

valantic

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MicroStrategy: HyperIntelligence

Transformieren Sie Ihr Business mit einem neuen Analysekonzept

26. November 2020

Ihre heutigen Referenten



Stefan Hege

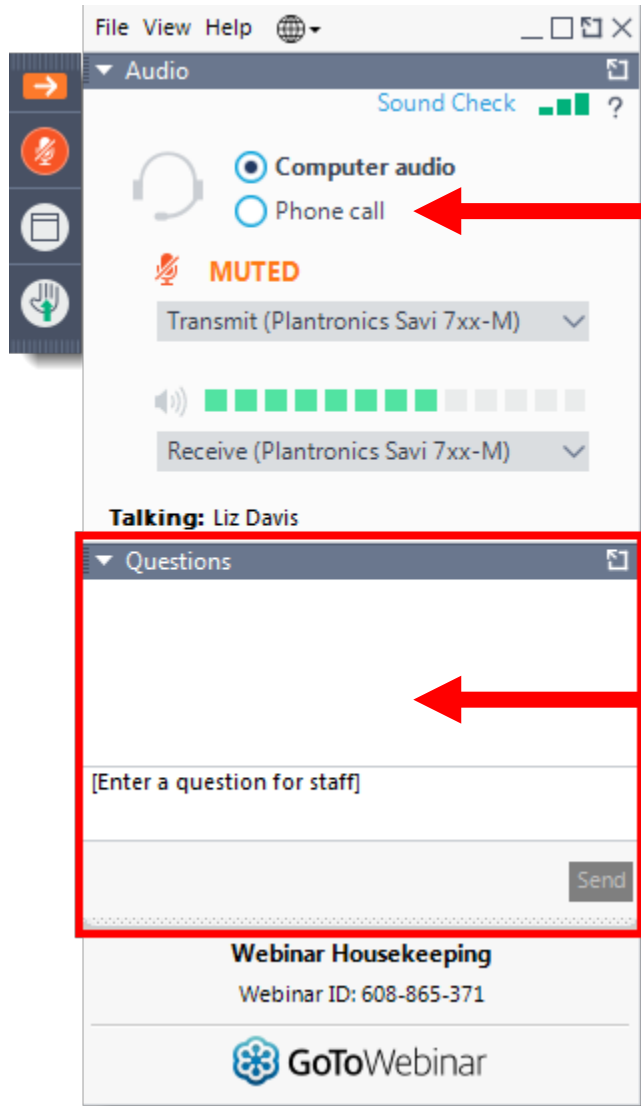
Account Executive & Senior Sales Engineer
MicroStrategy Switzerland GmbH



Martin Vierrath

Senior Sales Manager
valantic Business Analytics GmbH

Technisches



Wenn Sie uns nicht hören, wählen Sie hier bitte die telefonische Teilnahme. Entsprechende Einwahldaten werden dann angezeigt.

Fragebereich

Agenda

1. **Kurzvorstellung valantic Business Analytics**
2. **Kurzvorstellung MicroStrategy**
3. **Warum HyperIntelligence?**
4. **Live Demonstration**
5. **Design Thinking Workshop**
6. **Q&A**

valantic begleitet Sie auf dem Weg der digitalen Transformation von der Strategie bis zur handfesten Realisation



+1.000

Experten

26

Standorte

40

Partner &
Geschäftsführer

+150 Mio.

