



MICRO WORLD

INNOVA PIÙ VELOCEMENTE CON MICROSTRATEGY CLOUD

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POLL #1

Come definiresti oggi la posizione strategica della tua azienda verso gli investimenti tecnologici?

- A. Principalmente come fonte di risparmio sui costi
- B. Rifocalizzare il business sulle tecnologie digitali
- C. Investimento sulla tecnologia come vantaggio competitivo
- D. Modernizzare le tecnologie di base per stare al passo con la concorrenza

INDUSTRY STUDY

HOW THE STRATEGIC VALUE OF TECHNOLOGY INVESTMENT HAS SHIFTED

INCREASED EMPHASIS ON INNOVATION

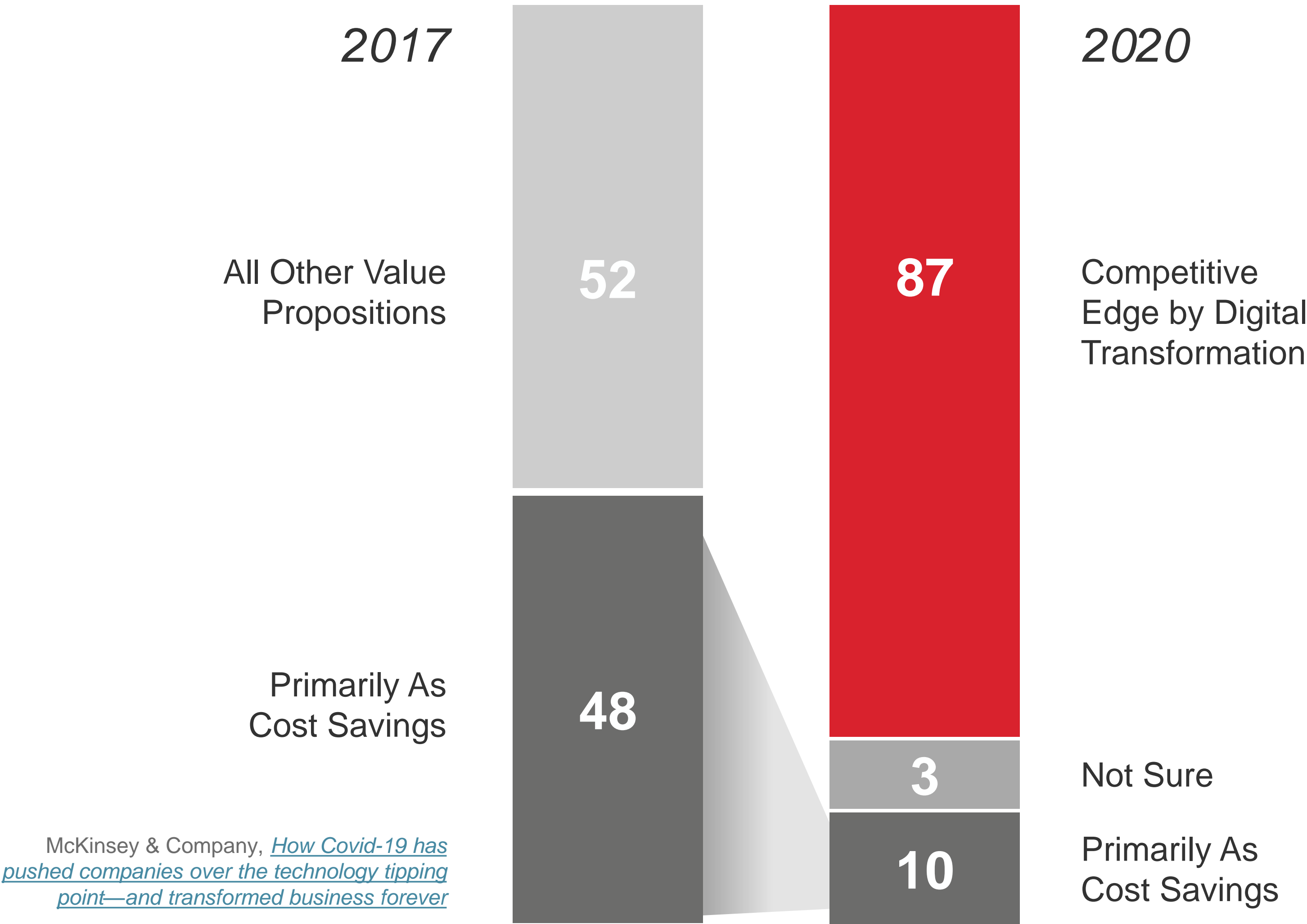
Nearly all execs today view technology-driven digital transformation as essential to their competitive edge.

