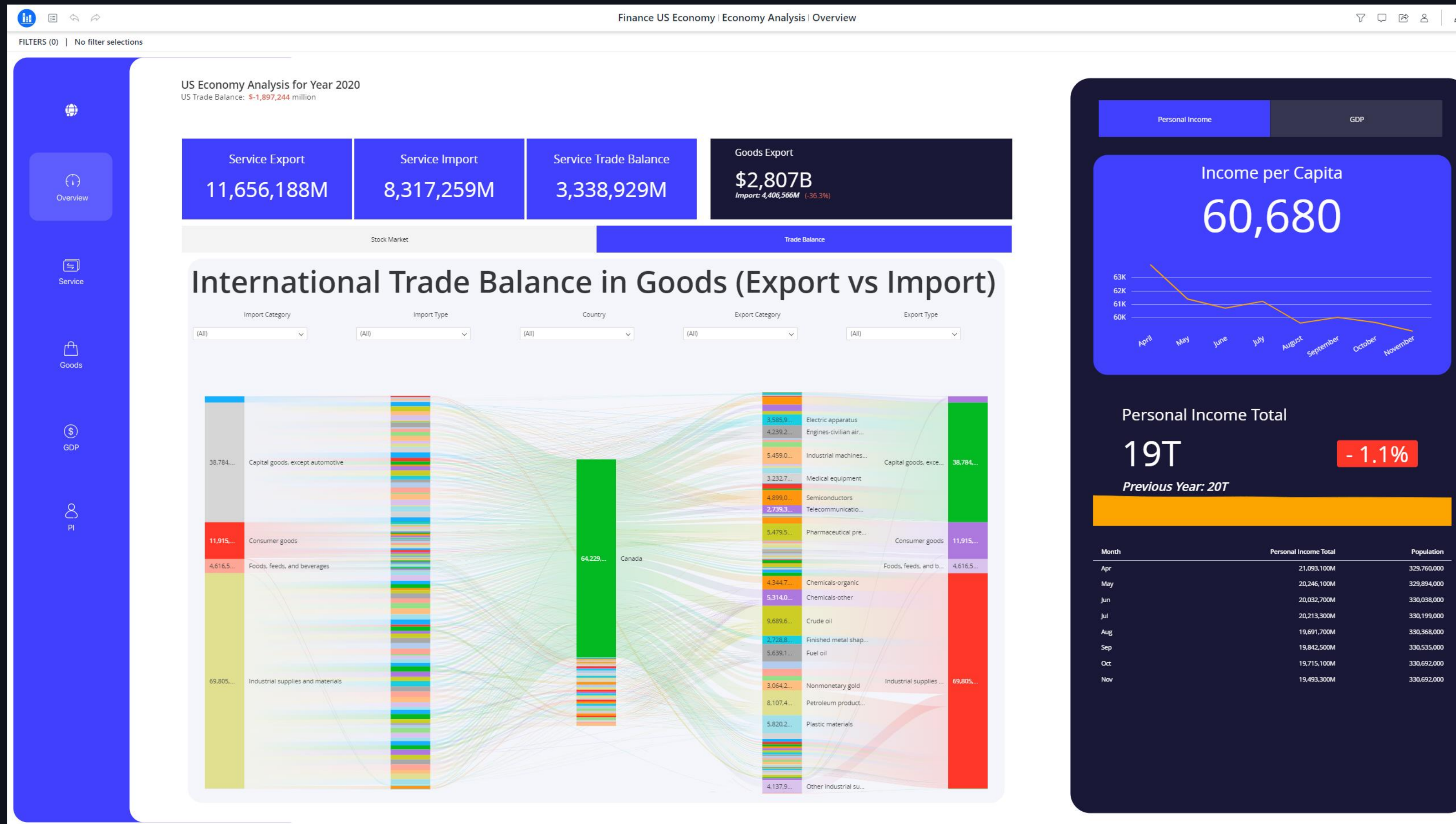


Analytics Design Time to Value



MicroStrategy makes building analytics apps easy with a no code required interface

MicroStrategy



Power BI

All dashboards from all BI vendors may look similar in the end, but building in Power BI is a bumpy road.



