



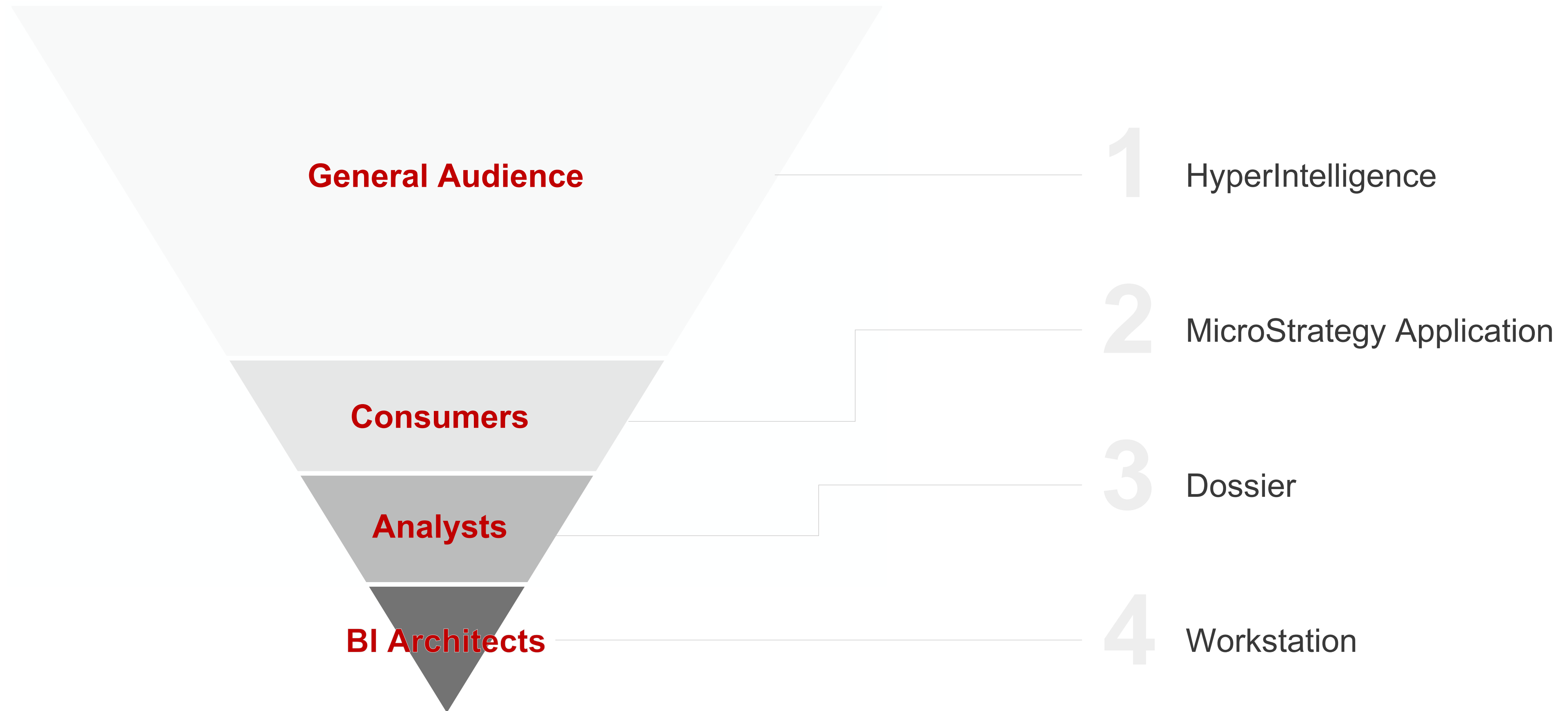
MicroStrategy 2020 and Beyond

Our Vision

Intelligence Everywhere™



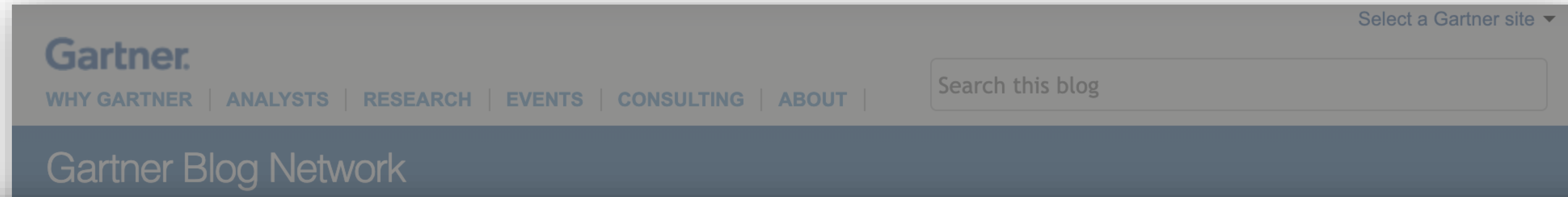
모든 사용자들을 위한 기술 혁신





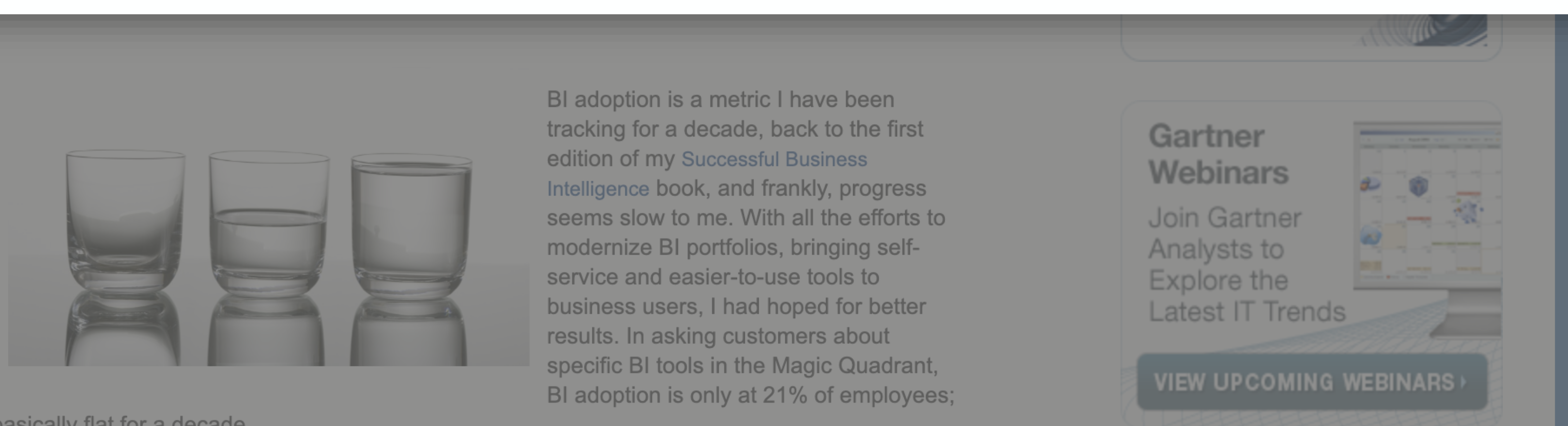
You can lead a horse to water,
but you can't make him drink.

모두를 위한 BI: 어디까지 왔는가?