EUR Umsatz 2019

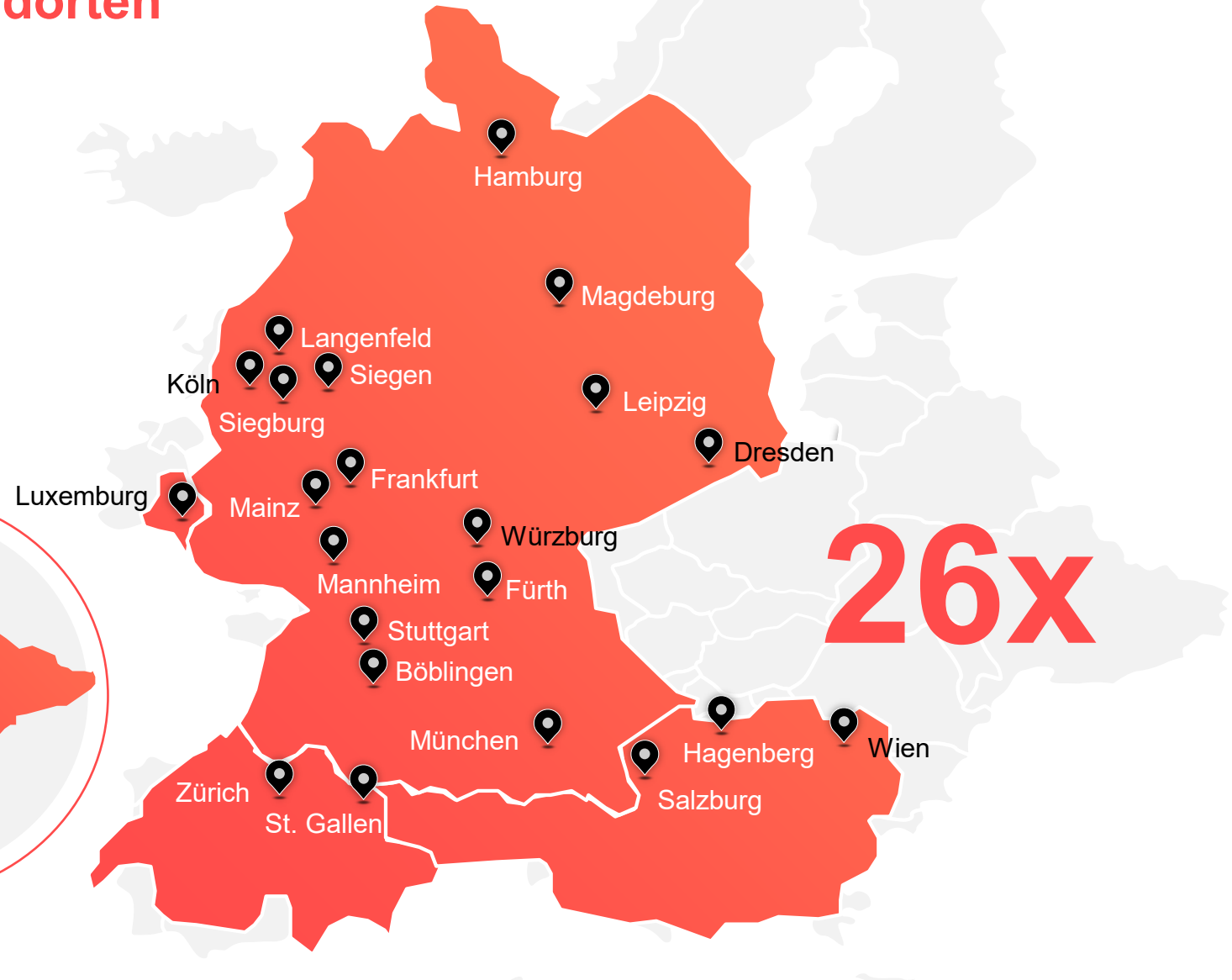
20

Aktive DAX 30
Kunden

+1.000

Kunden

valantic bietet „High-End“ Software und Digital-Consulting mit +1.000 Experten an 26 Standorten



Ihre heutigen Referenten



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MicroStrategy: The Largest Independent Publicly-traded Analytics Company, with the Leading Embedded Analytics Platform

MicroStrategy
 HQ: Tysons Corner, VA
 NASDAQ: **MSTR**
www.microstrategy.com

1989	30 years	\$0
Founded	CEO Tenure	Debt
4,000+	39	27
Customers	Cities	Countries
9	35	3
Support Centers	Field Service Centers	Development Centers

Innovator and industry leader in web, mobile, and cloud-based analytics.



Innovation leader: 1st with web, mobile, cloud, **hyperintelligence**

MicroStrategy 2020

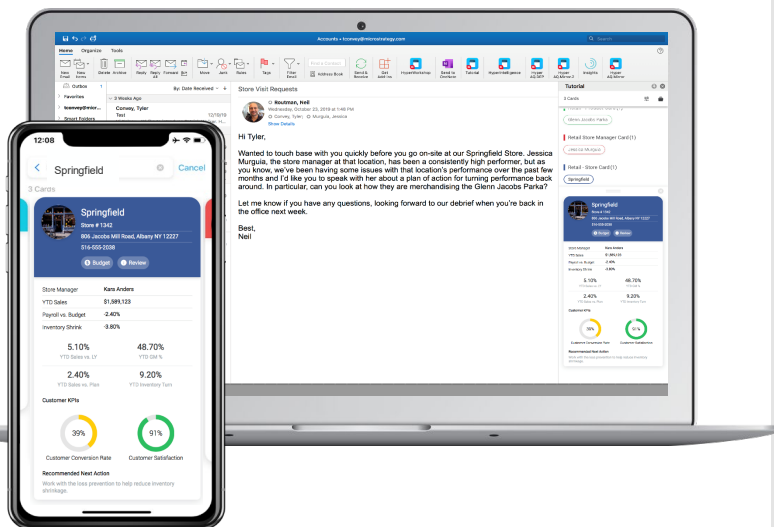
Modern Analytics

Open Architecture

Enterprise-Grade

Modern Analytics Delivers Consumer-grade Experiences for Every Role and on Popular Devices

Inject insights and the next best action into your applications with **HyperIntelligence**.