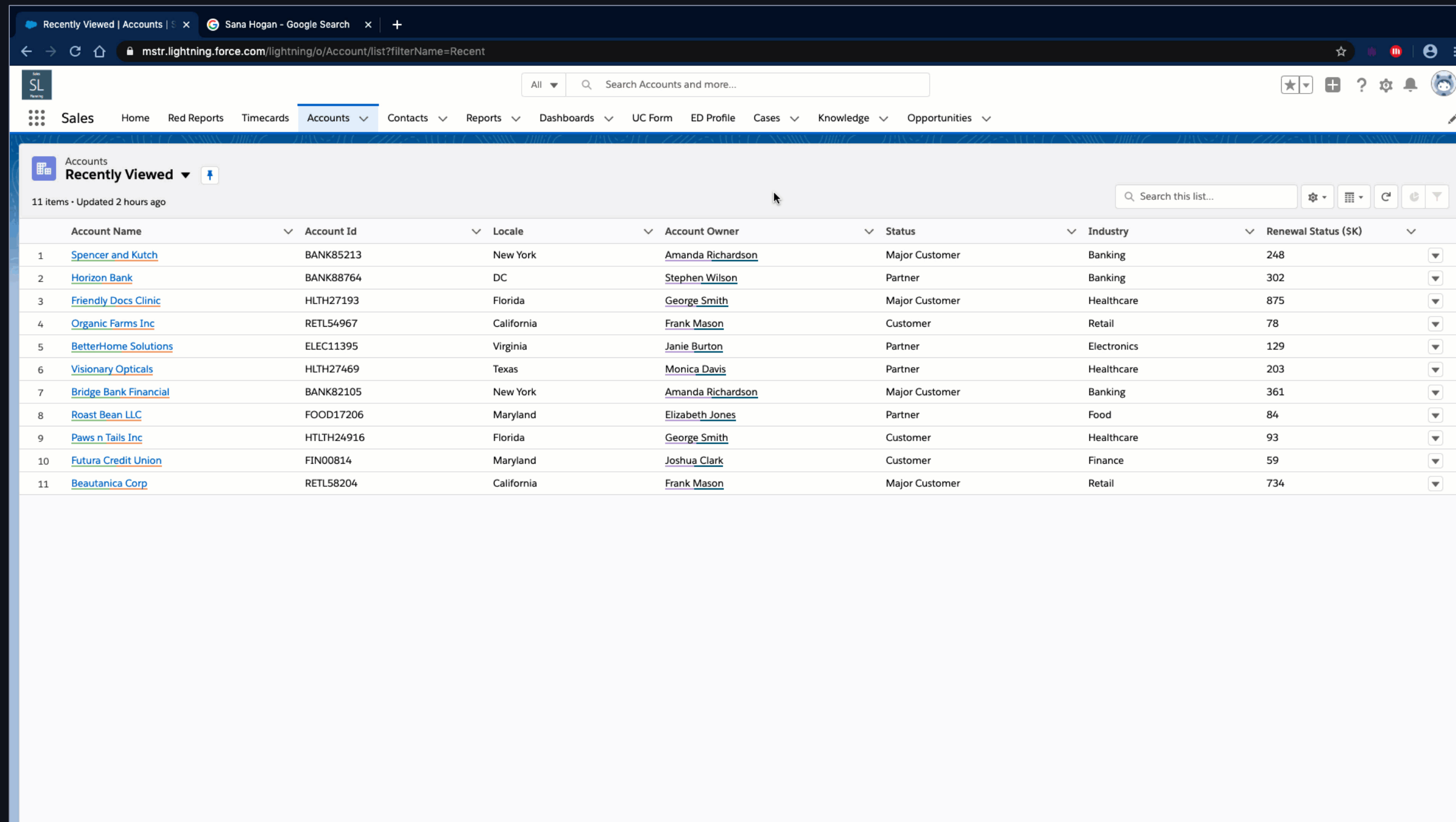
HyperIntelligence



Patented. Extending zero-click intelligence to any browser, any application.