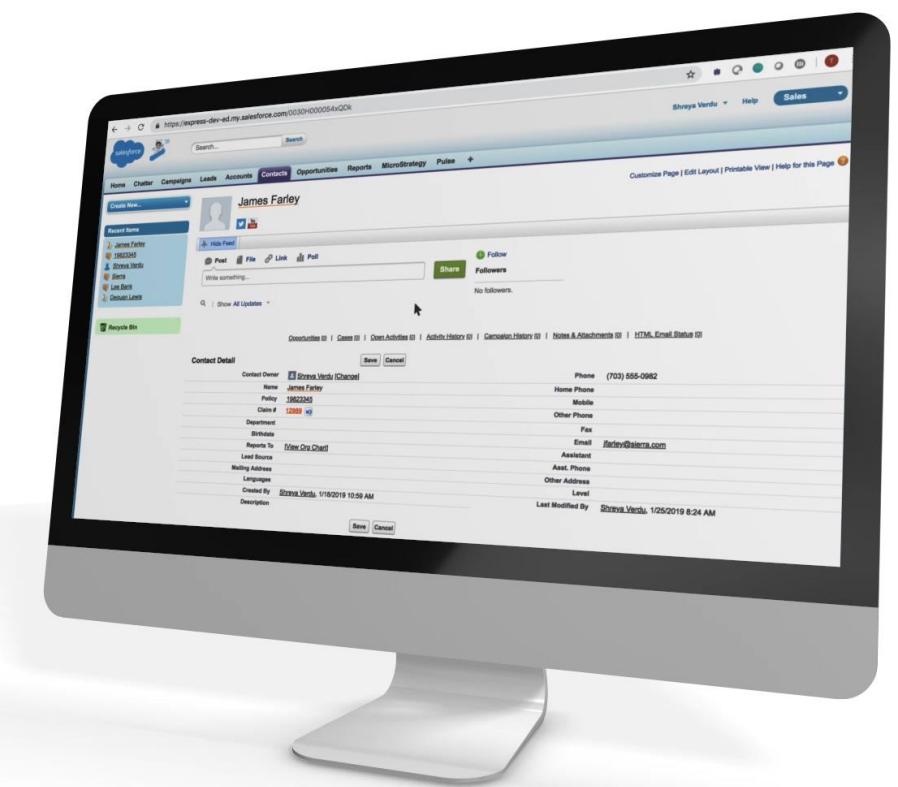
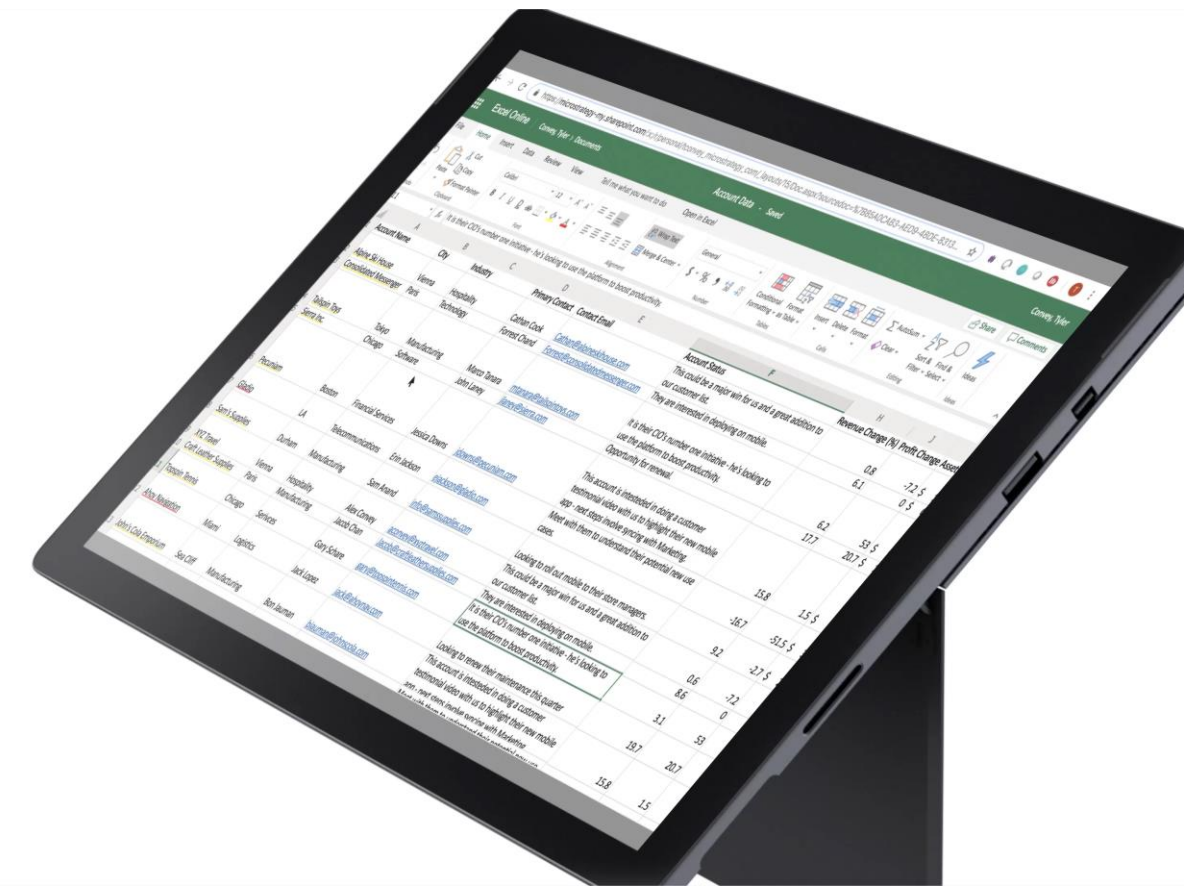
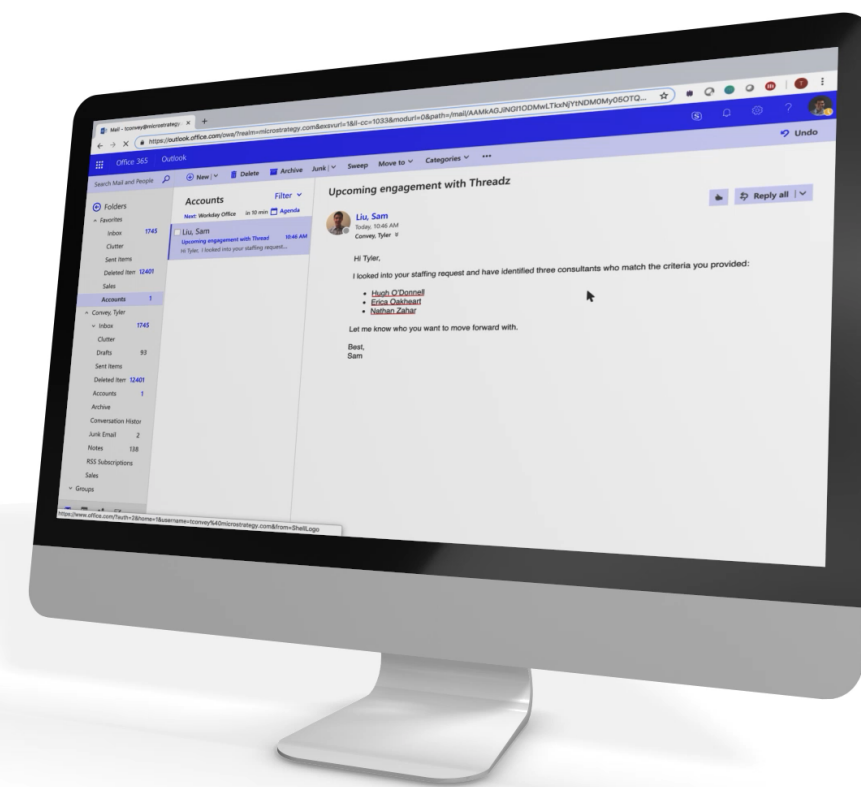
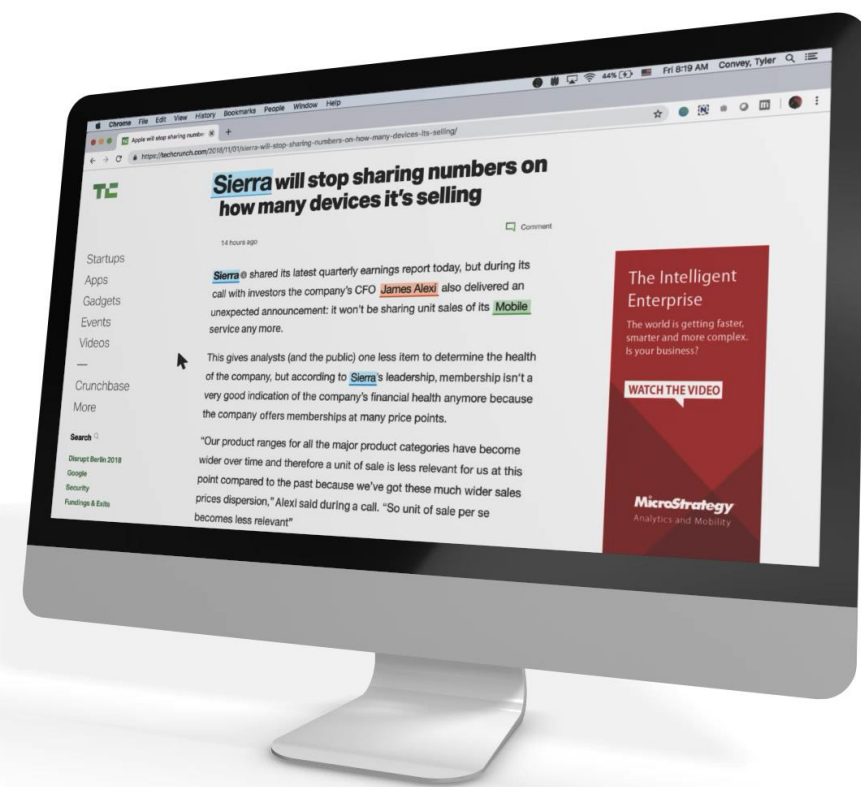


Based on our just published survey note, BI and analytics adoption has nudged up to about **32%** of employees in an organization. Are you a glass-half-full person who thinks this is progress, or glass-half-empty person who sees we have so much work to do?

With all the efforts to modernize BI portfolios, bringing self-service and easier-to-use tools to business users, I had hoped for better results. In asking customers about specific BI tools in the Magic Quadrant, **BI adoption is only at 21% of employees; basically flat for a decade.**



일반 현업을 위한 HyperIntelligence



Browsers

Outlook

Office 365

Salesforce



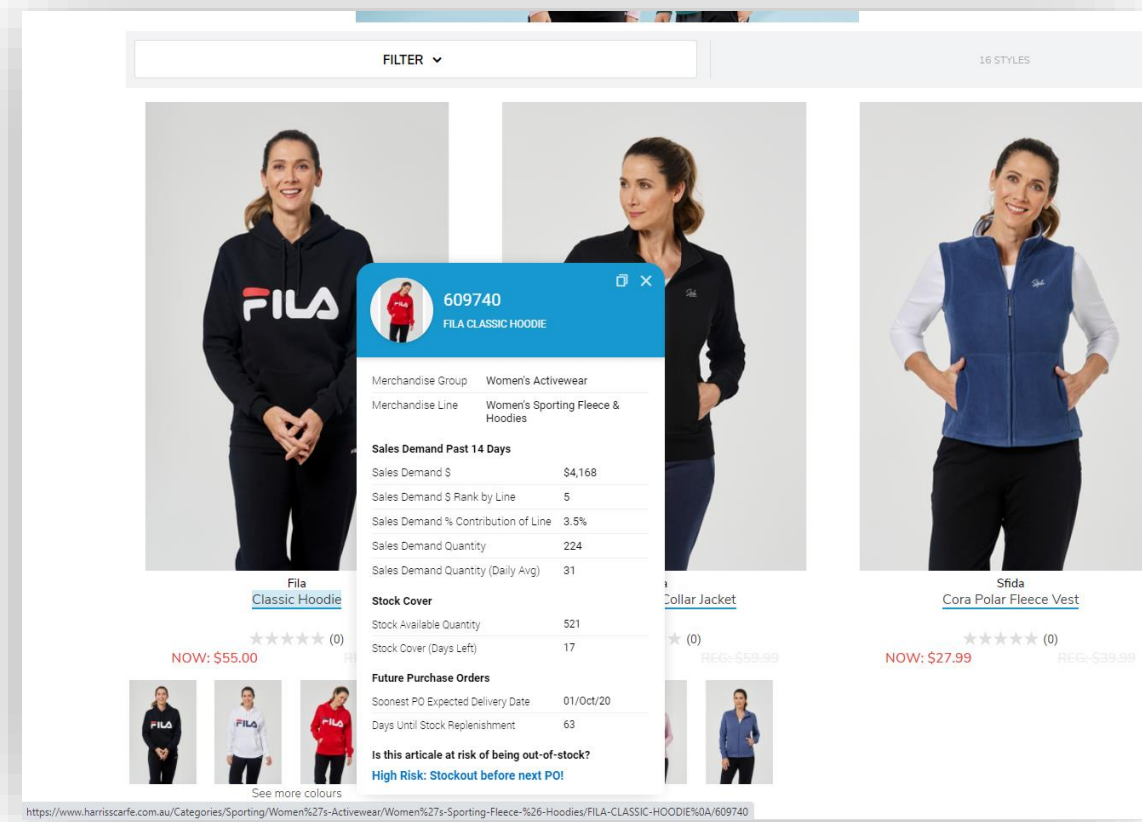
Mobile Devices
Inventory: 21.4K
Sales: \$4.90M