Deploy **transformational mobile apps** to your customers—from the board room to the field.



Enable beautiful, self-service analytics with **Dossiers**.





Hyper Intelligence

Answers that find you.

70%

**of people make decisions every single day
without access to critical information.**

What stops people from using data and analytics?

Most people simply lack the time, skill, or desire to seek out data on their own

Time

What if we could build a tool that eliminated the need to switch between apps to find critical information?

Skill

What if we could build a tool that eliminated the need for people to learn to use analytics to benefit from intelligence?

Desire

What if we could build a tool that catered to shorter attention spans by delivering zero-click analytical experiences?

HyperIntelligence provides the tools to get every organization to 100% adoption

Sierra Inc.
 Address: 1 Quest Way, Chicago, IL
 Primary Contact: James Alexi
 Industry: Software

Sierra.com
 LinkedIn Wikipedia Seeking Alpha

Account Category	Revenue	Number of Employees
Strategic Account	\$725M	3,710

AE	AE Phone #	Last Contact Date
K. Baum	312-555-1296	1/9

Renewal Status	Closed Revenue YTD	Pipeline
Active	\$1.4M	\$6.8M

Notes
 CIO noted a renewed focus on supply chain optimization in the coming year.

James Alexi
 jalex@sierra.com
 312-555-2385
 Chief Financial Officer

LinkedIn

Tenure	Sector	Lead Age
9 Years	Technology	121 Days

Buyer Score	Market Score	Lead Score
75	84	73

Biographic Information
 James Alexi is originally from Boston and has over 20 years of experience in the technology sector. He has worked in a variety of different roles across finance, accounting, marketing, and IT. In his free time, James enjoys travel, cooking, skiing, and competitive sports.

Mobile Devices
 SKU #115469
 sierra.com/115469
 Category: Mobile Devices

Dossier SAS TradeGecko

Inventory Last Week	Inventory This Week
21.4K	31.5K

Units Sold Last Week	Units Sold This Week
14.3K	11.4K

Sales Last Week	Sales This Week
\$4.90M	\$3.98M

Recommendation
 Projected inventory shortfall over the next 30 days, consider transferring inventory from store #41012.

Gadgets
 Events
 Videos
 —
 Crunchbase
 More

Search
 Disrupt Berlin 2018
 Google
 Security
 Fundings & Exits

call with investors the company's CFO **James Alexi** also delivered an unexpected announcement: it won't be sharing unit sales of its **Mobile** service any more.

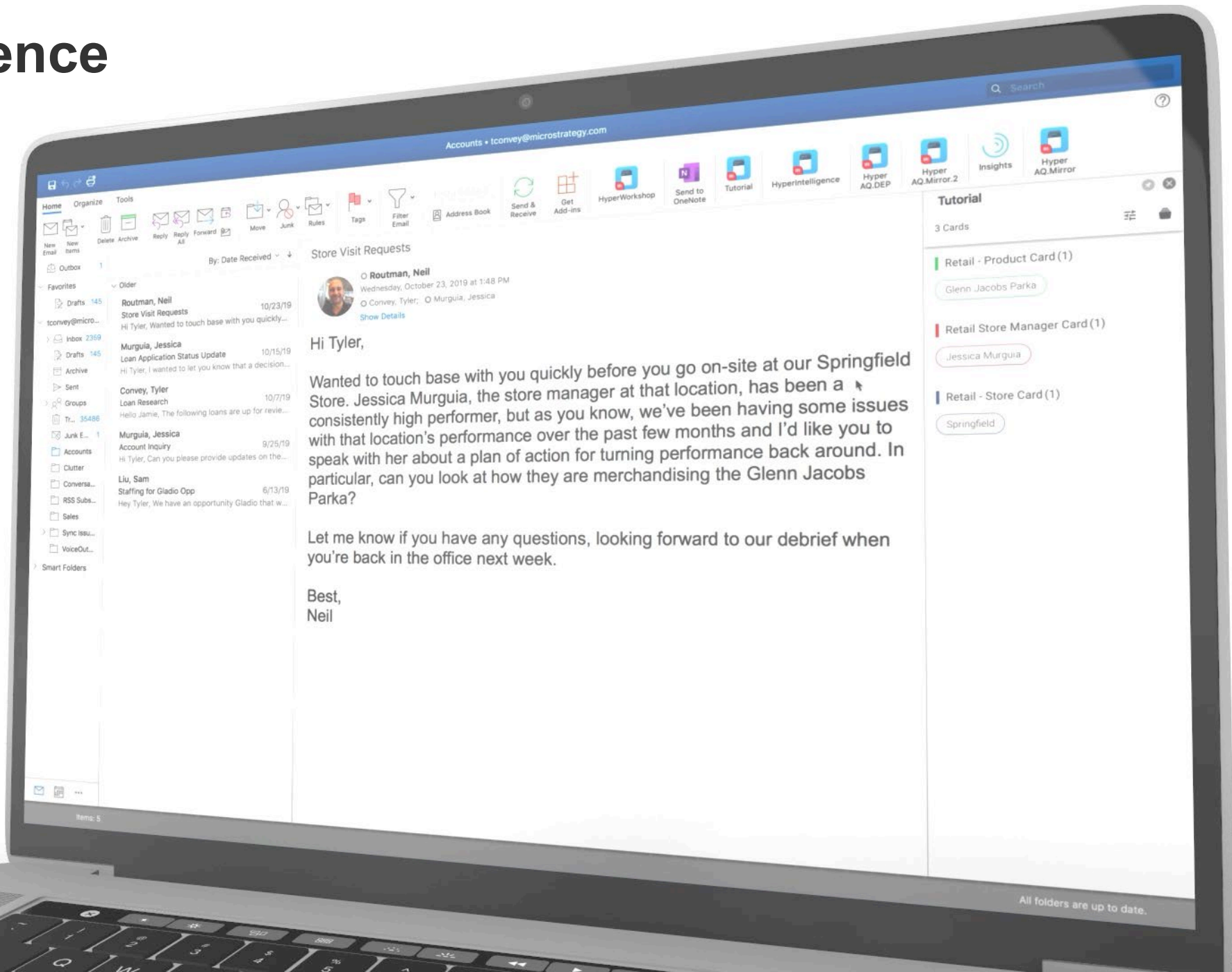
This gives analysts (and the public) one less item to determine the health of the company, but according to **Sierra's** leadership, membership isn't a very good indication of the company's financial health anymore because the company offers memberships at many price points.