INVESTMENTS SUPPORT BUSINESS STRATEGY

Investing in technology as a competitive advantage, modernizing core tech to keep up with competition, and refocusing the business on digital technologies are the leading factors behind investments.

COST STILL MATTERS—BUT NOT THE MOST

Only 10% of execs consider the value behind their technology investments primarily as a cost-cutting tactic.

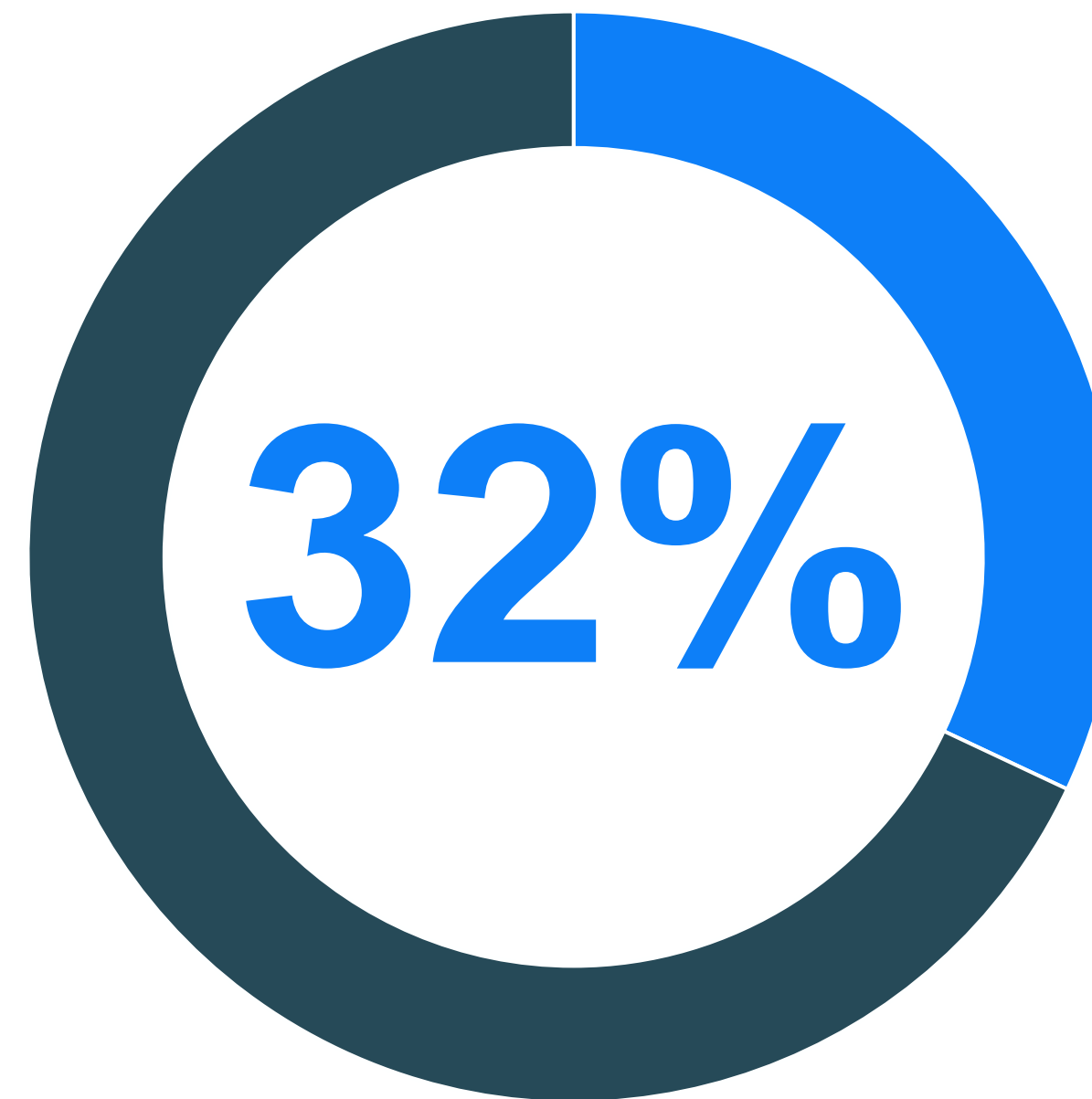


A LOOK AT THE RESULTS

HOW CLOUD INVESTMENTS AND STRATEGIES HAVE EVOLVED




Organizations Reported Accelerating Cloud Migration Initiatives in 2020 ([McKinsey](#))



Average Cloud Allocation within IT Budgets Worldwide in 2021 ([IDG](#))



Organizations Embracing Hybrid- and Multi-Cloud Strategies by 2022 ([IDC](#))



Data and analytics are the key accelerant of an organization's digitization and transformation efforts.

– Gartner
[Why Data and Analytics Are Key to Digital Transformation](#)



THE TIME HAS COME.

HOW SAINSBURY'S RAPIDLY INNOVATED TO CONTINUE FEEDING THE NATION DURING THE PANDEMIC

Sainsbury's

CHALLENGE:

Massive shifts in store traffic patterns coupled with supply chain disruptions necessitated that Sainsbury's react quickly to optimize how it managed personnel and its supply chain during the global pandemic.

SOLUTION:

Sainsbury's leveraged the enterprise D&A foundation it had built on the **MicroStrategy Cloud** to create a comprehensive application that helped ensure they had the people in place to run their business. This app included sophisticated analyses to staff stores, operate new hours, and optimize its supply chain to stock shelves with essentials as soon as possible—and it was piloted in 1 week and rolled to users across its network of 2,500+ stores in just 2.