James Alexi
Chief Financial Officer

Sierra Inc.
Revenue: \$725M
Strategic Account

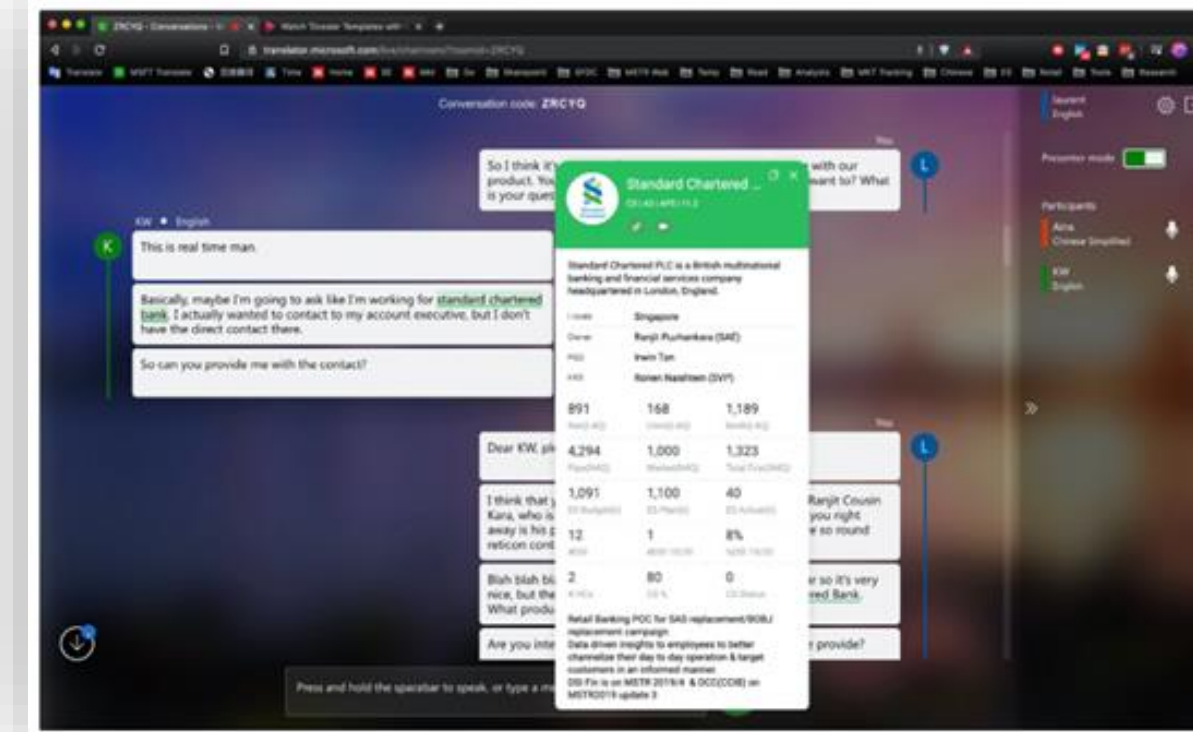
Recommendation
Active: \$1.4M

HyperIntelligence 사례



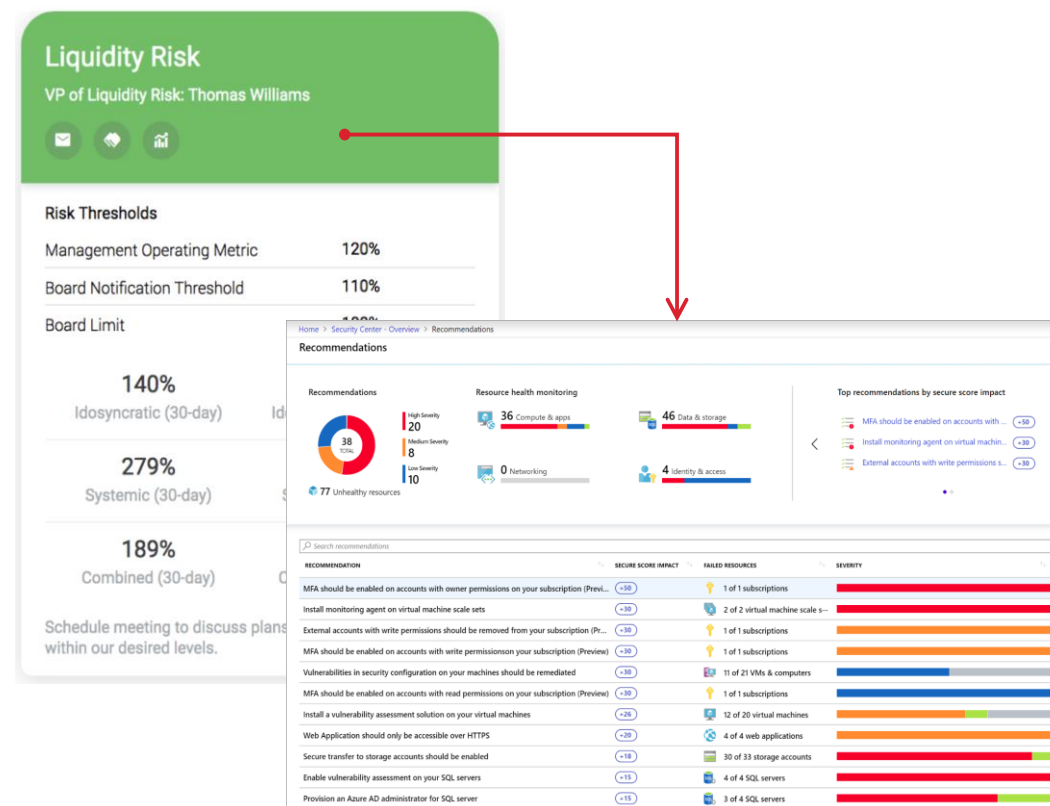
온라인 쇼핑 MD

상품 재고 회전율 및 공급망 정보를 이용하여 프로모션 최적화



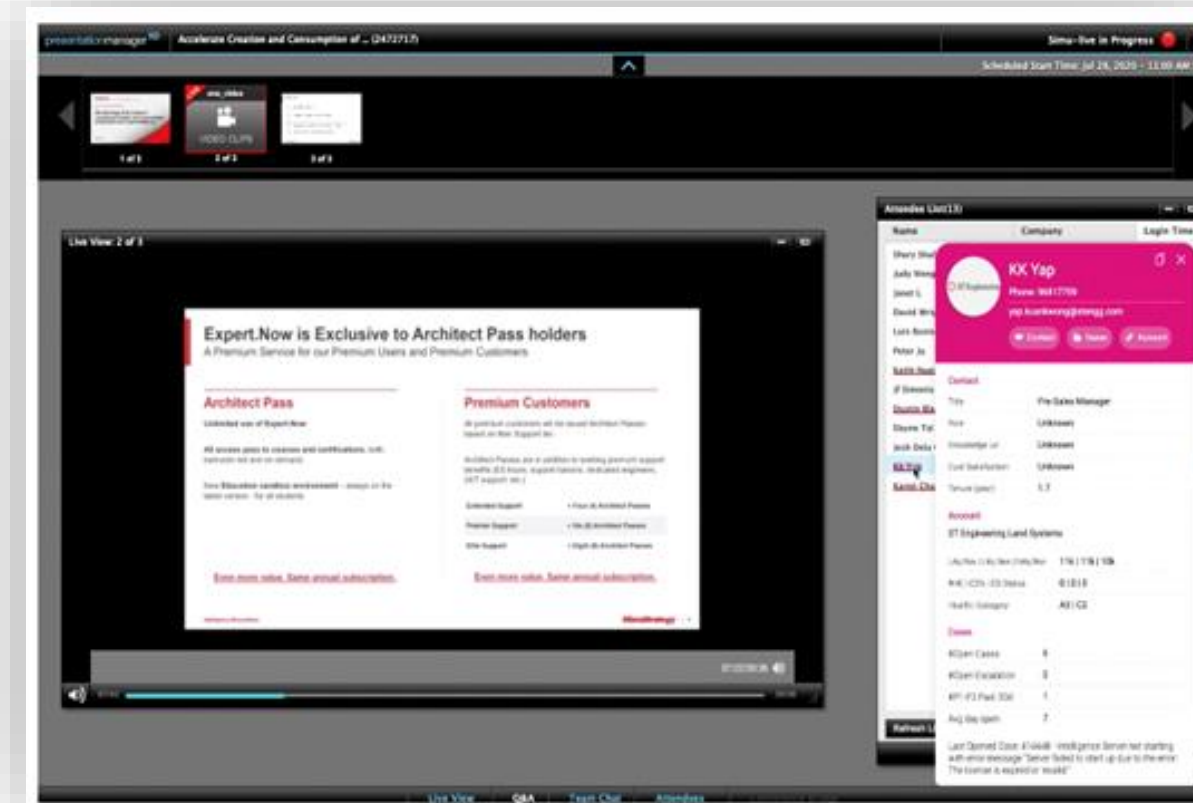
Contact Center

모든 고객 커뮤니케이션에 인사이트를 주입



은행 리스크 관리부

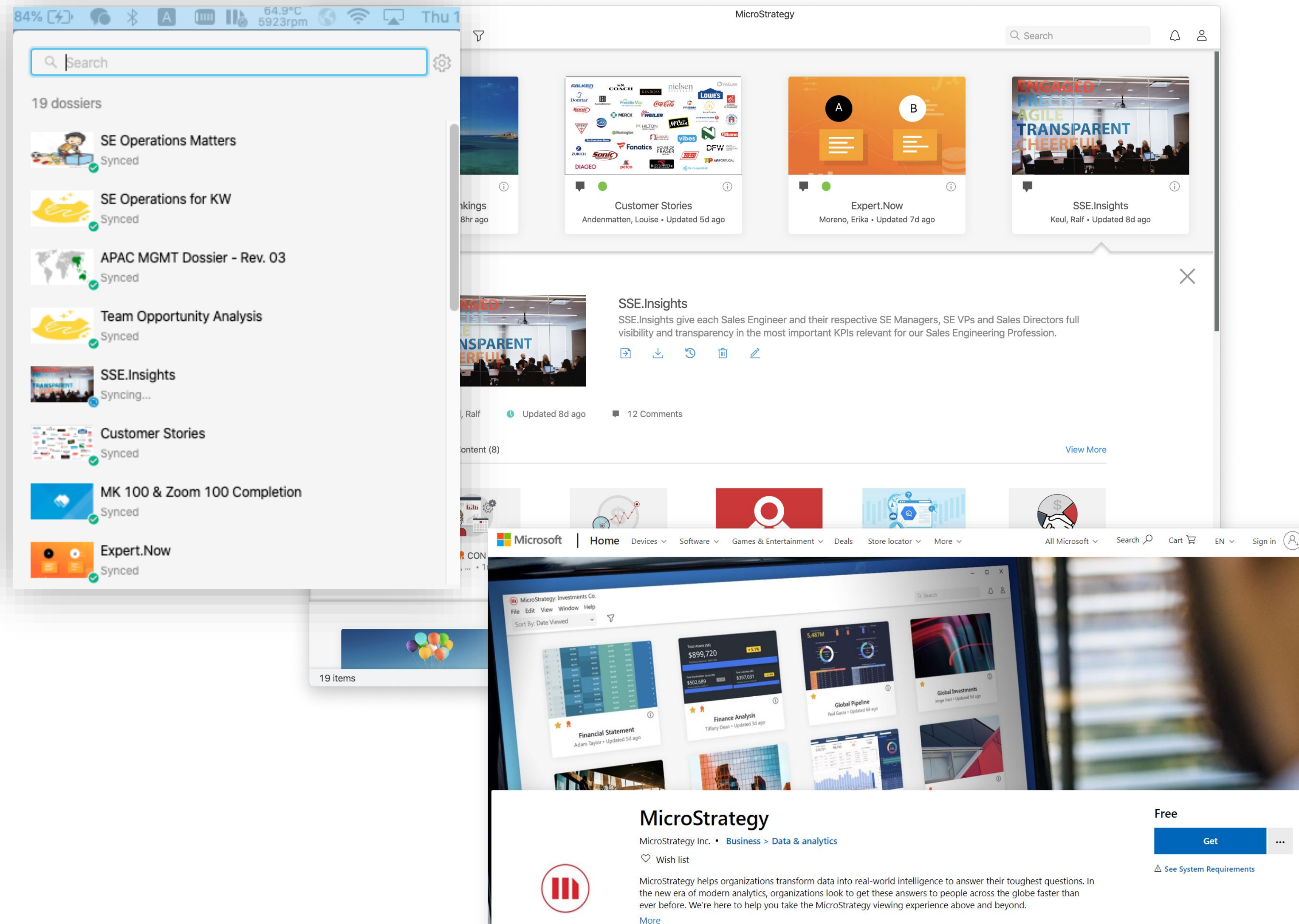