"Our product ranges for all the major product categories have become wider over time and therefore a unit of sale is less relevant for us at this point compared to the past because we've got these much wider sales prices dispersion," Alexi said during a call. "So unit of sale per se becomes less relevant"

The Intelligent Enterprise
 The world is getting faster, smarter and more complex. Is your business?
 WATCH THE VIDEO
 MicroStrategy
 Analytics and Mobility

HyperIntelligence

Email



Store Visit Requests



Routman, Neil
Wednesday, October 23, 2019 at 1:48 PM
Convey, Tyler; Murguia, Jessica
[Show Details](#)

Hi Tyler,

Wanted to touch base with you quickly before you go on-site at our Springfield Store. Jessica Murguia, the store manager at that location, has been a consistently high performer, but as you know, we've been having some issues with that location's performance over the past few months and I'd like you to speak with her about a plan of action for turning performance back around. In particular, can you look at how they are merchandising the Glenn Jacobs Parka?

Let me know if you have any questions, looking forward to our debrief when you're back in the office next week.

Best,
Neil

Tutorial

3 Cards

Retail - Product Card (1)

Glenn Jacobs Parka

Retail Store Manager Card (1)

Jessica Murguia

Retail - Store Card (1)

Springfield

All folders are up to date.

HyperIntelligence Website

The screenshot displays the Amazon website interface on a laptop screen. The browser address bar shows the URL: `amazon.com/Weber-45010001-Spirit-Black-Outdoor/dp/B077JTCMKQ/ref=sr_1_1?keywords=3+burner+grill&qid=1580670981&sr=8-1`. The Amazon logo and navigation menu are visible at the top. The search bar contains the text "3 burner grill". Below the navigation, there are category tabs for "Amazon Home", "Shop by Room", "Discover", "Shop by Style", "Home Décor", "Furniture", "Kitchen & Dining", "Bed & Bath", "Garden & Outdoor", and "Home Improvement". A "Deals for Valentine's Day" banner is also present.

The main content area features a "Shop the Kids' Store by age" section with filters for "Birth - 24 Months", "2 - 4 Years", "5 - 7 Years", and "8 - 12 Years & Up". Below this, the breadcrumb trail reads: "Patio, Lawn & Garden > Grills & Outdoor Cooking > Grills & Smokers > Gas Grills > Propane Grills".

The product page for the "Thompson 3-Burner Grill 768090-R" is displayed. The product image shows a black grill with three burners, cooking burgers and hot dogs. The product title is "Thompson 3-Burner Grill 768090-R" by Thompson, with a 4.5-star rating and 704 ratings. The price is \$379.00 with free shipping. The product is in stock and can be added to the cart. The color is black, and the style is liquid propane. Service options include standard delivery and assembly for \$50.00. A protection plan is also available for \$76.99 (3-year) or \$57.99 (2-year).