MicroStrategy

HyperIntelligence Cards for Intelligence Anywhere



The screenshot shows a web application interface with a table of account information. The table has columns for Account Name, Account Id, Locale, Account Owner, Status, Industry, and Renewal Status (\$K). The data is as follows:

| | Account Name | Account Id | Locale | Account Owner | Status | Industry | Renewal Status (\$K) |
|----|---------------------------------------|------------|------------|-----------------------------------|----------------|-------------|----------------------|
| 1 | Spencer and Kutch | BANK85213 | New York | Amanda Richardson | Major Customer | Banking | 248 |
| 2 | Horizon Bank | BANK88764 | DC | Stephen Wilson | Partner | Banking | 302 |
| 3 | Friendly Docs Clinic | HLTH27193 | Florida | George Smith | Major Customer | Healthcare | 875 |
| 4 | Organic Farms Inc | RETL54967 | California | Frank Mason | Customer | Retail | 78 |
| 5 | BetterHome Solutions | ELEC11395 | Virginia | Janie Burton | Partner | Electronics | 129 |
| 6 | Visionary Opticals | HLTH27469 | Texas | Monica Davis | Partner | Healthcare | 203 |
| 7 | Bridge Bank Financial | BANK82105 | New York | Amanda Richardson | Major Customer | Banking | 361 |
| 8 | Roast Bean LLC | FOOD17206 | Maryland | Elizabeth Jones | Partner | Food | 84 |
| 9 | Paws n Tails Inc | HTLH24916 | Florida | George Smith | Customer | Healthcare | 93 |
| 10 | Futura Credit Union | FIN00814 | Maryland | Joshua Clark | Customer | Finance | 59 |
| 11 | Beautanica Corp | RETL58204 | California | Frank Mason | Major Customer | Retail | 734 |

Power BI & Tableau



(It's patented! No other BI vendor has it.)

Paginated Reporting at Scale



MicroStrategy paginated reporting first introduced in version 7.5 in 2003

MicroStrategy

20+ years paginated reporting technology. Included with platform.

The image shows two overlapping screenshots of a MicroStrategy report. The top screenshot is a 'FEDERAL FINANCIAL REPORT' form with fields for agency and grant information. The bottom screenshot is a 'SALES PIPELINE REPORT' table with columns for Opportunity Information, Status, and Amounts. The table lists various accounts and their sales forecasts.

| Opportunity Information | | | Status | | | | Amounts | | |
|---|-------------------|--------------------------------|--------------------|-------------------|---------------------|------------|----------------------|---------------------------|-------------------------|
| Account | Lead Type | Description | Opportunity Status | Close Probability | Primary Competitor | Open Date | Estimated Close Date | Unweighted Sales Forecast | Weighted Sales Forecast |
| Canada | | | | | | | | \$3,700,000 | \$2,292,500 |
| Quebec | | | | | | | | \$1,850,000 | \$1,425,000 |
| Jori Oakes | | | | | | | | \$325,000 | \$305,000 |
| Wile - Corporate | New Business | Free Upgrade | Closed | 100 % | Wizard Corporation | 12/13/2002 | 1/12/2003 | \$100,000 | \$100,000 |
| NetMusic.com - Corporate | New Business | Resource Management Conf 2001 | Closed | 100 % | Wizard Corporation | 1/7/2003 | 2/6/2003 | \$125,000 | \$125,000 |
| ADP - Corporate | Existing Business | Partner (Others) Lead | Commit | 80 % | Sphinx Solutions | 1/14/2003 | 1/30/2003 | \$100,000 | \$80,000 |
| <i>Everything looks good for a month-end close; heard from PK that competitor failed to make in-roads at meeting last week.</i> | | | | | | | | | |
| Miko Kemna | | | | | | | | \$550,000 | \$345,000 |
| Net Security Corp - Corporate | Existing Business | Sys Integrator (Others) - Lead | Closed | 100 % | Pulsar Applications | 12/15/2002 | 1/14/2003 | \$100,000 | \$100,000 |
| Stacys Stores - Corporate | Existing Business | Only Web Offer - Lead | Lost | 0 % | Sphinx Solutions | 12/16/2002 | 12/27/2002 | \$175,000 | \$0 |
| Lending Money - Corporate | Existing Business | Year-end inventory closeout | Closed | 100 % | Pulsar Applications | 1/9/2003 | 2/8/2003 | \$125,000 | \$125,000 |
| Digivision - Corporate | Existing Business | From Sales Call | Commit | 80 % | Pulsar Applications | 1/18/2003 | 1/26/2003 | \$150,000 | \$120,000 |

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Power BI

Achieved via Report Builder, a separate legacy tool with challenges

1

Legacy tool that can't even consume Excel data

2

Unintuitive interface

3

Performance at scale

Tableau

No viable paginated reporting

Openness

We play well with others



MicroStrategy

- All major cloud platforms supported
- Vendor agnostic strategy aimed at seamless integrations with other technology stacks