주요 리스크 지표를 모든 이메일 커뮤니케이션에 주입



마케팅

레가시 웨비나 플랫폼에 고객 인사이트 주입

정보 소비자를 위한 최적의 사용자 경험



Library

컨텐츠 개인화

검색 및 추천 엔진

실시간 협업

온라인 및 오프라인 활용

스마트 다운로드

자동 새로고침

정보 소비자를 위한 최적의 사용자 경험

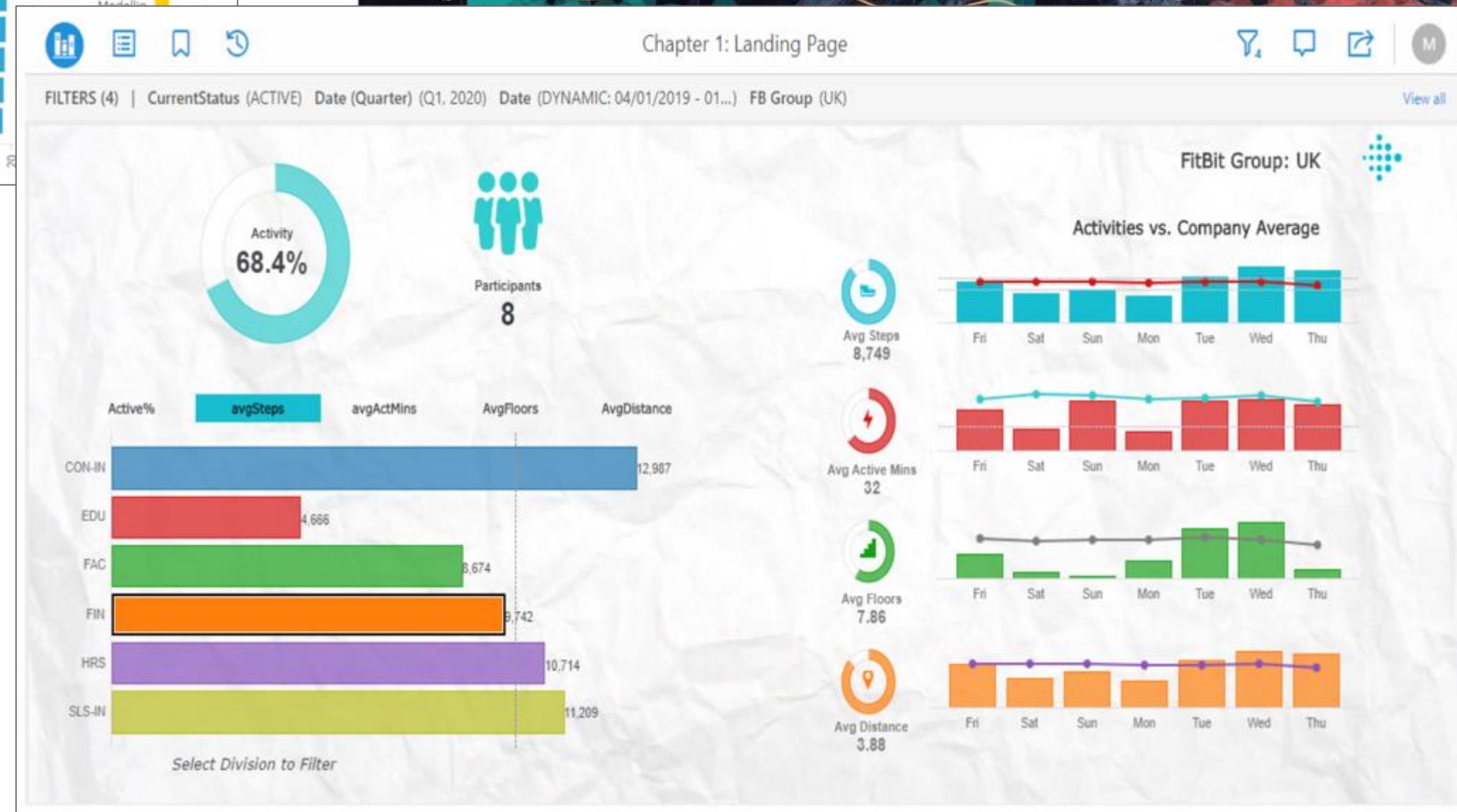
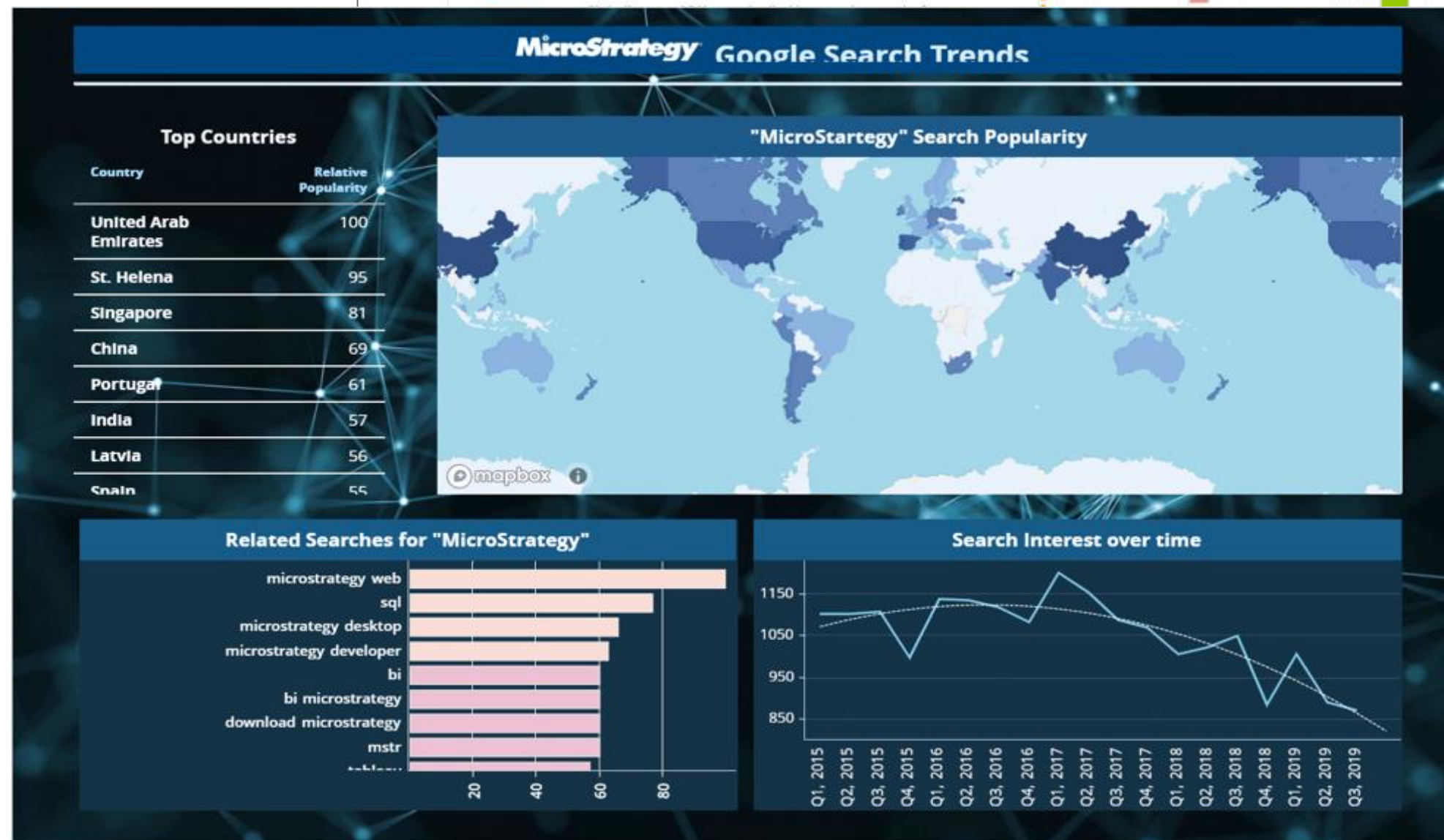
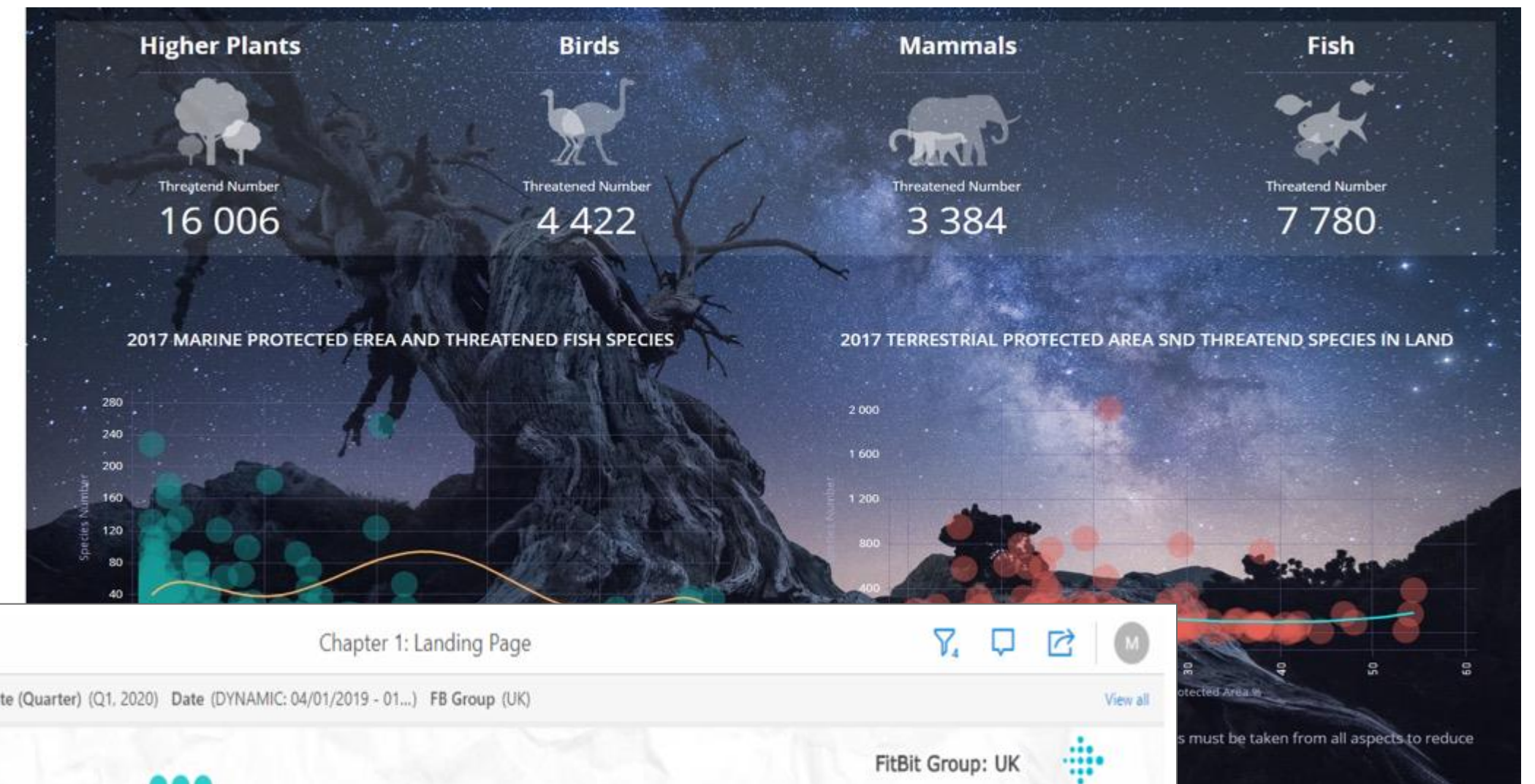
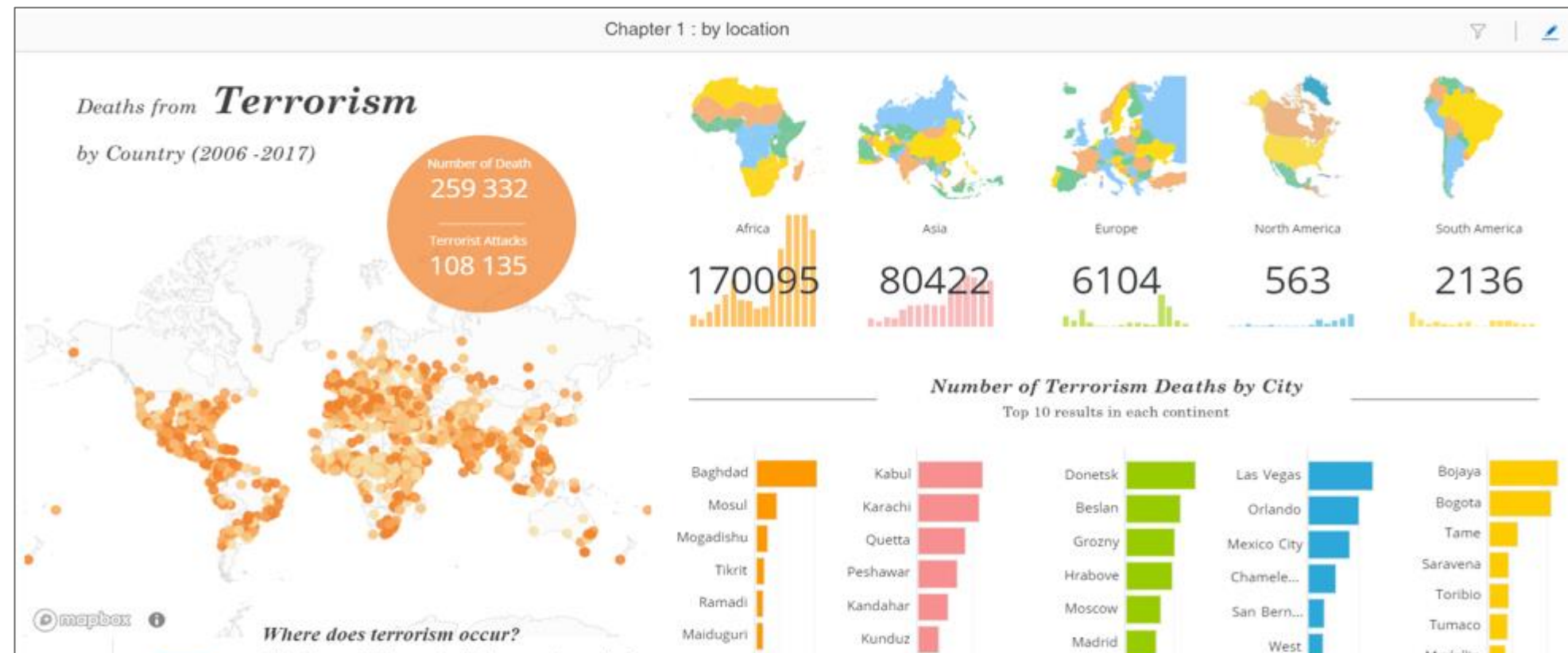
MicroStrategy App vs MicroStrategy Web