Key details from the product page:

- Price:** \$379.00 & FREE Shipping. Details
- Get \$50 off instantly:** Pay \$479.00 \$429.00 upon approval for the Amazon Rewards Visa Card. No annual fee.
- Free Amazon product support included**
- Color:** Black
- Style:** Liquid Propane (selected), Natural Gas
- Service options:** Assembly +\$0.00 (selected), Standard delivery
- Item arrives in packaging that reveals what's inside and can't be hidden.** If this is a gift, consider shipping to a different address.
- Add a Protection Plan:**
 - 3-Year Protection for \$76.99
 - 2-Year Protection for \$57.99
- Add gift options:**
- Select delivery location:** [Dropdown menu]
- Add to List**
- Add to Wedding Registry**

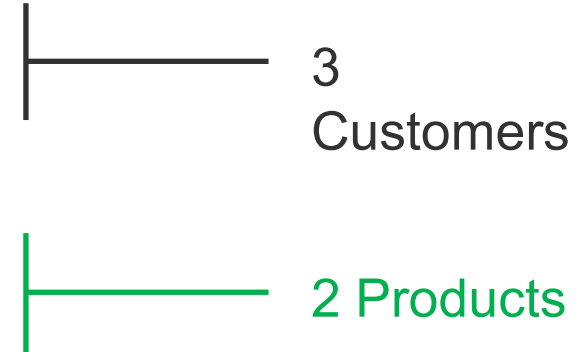


HyperIntelligence

Search

HyperIntelligence

Calendar



Email

Q3 Sales Numbers

Search Sheet

Home Insert Page Layout Formulas Data Review View

Calibri (Body) 12 A- A+ Wrap Text General

AutoSave

1 Contact Status Company State City # Activites

1	Contact	Status	Company	State	City	# Activites
15	Ellie Kumar	Not Contacted	Paragon Limited	GA	Ringgold	1
16	Zane Beech	Inquiry	Hero Systems	VA	Newport News	5
17	Donovan Rosas	Inquiry	Mellite	CO	Denver	3
18	Cindy Martinez	Not Contacted	Cloverbank	PA	Pittsburgh	1
19	Coral Pearce	Hold	Hawksly Inc.	FL	Miami	1
20	Franky Pacheco	Contacted	Rodle Arts	OR	Bend	1
21	Rachelle Avila	Pending	Brynne Enterprises	CO	Fort Collins	7
22	Moesha Lowery	Inquiry	Garfield & Tewks	FL	West Palm Beach	3
23	Rohaam Turner	New	Boar Sport	NJ	Montclair	1
24	Indi Pate	Inquiry	Systemric	VA	Mc Lean	7
25	Xavier Conner	Inquiry	Drenom	VA	Mc Lean	5
26	Abbey Barry	Inquiry	Brater	VA	McLean	6
27	Hana Durham	Not Contacted	Piedmont LLC	VA	Glen Allen	1
28	Betty Mellor	Inquiry	Hopeshot Worldwide	PA	Philadelphia	1
29	Arya Gaines	Not Contacted	Charlie McRaven	NC	Not Filled	1
30	Crysti Mendora	Inquiry	Mohawid	VA	Not Filled	1

ID # 5294033
Kempco, Inc.

Part of Shenzen
Port of Guangzhou
23.0939, 113.4378

2,200 kg Empty Weight
30,000 kg Max Weight

27,800 kg Net Load
33 cubic meters Internal Volume

Glen Jacobs Parka
Category: General Goods
SKU: 114386

Pricing and Promotion
List Price: \$300
Current Discount: 25%

Product Performance
Customer Rating: 99%
GM %: 56%

Coconut Sands
Category: Home Goods
SKU: 114386

Property Summary
Regional Manager: Lisa Johnson
Phone: 786-555-1432

Performance KPIs
128.4 ADR - Actual
71% Ocl % - Actual

Case # 479820
Open | Technology | New | High | Special | Pattern | 101 | Managed | Client

Customer Information
Name: Josh Smith
Email: jsmith@technology.com

Satisfaction Metrics
Customer Satisfaction: 87%
Likelihood to Churn: 10%

Sarah Thomas
Home: 509-555-5806
Client Since: 2015

Client Overview
Investment Style: Aggressive
Assets: \$2.14M

Portfolio Performance
\$928,472 Stocks (YTD Return): 9.70%
\$800,750 Funds (YTD Return): 5.30%

Claim # 12989
James Farris
904-555-7465

Claim Status
Claim Stage: Review
Claim Amount: \$2,835

Policy and Claim Detail
4385673 Policy #
\$1,683 Premium

Procurement ID #36548

Vendor Information
Schedule: Software and Technology
Contact: Marie Hillandale

Procurement Summaries
W654 Project ID
17 Days Open
High Priority
6 Days to Need
In transit Status
\$1,546K Amount