Power BI

- Focused on MSFT stack and Azure
- Locked into vendor ecosystem and technology stack, so **difficult to switch providers**

Power BI's Lower Upfront Cost Conceals Azure Compute Costs and Overall Ownership Costs

High Azure Compute Costs

- Power BI low performance → high Azure Compute costs
- Heavily discounted Office 365 or Power BI enterprise licenses = trojan horse, offset by Azure Compute revenue

Extra & 3rd Party Tools Needed

Power BI needs extra tools to match default MicroStrategy functionality:

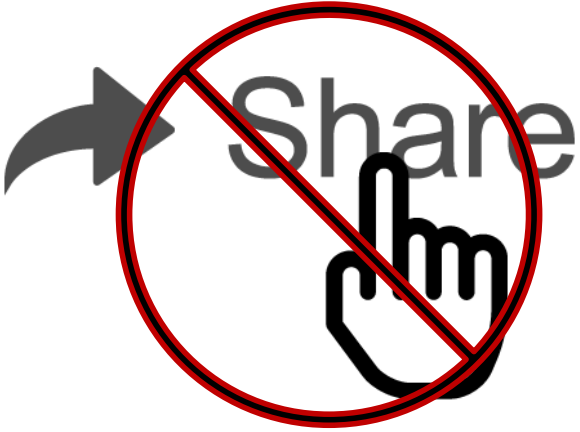

- Semantic layer tool
- Data governance tool
- Paginated reports: Power BI Report Builder (or SQL Server Report Services)
- Low-code Transaction Grid and REST API: PowerApps and PowerAutomate

Higher Maintenance

- Power BI: No central definitions = no reusability = object proliferation = more people needed for maintenance = higher TCO
- MicroStrategy: Semantic layer = reusability + proven at scale for 25+ years

Power BI Breakdown

Is it really as free as everyone thinks it is?

| Power BI Desktop | | Power BI Pro | | Power BI Premium | |
|--|--|--|--|--|---|
| Per user | | Per user | | Per user | Per capacity |
| <p>\$0</p> <p>Per user/month</p>  | | <p>\$10 FREE WITH OFFICE 365</p> <p>Per user/month</p>  | | <p>\$20</p> <p>Per user/month²</p> <p>License individual users to accelerate access to insights with advanced AI, unlock self-service data prep for big data, and simplify data management and access at enterprise scale.</p> <ul style="list-style-type: none"> Includes all the <u>features</u> available with Power BI Pro. Available to buy now with a credit card.¹ | <p>from</p> <p>\$4,995</p> <p>Per capacity/month</p> <p>License your organization with capacity to accelerate access to insights with advanced AI, unlock self-service data prep for big data, and simplify data management and access at enterprise scale—without per-user licenses for content consumers.</p> <ul style="list-style-type: none"> Requires a Power BI Pro license for publishing content into Power BI Premium capacity. Enable <u>autoscale</u> with your Azure subscription to automatically scale Power BI Premium capacity. |

MicroStrategy competes with Power BI Premium. If the use case does not require Premium, either MSFT or MSTR are in the wrong place.

- Sharing requires recipient to have Power BI Desktop installed. Without any other license, users cannot share to Teams or Power BI Server
- Intended for offline developing, prototyping, one-offs and non-durable analytics, very small implementations
- MicroStrategy Workstation also free!**

- Share to Teams or Power BI Server. **Trojan horse to get inside your org with a gift for free with Office 365. This is why everyone thinks Power BI is free...BUT...**
- Maximum dataset / cube size only **1GB**. **Want to analyze a spreadsheet that's over 1GB, it won't be shareable in Teams or PBI Server.**
- Cannot connect to SSAS (SQL Server Analysis Services)
- Performance throttled
 - no dataflows or DirectQuery options for data sources
 - cube refreshes limited to 8 per day
- Designed, scaled and priced to beat Tableau!

- Connect to SSAS (SQL Server Analysis Services) and other premium data sources
- Dataset and cub sizes limited in Power BI Premium
 - Default Maximum = **10GB**
 - Deep setting to increase to maximum **25GB**
- Paginated Reporting (exportable / printable PDFs)
- PowerApps **Premium** additional cost & required for writeback to database (Transaction Services)
- PowerAutomate **Premium** additional cost & required for bursting to files
- Refreshes of cubes = 48/day
- Timeout for visualizations = 225 seconds; cannot be changed
- No Semantic Layer
- Internationalization at interface layer only. Requires duplicates and rebuilds to publish in multiple languages.