What is the current performance of Toronto office?

Take #1. Typical Tools

분석가를 위한 Dossier 기능 업데이트

Freeform Canvas



분석가를 위한 Dossier 기능 업데이트

Compound Grid

Column, Row, Subtotal-level formatting

Column Sets
multiple grids in one

Ad-hoc cell selection and formatting

Region	Neighbourhood	Type of room			Revenue			YoY Revenue
		Entire home/apt	Private room	Shared room	Average	Revenue per night	Total Revenue	
Total		\$245.62	\$120.26	\$85.93		\$118	\$1,966,673	15%
North		\$224.21	\$102.86	\$73.23		\$101	\$722,994	6%
	Jardim Botânico	\$177.60	\$81.95	\$68.08	\$109.21	\$71	\$215,038	↓
	Lapa	\$226.31	\$118.33	\$84.09	\$142.91	\$112	\$234,472	↓
	Barra de Tijuca	\$234.40	\$134.05	\$50.74	\$139.73	\$112	\$115,417	↓
	Santa Teresa	\$291.00	\$95.71	\$207.50	\$198.07	\$133	\$18,272	↑
	Lagoa	\$278.72	\$205.65	\$180.00	\$221.46	\$161	\$139,794	↑
Center		\$216.91	\$117.10	\$83.81		\$113	\$231,016	1%
South		\$271.49	\$143.16	\$97.68		\$136	\$1,012,663	8%
	Ipanema	\$189.55	\$91.70	\$65.04	\$115.43	\$80	\$101,172	↓
	Flamengo	\$262.05	\$122.64	\$95.23	\$159.97	\$127	\$282,690	↑