Value Time
Customer ID: 8746774
Address: 20000 Avenue Philadelphia, PA

Account Summary
Owner: Sarah Williams
Category: Tier 1
Length of Relationship: 2 Years

Vendor Performance YTD
Order Fill Rate: 72%
Forecast Accuracy: 65%

Jane Prescott
Home ID: 402687

Patient Summary
Diagnosis: Early Onset Domestic, Fall Risk
Gender: Female
Age: 65

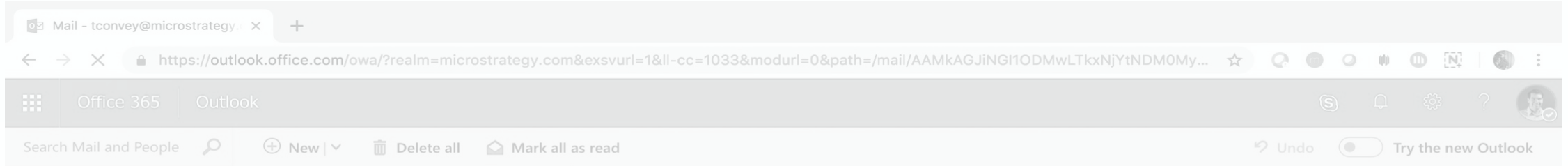
Health Metrics
Medical Testing Complete: 98%
Predicted Health Score: 79%

Sierra
SEB

Company Overview
Sector: Telecommunications
Analyst Consensus: Moderate Buy
Net Exposure: \$492,000

Performance
YTD Performance: 6%
Dividend Yield: 5%

Outlook



ID # 5294033
Kangaroo, Inc.

Last Port Of Call: Port of Shenzhen

Current Location: Port of Guangzhou

Current Coordinates: 23.0939, 113.4378

Available? No

Perishable? Yes

Current Cargo: Mangroes

2,200 kg Empty Weight
27,800 kg Net Load

30,000 kg Max Weight
33 cubic meters Internal Volume

Recommended Next Action
Redirect to updated location at next port of call based on recent profile change.

Glen Jacobs Parka
Category: General Goods
SKU: 114981

Pricing and Promotion

List Price: \$300

Current Discount: 25%

Next Promotion: November 15*

Product Performance

Customer Rating: 99%

GM %: 56%

150 MTD Sales
115 On-hand Inventory

12 MTD Stockouts
36 On Order

84% MTD % to Target
58 Predicted Shortfall

Recommended Next Action
Avoid projected inventory shortfall over the next 30 days by transferring inventory from store #52.

Coconut Sands
Address: 4885 MacArthur Blvd, Miami, FL 33121

Property Summary

Regional Manager: Lisa Johnson

Phone: 786-555-1432

Email: ljohson@gmail.com

Total Room Keys: 4,234

Performance KPIs

128.4 ADR - Actual	-4% ADR - % to LY	104.10% OI % - Index
71% OI % - Actual	8.20% OI % - % to LY	97.60% OI % - Index
\$112.50 RevPAR - Actual	3.50% RevPAR - % to LY	102.20% RevPAR - Index

Recommended Next Action
Request inspection based on upcoming corporate review.

Case # 479820
Open | Technology | No | Intelligence | Platform | 101 | Managed | Client

Customer Information

Name: Josh Smith
Email: jsmith@technology.com
Phone Number: 998-555-8300

Support Information

Owner: Sophie Nicholas
Issue: User Creation
Days Open: 10 Days
Call Wait Time: 3 Minutes

Satisfaction Metrics

Customer Satisfaction: 87%

Likelihood to Churn: 10%

Recommended Next Action
Escalate to supervisor based on last consultation with customer.

Sarah Thomas
Income: \$69K - \$80K
Client Since: 2015

Client Overview

Investment Style: Aggressive

Assets: \$2.14M

Cash Flow: \$93,850

Rate of Return: 5.73%

Portfolio Performance

\$928,472 Stocks (YTD Return)	9.70%
\$800,750 Funds (YTD Return)	5.30%
\$272,996 Bonds (YTD Return)	-2.27%
\$52,565 Cash (YTD Return)	1.13%

Recommended Next Action
Rebalance fixed income portfolio based on revised risk profile and current investment style.

Claim # 12989
James Farley
904-555-7465

Claim Status

Claim Stage: Review

Age: 12 Days

Claim Manager: Sir Veebu

Claim Amount: \$2,835

Policy and Claim Detail

4385673 Policy #

\$1,683 Premium

Tesla-Model S Make/Model

Automotive Insurance Type

\$500 Deductible

2019 Year

Recommended Next Action
Approve claim and issue payment within the next two days.