Predictable Cost & Value



Scaling Power BI to the enterprise comes with hidden costs

Customer Returned to MicroStrategy for OOTB Robust Security & Predictable Lower Cost

- Left MicroStrategy for Power BI to cut costs
- Desired solution to send application to 2,000 stores with 10,000 users across many security profiles
- Spent millions of dollars more than expected and still were not able to scale their app to stores

Returned to MicroStrategy for their analytics application and left Power BI

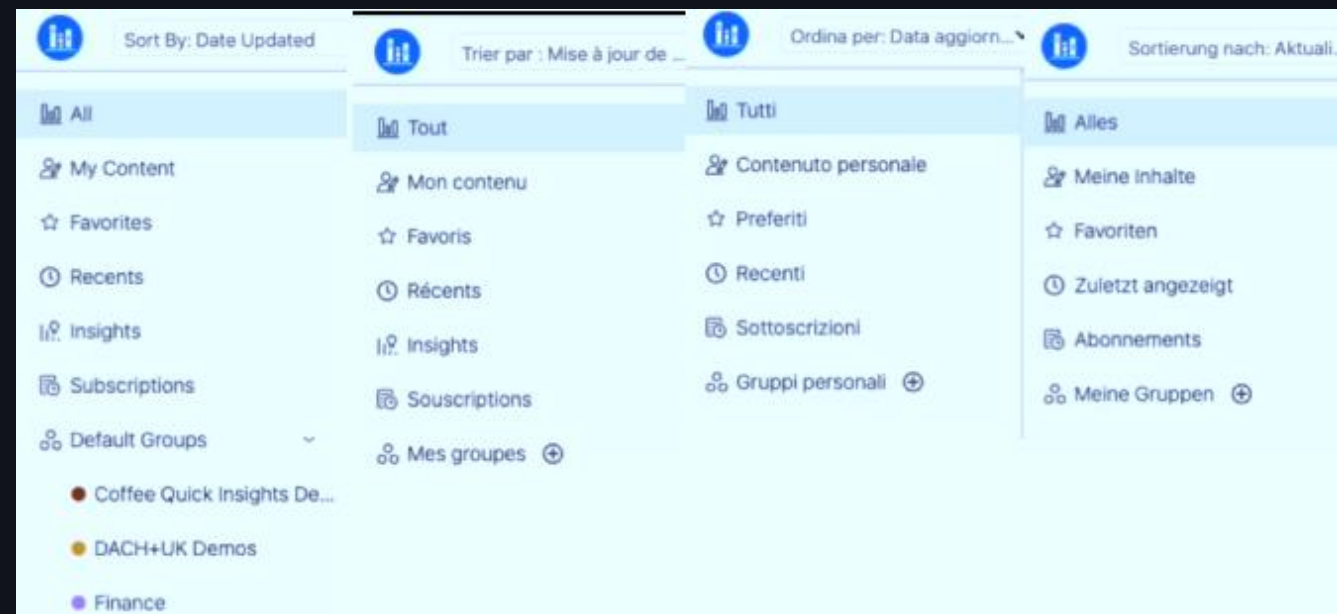


Internationalization



True internationalization spans 3 levels: Interface, Application Objects, & Data. Only MicroStrategy can enable you to build ONE Dossier and render it in multiple languages

INTERFACE



- ✓ MicroStrategy
- ✓ Power BI
- ✓ Tableau

APPLICATION OBJECTS



- ✓ MicroStrategy
- ✗ Power BI
- ✗ Tableau

DATA

| | |
|----------------------|-------------|
| Categoria | Kategorie |
| Libri | Bücher |
| Prodotti Elettronici | Elektronik |
| Film | Filme |
| Musica | Musik |
| Catégorie | Category |
| Livres | Books |
| Électronique | Electronics |
| Films | Movies |
| Musique | Music |

- ✓ MicroStrategy
- ✗ Power BI
- ✗ Tableau



MicroStrategy Library

User Name

mstr

Password

••••••••

Log in with Credentials

Recap: MicroStrategy vs. Power BI & Tableau



Top 10 Ways We Differentiate from Tableau & Power BI

- 1** Semantic Graph
- 2** User Friendly Ad Hoc Reporting
- 3** Performance at Scale
- 4** Governed Self-Service
- 5** Analytics Design Time to Value
- 6** HyperIntelligence
- 7** Paginated Reporting at Scale
- 8** Openness
- 9** Predictable Cost
- 10** Internationalization