Dossier®

What's New In MicroStrategy 2020 Update 2

- 링 차트 시각화 기본 제공

- 키보드 단축키를 이용하여 Dossier 작성

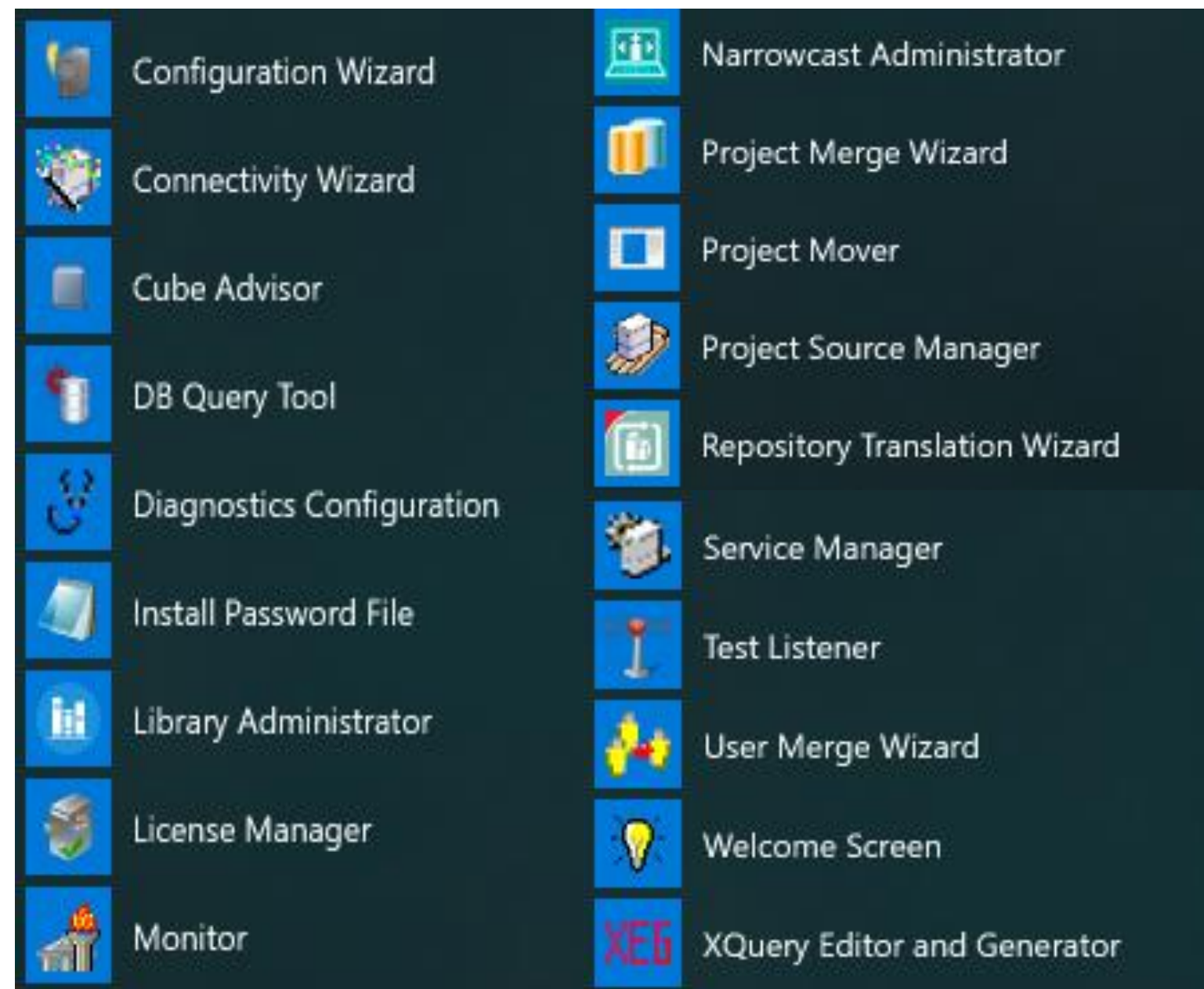
- 시각화 기본 속성 개선

- 셀 단위 또는 행 단위로 클립보드 복사

- Compound grid 개선

- Presentation Mode에서 바로 PDF 내보내기

관리자를 위한 Workstation



MicroStrategy
Workstation

M2020 Update 2

- 모델링 서비스
- 시스템 관리
- 사용자 관리
- Integrity Manager



MicroStrategy Tools

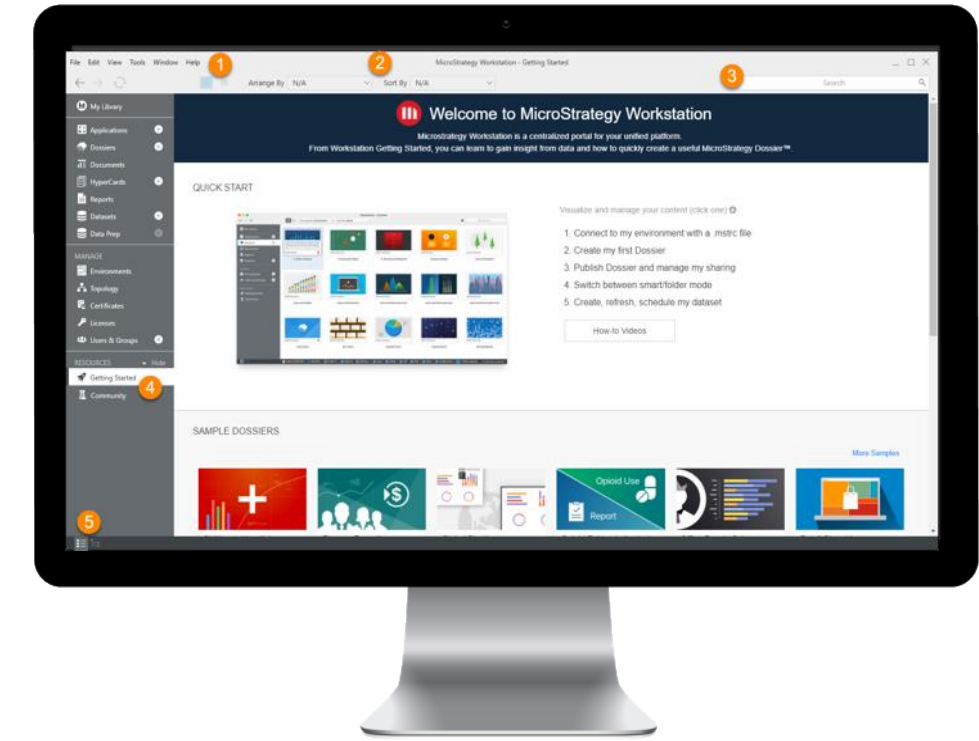
플랫폼 혁신



Containerization



Cloud



Workstation



Better Engaged with Users

MicroStrategy Corporate Website

사용자들을 위한 웹사이트

The screenshot shows the MicroStrategy corporate website homepage. At the top, the MicroStrategy logo and tagline "Intelligence Everywhere" are on the left, and navigation links for Product, Solutions, Services, Resources, and Company are on the right. A "START NOW" button is also present. The main hero section features a red background with the headline "The world's leading modern, open, enterprise analytics platform." and a sub-headline "Now offering live, virtual face-to-face expert advice to help you get answers fast." Below this is a "LAUNCH EXPERT.NOW" button. A video player shows an "Expert Found" notification. The "WHAT'S NEW IN MICROSTRATEGY" section contains four video thumbnails with titles and durations: "1. Overview of the MicroStrategy Platform" (11:46), "2. Introducing MicroStrategy 2020: The Only Platform for HyperIntelligence" (52:15), "3. Top 10 Features of MicroStrategy 2020 Update 2" (13:38), and "4. What's New in MicroStrategy 2020 Update 1" (59:59). The "HYPERINTELLIGENCE" section has four video thumbnails: "1. Moving From HyperIntelligent to Hyperproductive" (00:44), "1. Preventing Improper Unemployment Payments with HyperIntelligence" (01:40), "2. Make Salesforce, Workday, and More HyperIntelligent" (17:15), and "3. Designing HyperIntelligence Cards for Your Business" (10:38). The "FEDERATED ANALYTICS" section includes a video thumbnail and a "START YOUR DEMO TODAY" button.

This screenshot shows a different view of the MicroStrategy website, likely a video player or a detailed page. The top navigation includes the MicroStrategy logo, a search bar, and a "LOGIN" button. A left sidebar menu lists categories: Platform, Solutions, Learning, Support & Services, and About Us, each with a plus sign. Below the menu, it displays "1.703.848.8600" and "Community". The main content area features a large video player with a red play button. To the right of the video, the headline reads "Critical moments call for faster, stronger decisions." followed by the text "The MicroStrategy enterprise analytics platform delivers trusted insights and faster decision-making, when and where it matters." Below the video player, the "GET TO KNOW MICROSTRATEGY" section displays four video thumbnails: "Introducing MicroStrategy 2020" (10K VIEWS | 150 LIKES | MAY 5, 2020), "Sonic Automotive Gets HyperIntelligent" (10K VIEWS | 150 LIKES | MAY 5, 2020), "Intro to MicroStrategy Education" (10K VIEWS | 150 LIKES | MAY 5, 2020), and "Overview of the MicroStrategy Cloud Envi..." (10K VIEWS | 150 LIKES | MAY 5, 2020). A "Leave us a message" button is located at the bottom right.

Introducing Expert.Now

Technology, Cloud, 기술지원, 제품, 등 다양한 방면의 MicroStrategy 전문가들과 Face-to-face 연결

INTELLIGENCE EVERYWHERE Product Solutions Services Resources Company GET A DEMO EXPERT.NOW

ments call for faster, decisions.

m delivers trusted insights to everyone and where it matters.

LEARN MORE >

1. Introducing MicroStrategy 2020
2. What's New in MicroStrategy 2020 Update 1
3. MicroStrategy 2020: Freeform Dossiers and Documents
4. MicroStrategy 2020 for Data Scientists

EXPERT.NOW

Expert.Now Have a question? Talk to our experts face to face and on demand—with a single click. Try it free for 30 days.

MicroStrategy INTELLIGENCE EVERYWHERE Product Solutions Services Resources Company GET A DEMO EXPERT.NOW SIGN OUT

Expert Found

We are ready to connect you with **Roberto Lara**
Senior Director, Cloud Engineering | Washington

Click the link below to join a Zoom chat with this expert

JOIN THE MEETING

GET TO KNOW MICROSTRATEGY

1. Introducing MicroStrategy 2020
2. What's New in MicroStrategy 2020 Update 1
3. MicroStrategy 2020: Freeform Dossiers and Documents
4. MicroStrategy 2020 for Data Scientists

Launch from MicroStrategy.com, Community, Desktop*, and Workstation* (*coming Q3)

Expert.Now는 선택된 주제에 따라 해당 전문가와 즉시 연결

Expert.Now
Connect face-to-face and on-demand with a MicroStrategy expert to answer any question. [Learn more](#)

Hello MATias, please select a topic below to find the right expert:

Please describe your issue in few words

- Dossier - Web, Mobile, Desktop
- Mobile - iOS, Android
- Embedded Analytics - SDK, Custom Applications
- Data Modeling - Data Modeling, In-Memory Cubes
- Security - Authentication, Compliance, Authorization
- Upgrade - MicroStrategy 2020, Quarterly Updates
- Financial Reporting - OLAP/MDX, MSAS, Essbase
- Database - Oracle, Teradata, Snowflake, DB2, GBQ
- Other - Connect me with a General Expert
- Hyper - Web, Mobile, Office
- Applications - Excel, PowerBI, Tableau, Jupyter, Rstudio
- Cloud Platform - AWS, Azure, Google Cloud Platform
- Reporting - Documents, Distribution, Transactions
- Deployment - Administration and Performance
- ERP Integration - SAP, Microsoft, Salesforce
- Convert from Traditional BI - SAP BO, Cognos, Qlik, OBIEE
- Education - Passes, Certifications, Courses
- Product Licensing and Capabilities

LANGUAGE: English

ADD ATTACHMENTS: Upload a file or drag it here.

FIND AN EXPERT

지금 바로, 또는 3일 이내에 30분 미팅 일정 생성

MicroStrategy Product Solutions Services Resources Company GET A DEMO EXPERT.NOW SIGN OUT

On-Demand Expert

All experts are currently busy, please choose a 30-minute time slot below to schedule time to connect in the future. An invitation will be e-mailed to you for that time.

Tuesday, Jun 2	Wednesday, Jun 3	Thursday, Jun 4
03:30 pm EDT	01:00 pm EDT	01:00 pm EDT
	<input checked="" type="checkbox"/> 02:00 pm EDT	01:30 pm EDT
	02:30 pm EDT	02:30 pm EDT
	03:00 pm EDT	03:00 pm EDT
	03:30 pm EDT	
	04:00 pm EDT	

SCHEDULE MEETING

GET TO K...
1. Introdu...
Update 1
Dossiers and Documents
Scientists

Expert.Now는 Architect Pass를 보유한 사용자들에게 제공

프리미엄 사용자 및 고객을 위한 프리미엄 서비스

Architect Pass

무제한 Expert.Now 사용

모든 교육 과정 및 인증 과정 접근 가능 - instructor-led 및 on-demand.

모든 수강생들을 위한 실습 환경 제공 - 항상 최신 버전

Premium Customers

모든 프리미엄 고객들에게 Support 등급에 따라 Architect Pass를 제공합니다.

Architect Passes는 기존에 제공되는 다양한 특전(ES hours, support liaisons, dedicated engineers, 24/7 support, etc.)에 추가로 제공됩니다.

Extended Support	+ Four (4) Architect Passes
Premier Support	+ Six (6) Architect Passes
Elite Support	+ Eight (8) Architect Passes

Even more value. Same annual subscription.

Even more value. Same annual subscription.