Procurement ID #36548

Vendor Information

Schedule: Software and Technology

Contact: Marie Hillandale

Email: mhillandale@mail.martin.net

Phone: 312-555-5196

Procurement Summary

W654 Project ID	High Priority	In transit Status
17 Days Open	6 Days to Need	\$1,546K Amount

Recommended Next Action
Schedule secondary inspection related to the W654 (Classified) Project.

Value Time
Customer ID: 8746774
Address: 200 Wilkes Avenue, Philadelphia, PA
Main Contact: Jon Papp

Account Summary

Owner: Sarah Williams

Category: Tier 1

Length of Relationship: 2 Years

Last Contact: 4/3/2019

Sales Performance

Sales (K)	\$2,000,000
Forecasted Sales (Q4) (M)	\$1,750,000
Forecasted Sales (YTD) (M)	75,190

Order Fill Rate: 72%

Forecast Accuracy: 65%

Recommended Next Action
Assign account to a senior representative based on recent low customer satisfaction scores.

Jane Prescott
Patient ID: 403267

Patient Summary

Diagnosis: Early Onset Dementia, Full Risk

Gender: Female

Age: 65

Last Visit Visit: BM0 24 BP 135/88; A1C 7.2; BG 112

Visit: Last: 9/12/2019; Next: 9/24/2019

Insurance: Trust Health Group Advantage Plan

Physician: Mary Stella, 508-762-9237

Health Metrics

Medical Testing Complete: 98%

Predicted Health Score: 79%

Recommended Next Action
Patient complaining of unusually high fever and throat pain. Prescribe Amoxicillin 200 mg and request a follow-up appointment in a week.

Sierra
SEB

Company Overview

Sector: Telecommunications

Analyst Consensus: Moderate Buy

Net Exposure: \$492,000

Performance

YTD Performance: 6%

Dividend Yield: 5%

\$32.84 Last
\$233.9B Market Cap

\$32.05 Previous Close
11.88x P/E (Trailing)

2.46% Today's Change
\$2.58 EPS (Trailing)

Recommended Next Action
Watch over the next week and consider buying additional shares based on performance.

- ▼ Inbox 1929
- Clutter
- Drafts 95
- Sent Items
- Deleted Item 12445
- Accounts
- Archive
- Conversation History
- Junk Email 3
- Notes 138

Choose a message to read it.

Workday

Home - Workday

https://wd5-impl.workday.com/microstrategy/d/home.html

On behalf of: Jessica Liu

W

14
16

ID # 5294033

Port of Shenzhen

Last Port Of Call: Port of Guangzhou

Current Coordinates: 23.0939, 113.4378

2,200 kg Empty Weight, 27,800 kg Net Load, 30,000 kg Max Weight, 33 cubic meters Internal Volume

Glen Jacobs Parka

List Price: \$300, Current Discount: 25%, Next Priced Date: November 15*

Customer Rating: 90%, GM %: 56%

150 MTD Sales, 12 MTD Stockouts, 84% MTD % to Target

Coconut Sands

Regional Manager: Lisa Johnson

Performance KPIs: 4,234

128.4 ADR - Actual, -4% ADR - % to LY, 104.10% ADR - Index

Case # 479820

Customer Information: Josh Smith, jsmith@technology.com

Support Information: Sophie Nicholas, User Creation, 10 Days, 3 Minutes

Satisfaction Metrics: 87% Customer Satisfaction, 10% Likelihood to Churn

Sarah Thomas

Client Overview: Aggressive, Investment Style: \$2,148, Assets: \$92,850, Cash Flow: \$92,850, Risk of Return: 5.73%

Portfolio Performance: \$928,472 Stocks (YTD Return): 9.70%, \$800,750 Funds (Exposure): 5.30%, \$272,996 Bonds (Exposure): -2.27%, \$52,565 Cash (Exposure): 1.13%

Claim # 12989

Claim Status: Review, Age: 12 Days, Claim Manager: Sri Venku, Claim Amount: \$2,835

Policy and Claim Detail: 4385673 Policy #, Automotive Insurance Type, \$1,683 Premium, \$500 Deductible, Tesla-Model S Make/Model, 2019 Year

Procurement ID #36548

Vendor Information: Software and Technology, Contact: Marie Hillandale, Email: mhillandale@mail.martin.net, Phone: 312-555-5196

Procurement Summary: W654 Project ID, High Priority, In transit Status, 17 Days Open, 6 Days to Need, \$1,546K Amount

Value Time

Account Summary: Sarah Williams, Tier 1, Length of Relationship: 2 Years, Last Contact: 4/3/2019

Sales Performance: Sales MTD: \$2,000,000, Forecasted Sales (Qtr): \$2,750,000, Vendor Performance YTD: 72% Order Fill Rate, 65% Forecast Accuracy