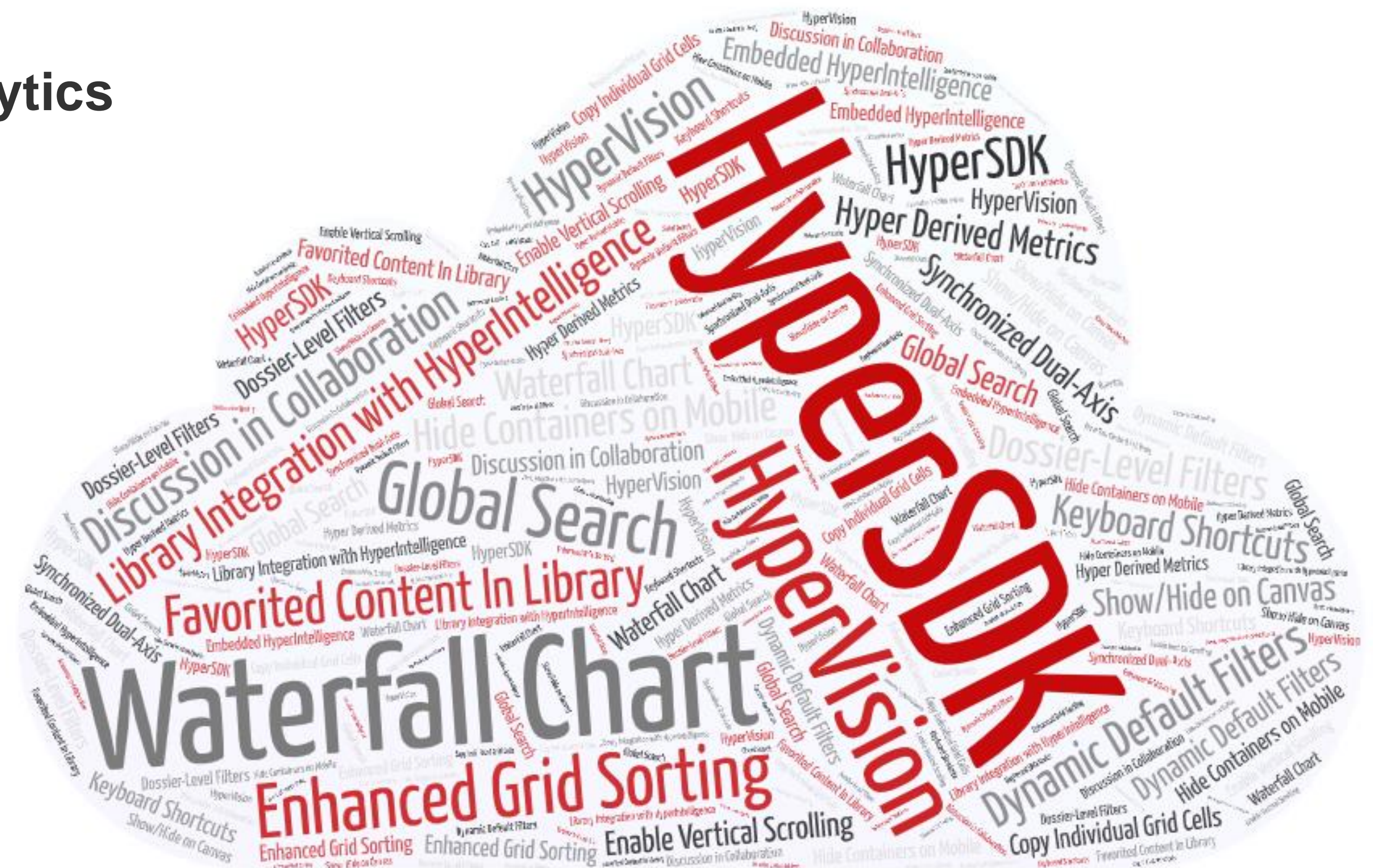
INTRODUCING THE MICROSTRATEGY CLOUD

(Gartner Critical Capabilities)

(Gartner Critical Capabilities)

(BARC Reports BI Survey)

(Ventana Research Value Index)



BEST-IN-BREED SOLUTIONS DRIVE VALUE

EXECS WITH MANAGED CLOUD SERVICES REPORT BETTER RESULTS

+64%

Higher Service Levels

+50%

Stronger Cost Performance

+39%

Better Business Resilience

+28%

Faster Speed-to-Market



RODAN+FIELDS

When you're growing so quickly, you don't have the time to build your solutions, and the team supporting them, from scratch. Agility is essential—you have to focus on insights.

That's why we went with the MicroStrategy Cloud. It allows our engineers to focus on what they do best: designing and architecting the analytics solutions that matter to our business.

– Deepa Swamy
Senior Director of Enterprise Data Management, BI & Analytics
Rodan + Fields



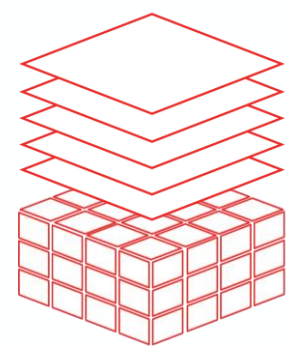
POLL #2

Quali vantaggi degli analytics in cloud potrebbero portare il maggiore impatto nel tuo business?