Why Both? Maximize the Strengths of Each



See how enterprises use MicroStrategy & Power BI in conjunction

A leading American fast-food chain:

Power BI for departmental level reports:

- Existing Microsoft agreement
- Microsoft-specific integrations
- Small scale teams using 1-time dashboards

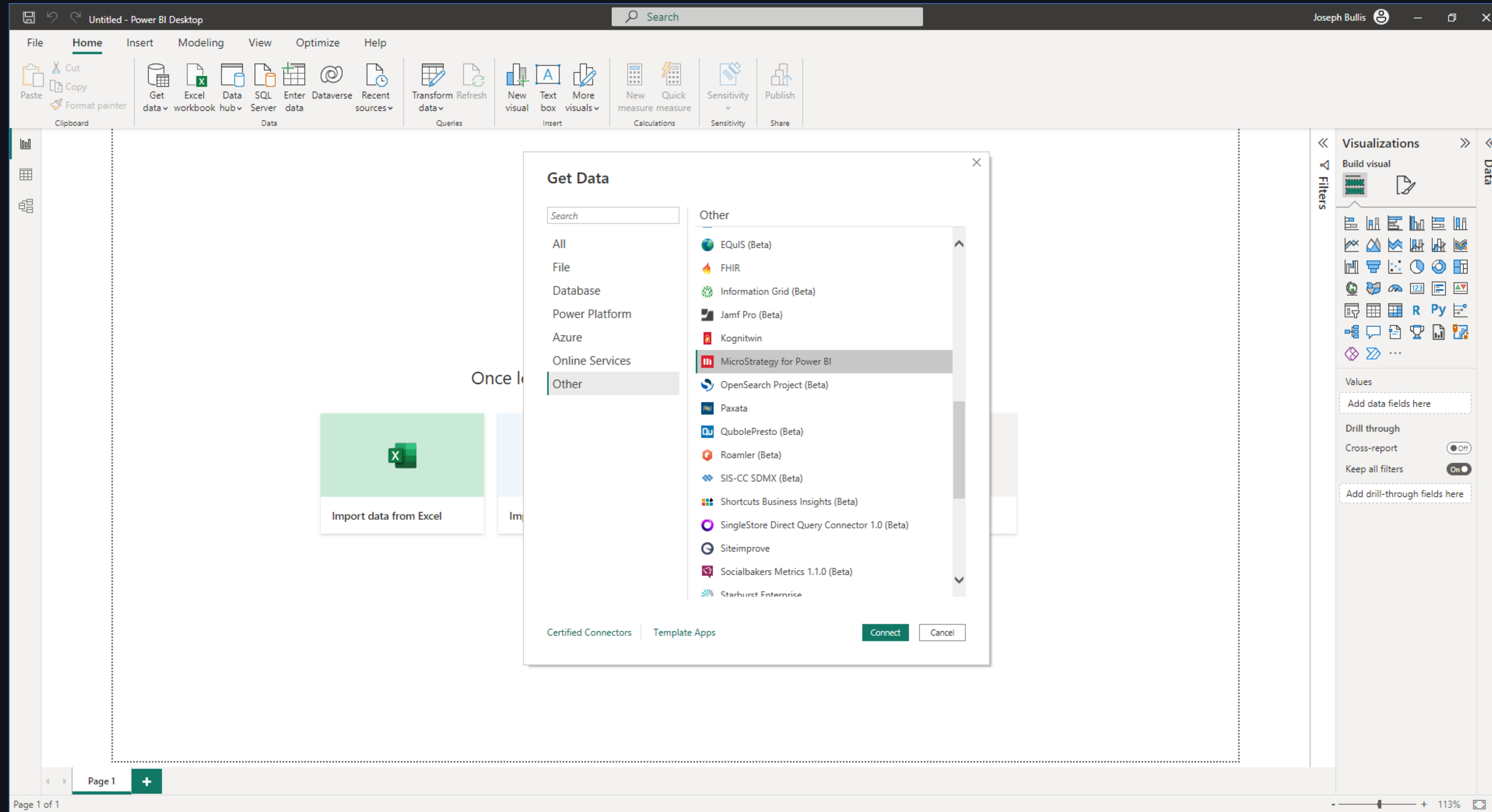
MicroStrategy for their all-purpose restaurant dashboard:

- Performance at scale: multiple users per store, hundreds of store locations
- Reliable performance at all times of day despite enterprise-scale data volumes and concurrent usage
- Reusable security: multi-level access settings, easy seniority-based & region-based data access. No additional integrations needed, no hidden costs.