Jane Prescott

Patient Summary: Early Onset Dementia, Full Risk, Gender: Female, Age: 65, Last Visit: 8/12/2019, Next: 9/24/2019

Health Metrics: 98% Medical Testing Complete, 79% Predicted Health Score

Sierra

Company Overview: Telecommunications, Sector: Telecommunications, Analyst Consensus: Moderate Buy, Net Exposure: \$482,000

Performance: 6% YTD Performance, 5% Dividend Yield

16 items

Absence Request: Niki Bellanger
3 hour(s) ago - Due 05/11/2019; Effective 05/28/2019

Absence Request: Marissa Yap
3 hour(s) ago - Due 05/11/2019; Effective 05/23/2019

Promotion: Nick Jacobs
3 hour(s) ago - Effective 05/24/2019

8 items

Directory

Absence

Team Time Off

My Team Management

Live Demo

HyperIntelligence Design Thinking Workshop

#analytics2020

1. End User

2. Keyword

3. Information

4. Actions - Because then I Could

End User

The person who will be **consuming the card** as part of a **specific workflow** or in general as they use **email, web, mobile**



Keyword

What **common everyday nouns** do you often “wish” you knew more about?



KEYWORD
(common nouns)

Information

What things do you wish you knew for sure about this common **keyword**?



KEYWORD
(common nouns)

Sales Forecast and Commit % to Pipeline

Customer Tier, Status, and History

Top 5 Segments for Product Sales

Actions

What actions can you take related to your **Keyword** based on the things you know for sure?



KEYWORD
(common nouns)

Sales Forecast and Commit % to Pipeline

Customer Tier, Status, and History

Top 5 Segments for Product Sales

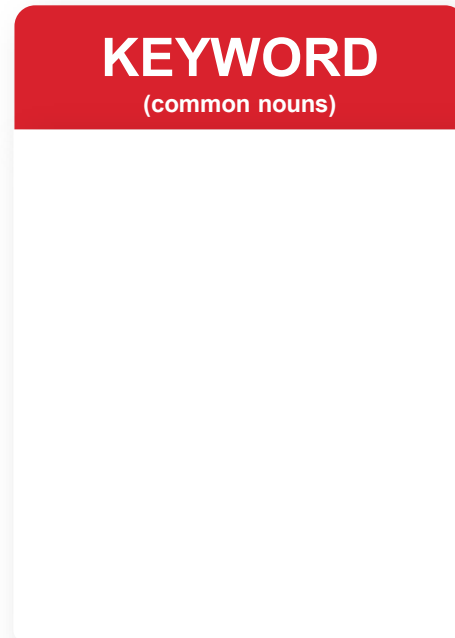
BECAUSE THEN I COULD....

Summary

End User



Keyword



Information



Action



Business Value (BTIC)

If **{end user}**
knows **{information}**
about **{keyword}**,
then we can achieve **{goal}**
better/faster/cheaper.

Examples

Excel | Strategic Sales (SLS) > Remote Hyper Workshop | Master Template - Hyper Card Design Workshop - Saved | Madrid, Carlos

File Home Insert Formulas Data Review View Help Tell me what you want to do Open in Desktop App Share Comments

B2

A B C D E F G H I J K L M

MicroStrategy Hyper Card Design Workshop Examples

Value Tire
 Customer ID: 83940749
 Address: 295 Wilson Avenue, Philadelphia
 Main Contact: Jon Reyes
 Account Owner: Sarah Williams

Account Summary

Account Category	Tier 1
Length of Relationship	2 Years
Last Contact Date	4/3/2019

Sales

Sales L4Q	\$2,950,000
Forecasted Sales Dollars N4Q	\$3,750,000
Forecasted Sales Units N4Q	75,190

Vendor Performance

Idea #1
Who is the user:

Account Owner/Executive

Noun or Common Everyday Keyword

Customer/Account Name

Things I wish I knew

Customer Status/Detail	Revenue
Account performance	Renewal date
Pipeline sales	Purchase performance. % Order fill rate

Case # 479820
 Open • Techvology Inc. • Intelligence Platform 10.1 • Managed Cloud
 Support Ticket

Customer Information

Name	Josh Smith
Email	jsmith@techvology.com
Phone Number	898-555-8300

Support Information

Case Owner	Sophie Nichols
Case Issue	User Creation
Case Days Open	10 Days
Call Wait Time	3 Minutes

Satisfaction Metrics

87% 10%

Examples | 1.Attendee 1 Inputs | 1.Attendee 2 Inputs | 1.Attendee 3 Inputs | 1.Attendee 4 Inputs | 1.Attendee 5 Inputs | 1.Attendee 6 Inputs ...

Ihre valantic Ansprechpartner



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