- A. Più tempo per concentrarsi sulla creazione di soluzioni
- B. Maggiore capacità di diversificare e scalare i casi d'uso dell'analisi
- C. Maggiore agilità aziendale e capacità di innovare
- D. Maggiore conformità agli standard di sicurezza
- E. Tutti i precedenti
- F. Altro



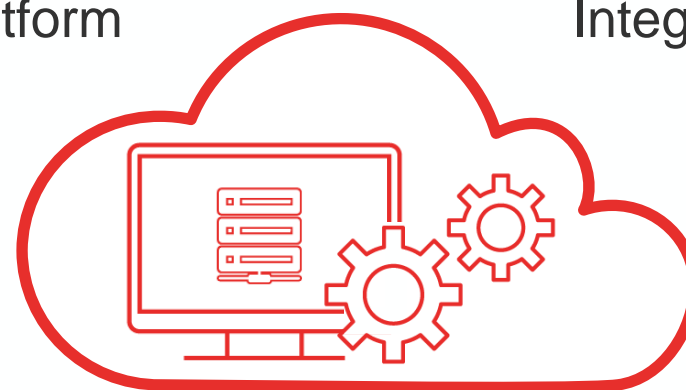
OPTIMIZED SINGLE TENANT ARCHITECTURE



Intelligence Platform



Integrated Software



Reference Architecture & Cloud Infrastructure



FULLY MANAGED PLATFORM



Latest Enhancements



Best-in-Class Security

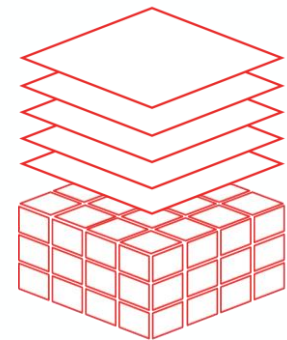


Monitoring & Alerting



Global 24/7 Support

OPTIMIZED SINGLE TENANT ARCHITECTURE



Intelligence Platform



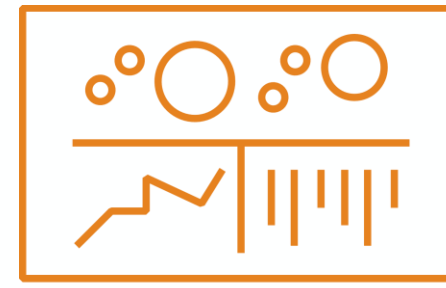
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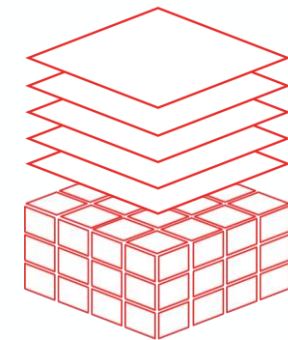


Monitoring & Alerting



Global 24/7 Support

OPTIMIZED SINGLE TENANT ARCHITECTURE



Intelligence Platform



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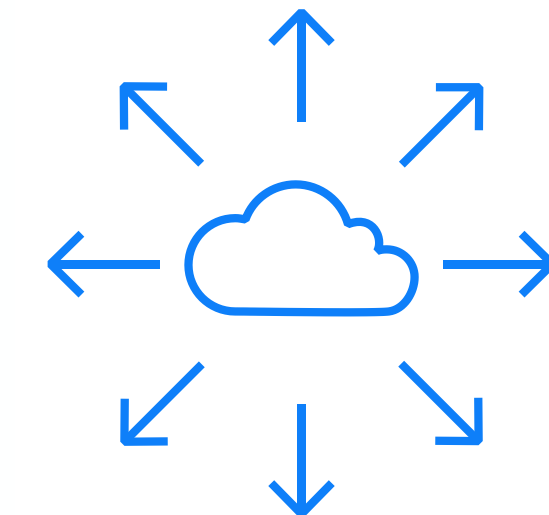