Connect PowerBI to MicroStrategy



MicroStrategy for Power BI connector available in Power BI Desktop out of the box



Requires MicroStrategy license

Summary



10 Ways We Outperform Power BI and Tableau: on our website now! microstrategy.com/en/why-microstrategy

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Limits on refresh rate, storage, and model size. Redundant files become widespread. User-created dataset-level SQL queries cause inefficiency.

Semantic Graph

Centrally defined, reusable metrics & attributes. Make a change once, and it ripples everywhere instantly. Simplify internationalization.

Redundant Object Building

Many metrics and attributes are defined at a dataset level—neither reusable nor centrally stored. Workspace-level objects. Manual re-building or third-party add-ons to translate reports.

Why MicroStrategy?

An increasing number of organizations using Tableau as a departmental dashboarding tool are experiencing roadblocks in their analytics journey. Security limitations. Expensive pricing for core capabilities. Additional license costs. Hurdles that stand in the way of scaling analytics to all your people.

Explore the top 10 ways that MicroStrategy outperforms Tableau.



Easy for Non-Technical Users

No extra cost, no IT needed—curate your most important KPIs in one view with real-time trend & outlier insights. Automatic suggestions make data prep easy for non-technical users.

Technical Knowledge Needed

Navigate multiple dashboards or request IT to build a single view of KPIs. Manual data cleanup and complex data prep for enterprise-scale data.

User-Friendly Self-Service Reporting

No-code UI for easy ad hoc reporting. MicroStrategy's SQL engine shields business users from database complexity so anyone can self-serve analyses without knowing the data structure or coding.

Cost to Make Data Understandable

Business users need knowledge of databases for self-service analyses, but tools to understand data cost extra.

Analytics Design Time to Value

Set multi-page, page-level, and visualization-level filters with ease. Responsive by default: as tiles, free-form, or scrolling infographics.

Difficult Manual Dashboard Building

Filtering across pages requires manual configuration. Unpredictable dashboard appearance for different screen sizes.

HyperIntelligence

Patented technology. Effortless answers in websites and applications you use every day.

No Comparable Zero-Click Offering

Functionality is unmatched. Users have to actively search for information across multiple systems.

Proven High Data Scale

All visualizations efficiently accommodate large volumes of data. MicroStrategy provides a proven analytics experience that scales with your enterprise.

Data Scale Limits

Limited number of columns in table visualizations. Add-on costs per concurrent data refresh.

Predictable Cost

Comprehensive platform with built-in functionalities & integrations.

Core BI Functionality Costs Extra

Per-user pricing makes scaling costly. Add-on costs for data management features, dataset certifying, metadata permission control, automated centralized administration, and AI insights (even for viewing).

Comprehensive Unified Tool

All analytics users can use Workstation for the full analytics journey—to import data, build and manage analytics, share and collaborate, automate administration, and view dossiers.

Multiple Downloads

Separate desktop app downloads. Analysts need to prepare data in Prep Builder, and Bridge is needed to build gateways to on-prem data.

True Internationalization

Three levels of internationalization: (1) interface, (2) dossiers, attributes, metrics, etc., and (3) data.

Manual Re-Building Per Language

Datasets & reports need to be rebuilt in each language to make the same analytics available.

Control & Governance

Centralized, reusable, multi-level access settings to securely share analytics. Automated & centralized administration. Integrates with any enterprise security provider. No additional cost.

Decentralized Security

Analysts apply access permissions at dataset level, but sharing dashboards can undermine that security. To retain dataset-level security while embedding, users need to embed different views per user group/security setting.

Semantic Graph

MicroStrategy's semantic graph centrally defines reusable metrics & attributes to de-complicate data and enable data consistency.

Redundant Object Building

Workspace-level objects result in complexity & inconsistent metrics, and require users to re-build across redundant objects.

AI / BI SYMPOSIA

Vielen Dank für Ihre Aufmerksamkeit

Michael Hoffmann, Principal Sales Engineer, Germany