Architect Pass 및 Premium Support

30일 무료 체험

Expert.Now Have a question? Talk to our experts face to face and on demand—with a single click. Try it free for 30 days >

MicroStrategy
INTELLIGENCE EVERYWHERE

**Critical
strong**

The MicroStrategy
in the enterprise

ATTEND WEBINAR

GET TO KNOW MICROSTRATEGY

Introducing MicroStrategy 2020
What's New in MicroStrategy 2020
Update 1

MicroStrategy 2020: Freeform Dossiers
and Documents

MicroStrategy 2020 for Data Scientists

Create a Free MicroStrategy Account

Already have an account? [Sign In](#)

CORPORATE EMAIL

SEND VERIFICATION CODE >

FIRST NAME LAST NAME

JOB TITLE PHONE NUMBER

ORGANIZATION COUNTRY

PASSWORD REPEAT PASSWORD

By creating an account, you are agreeing to abide by our [terms of use](#).

CREATE ACCOUNT >

SIGN OUT

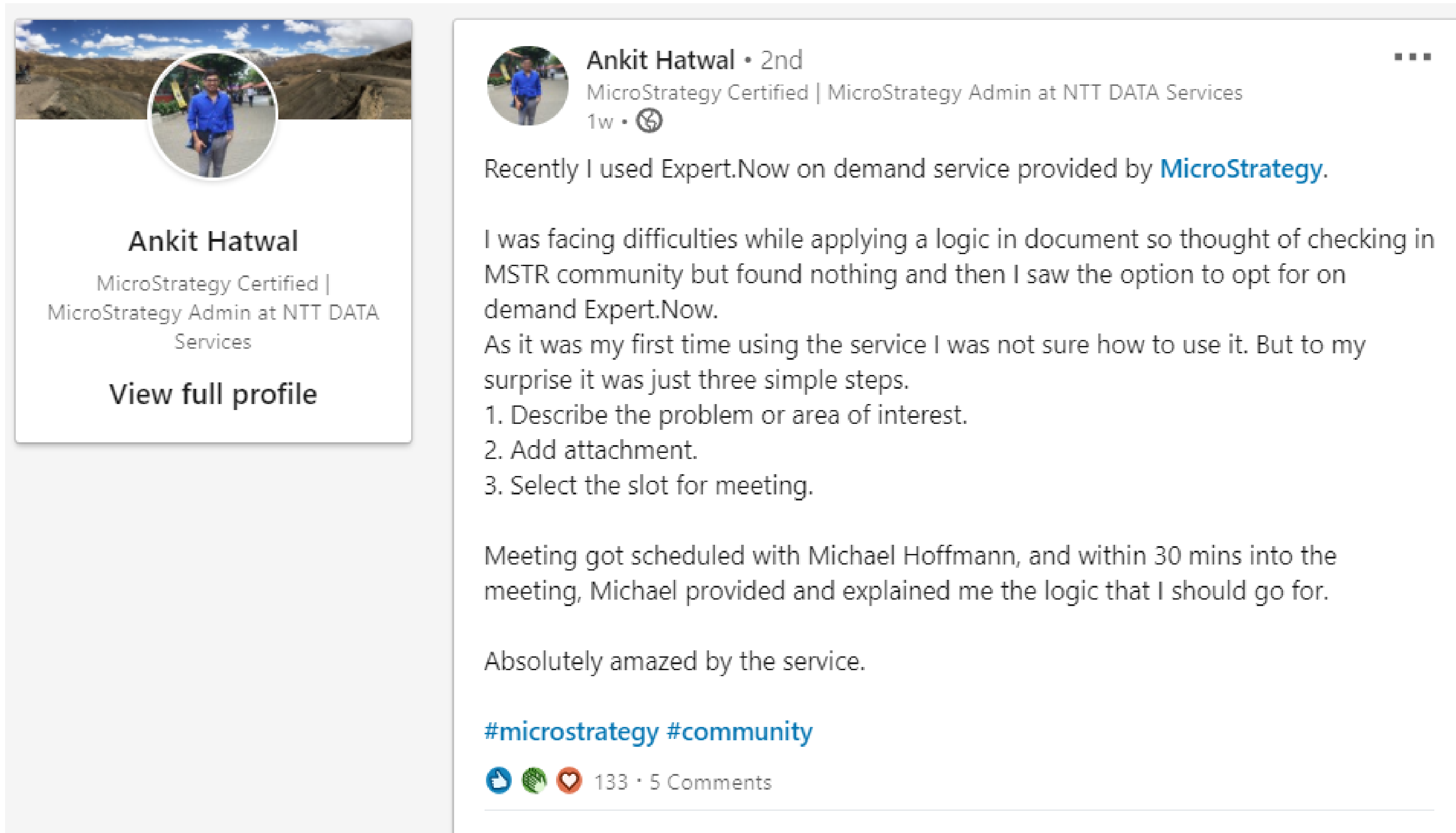
LEARN MORE >

\$0 – Architect Pass 30일 무료 체험

- No risk. No wait.
- Register via our website.
- Unlimited use of Expert.Now
- All-access pass to education courses


Expert.Now

Posted on LinkedIn



The image shows a LinkedIn post from Ankit Hatwal. On the left is a profile card with a circular profile picture of Ankit Hatwal, his name, and his title: 'MicroStrategy Certified | MicroStrategy Admin at NTT DATA Services'. Below the title is a 'View full profile' button. The main post content on the right includes a header with the user's name 'Ankit Hatwal • 2nd', their title, and a '1w' timestamp. The post text describes the user's experience with Expert.Now, a service provided by MicroStrategy, and lists three steps for using it. The post also includes a meeting scheduling anecdote and a list of hashtags: #microstrategy and #community. At the bottom, there are icons for likes, comments, and shares, with a count of 133 likes and 5 comments.

Ankit Hatwal
MicroStrategy Certified |
MicroStrategy Admin at NTT DATA
Services
[View full profile](#)

Ankit Hatwal • 2nd
MicroStrategy Certified | MicroStrategy Admin at NTT DATA Services
1w • 

Recently I used Expert.Now on demand service provided by [MicroStrategy](#).




I was facing difficulties while applying a logic in document so thought of checking in MSTR community but found nothing and then I saw the option to opt for on demand Expert.Now.
As it was my first time using the service I was not sure how to use it. But to my surprise it was just three simple steps.

1. Describe the problem or area of interest.
2. Add attachment.
3. Select the slot for meeting.

Meeting got scheduled with Michael Hoffmann, and within 30 mins into the meeting, Michael provided and explained me the logic that I should go for.

Absolutely amazed by the service.

[#microstrategy](#) [#community](#)

   133 · 5 Comments

MicroStrategy Community

Connect, Learn, Inspire, and Together Deliver Intelligence Everywhere

<https://community.microstrategy.com>

- 기술 질의에 대한 해답 및 베스트 프랙티스
- 새로운 질문 게시 또는 기존 질문에 답변
- 제품 기능과 관련된 새로운 아이디어 게시 또는 투표
- 창의적인 Dossier, 시각화, 데이터세트, 커넥터, SDK 플러그인, 등 다운로드
- 제품 문서
- 비디오 튜토리얼
- 사용자 그룹에 가입하여 다른 사용자들 및 전문가들과 교류 및 협업

DossBoss Challenge!

MSTR 데이터 시각화 경진대회 10월 21일까지

www.microstrategy.com/kr/go/events-and-sign-ups/dossier-contest

시상내역

<p>대상 - 1명 삼성 최신노트북</p> 	<p>최우수상 - 2명 갤럭시 워치 3</p> 
<p>우수상 - 3명 갤럭시 버즈 라이브</p> 	<p>아이디어상 - 10명 파리바게뜨 1만원 모바일 상품권</p> 

1.

STEP 1

셀프서비스 시각화 도구 다운로드

해당 월의 데이터 세트* 그리고 MicroStrategy Desktop을 무료로 다운로드하여 도씨에를 생성하십시오.

2.

STEP 2

도씨에 제출하기

마감일까지 도씨에를 제출하십시오. 아래 스케줄 표에서 각 달의 주제, 데이터 세트, 제출 마감일을 확인하십시오.

3.

STEP 3

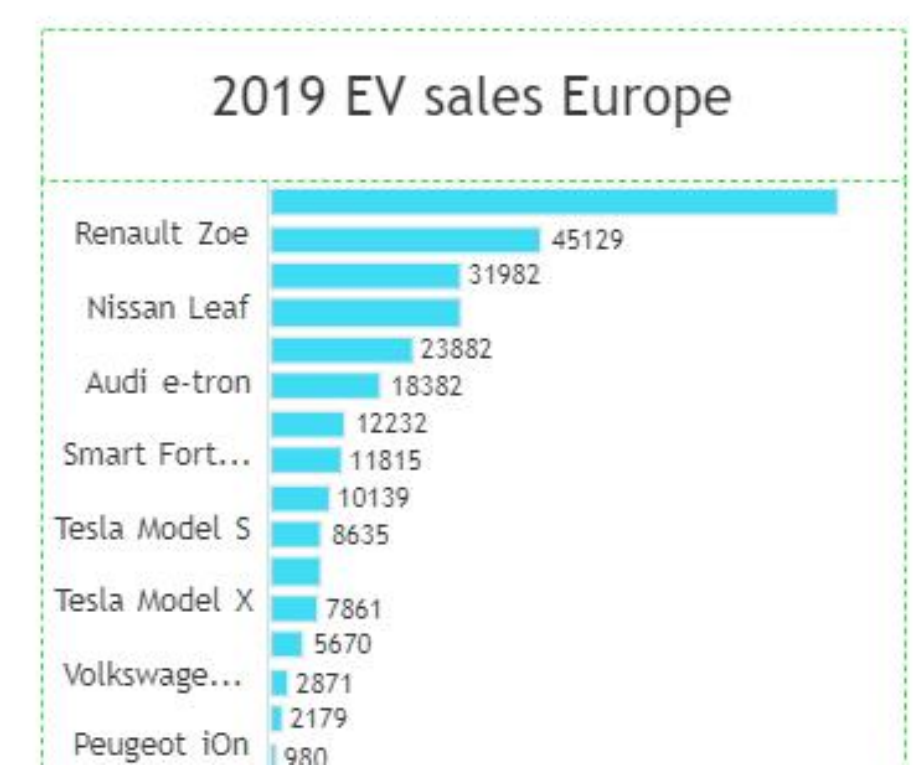
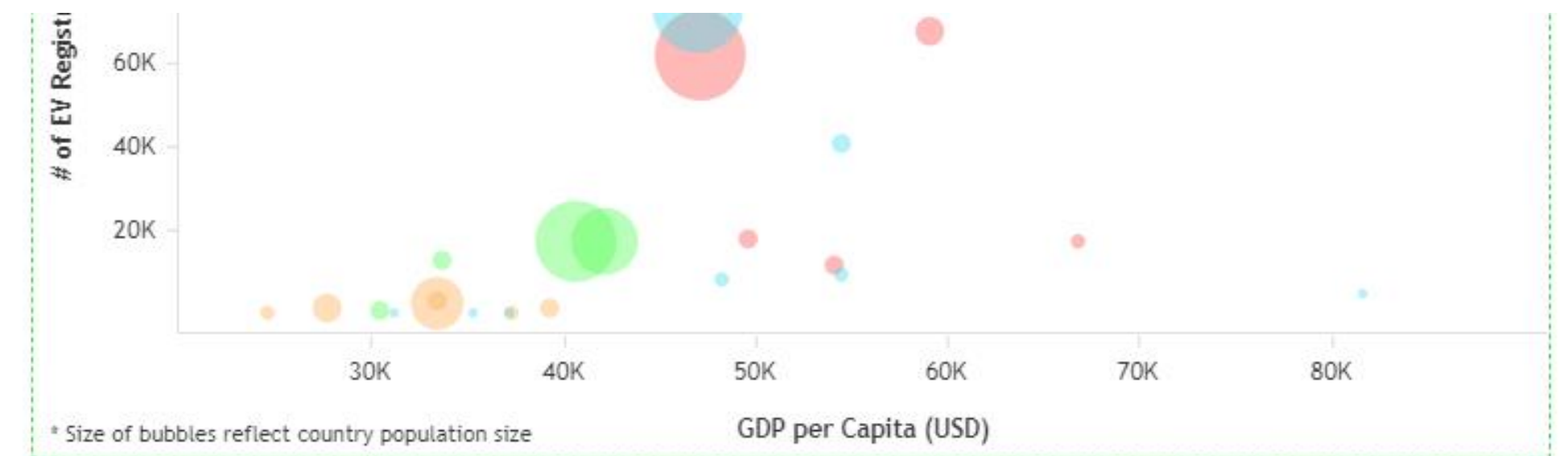
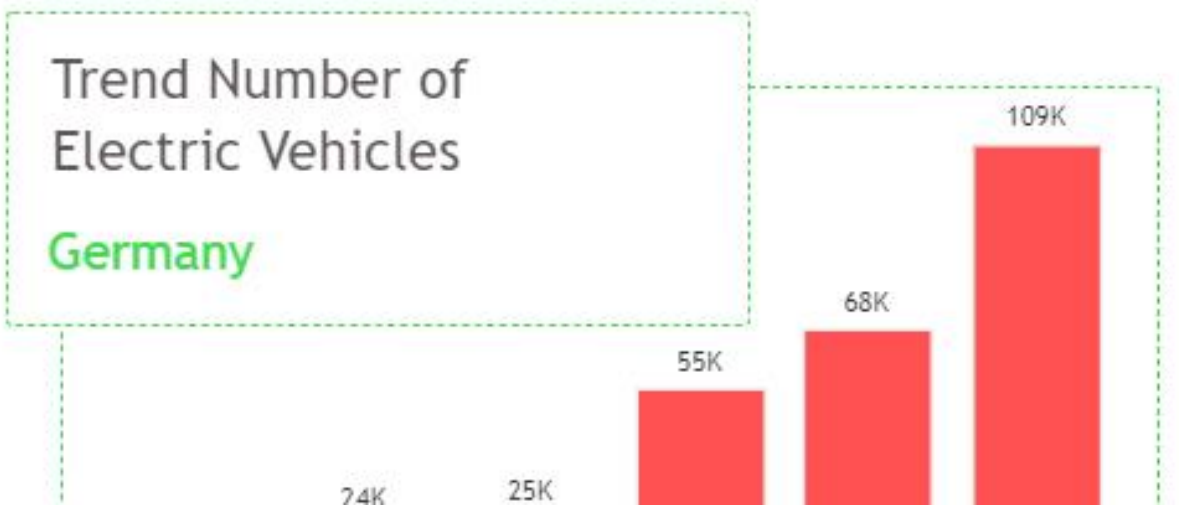
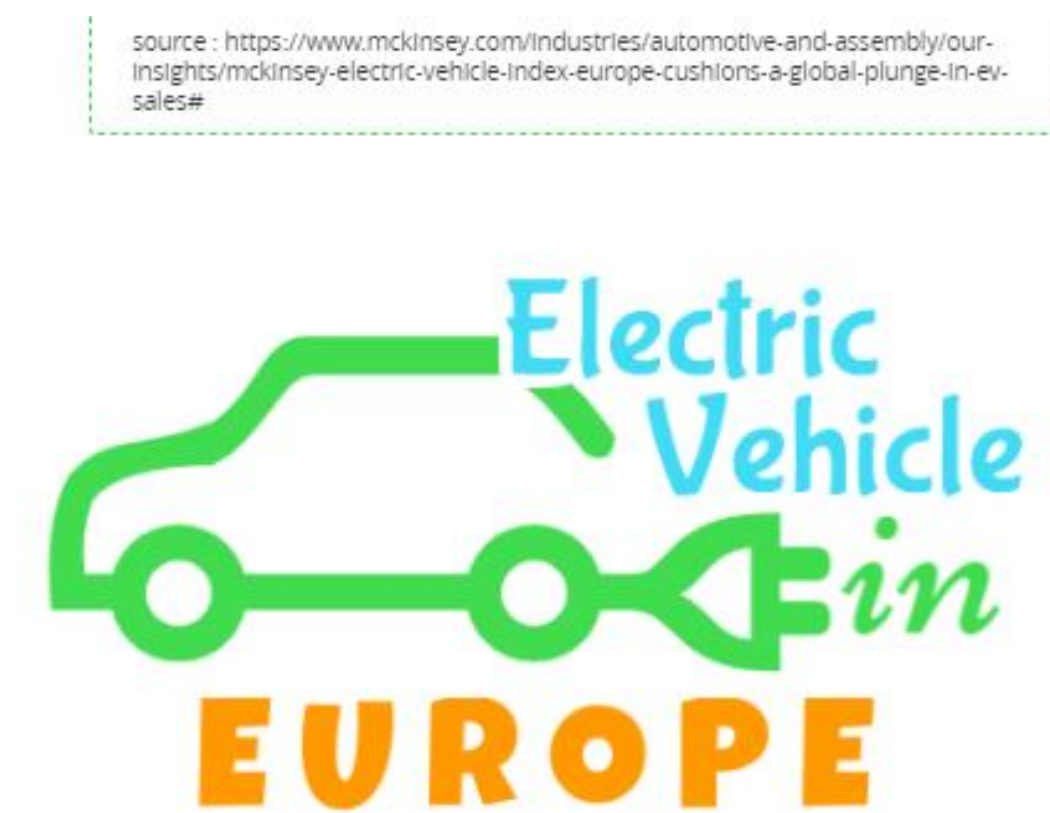
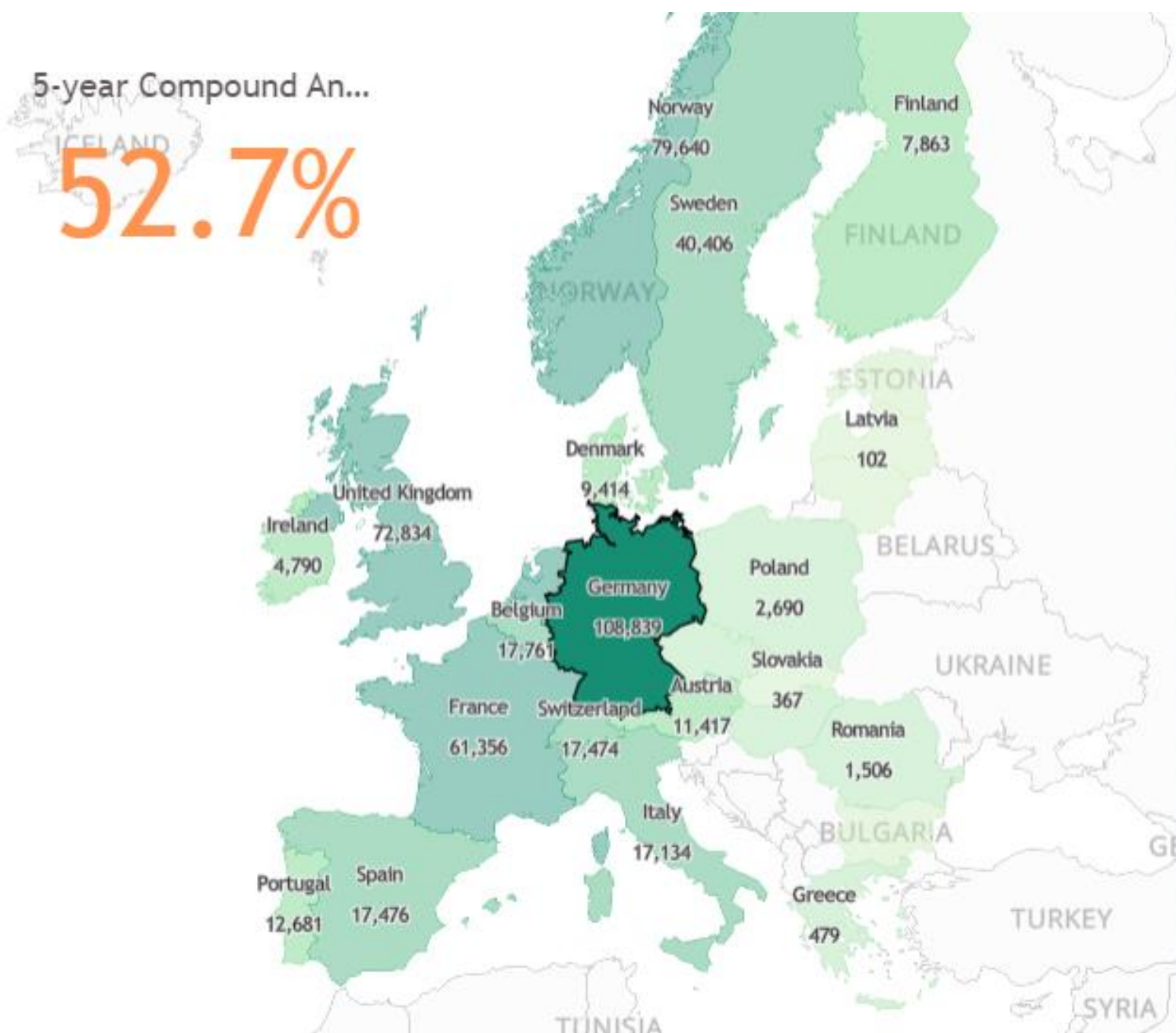
결과 발표

콘테스트 우승자는 도씨에 갤러리 및 MicroStrategy 커뮤니티에 소개됩니다.

Dossier of the Month – August

Niken Laily Zulfasari from PT. Astra Graphia Information Technology

Electric Vehicles in Europe and Washington State



Thank You!



웨비나 종료 후 설문을 작성해 주세요!



문의 사항은 아래로 연락주세요.

Email: info-kr@microstrategy.com