Reference Architecture & Cloud Infrastructure

FUTURE READY DEPLOYMENT



Agility & Flexibility



Delivery Readiness



Risk Mitigation

A LOOK AT THE BENEFITS

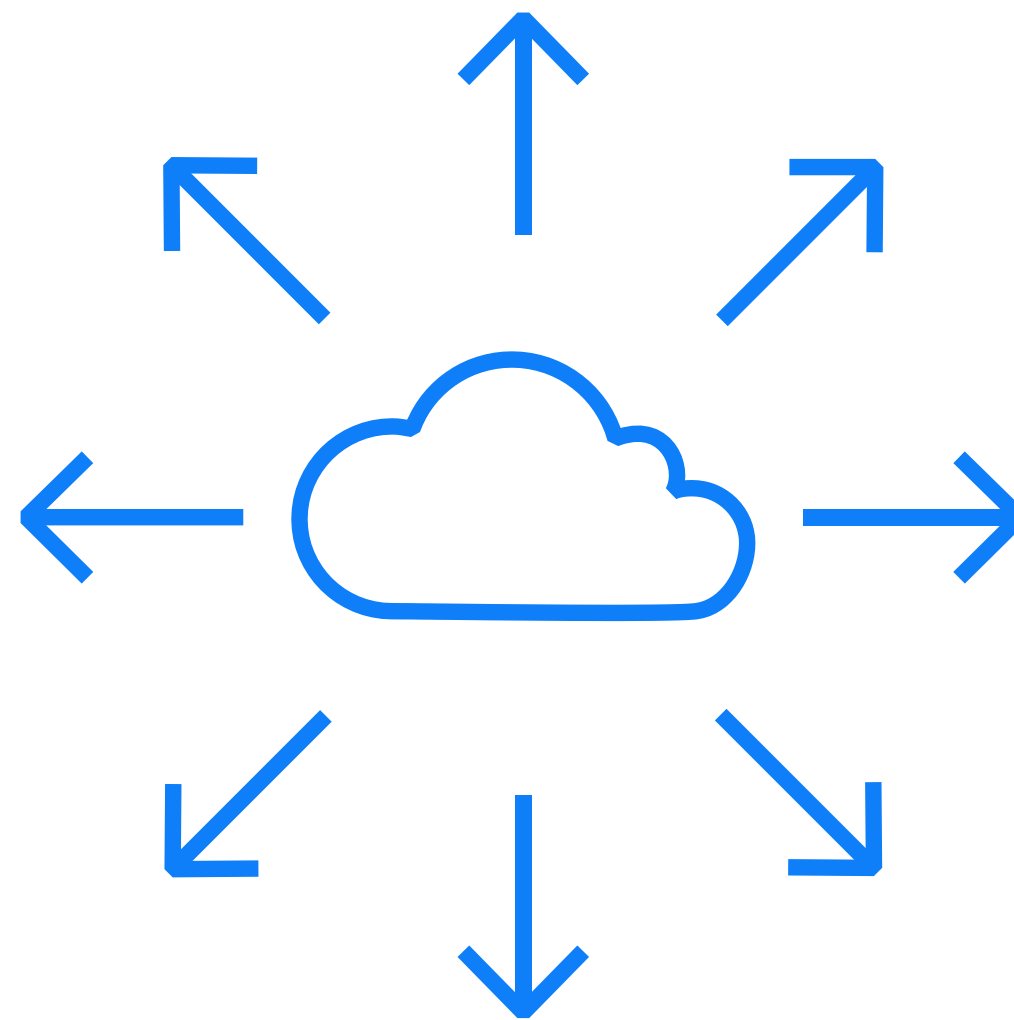
WHAT YOUR INVESTMENT IN THE MICROSTRATEGY CLOUD MEANS FOR YOU

Agility & Flexibility



- Business strategy shifts
- Operating model adaptation
- Data and technology evolution

Delivery Readiness



- Accelerated time-to-value
- Expert-administered environment
- Latest features, performance, and security enhancements
- Seamless scalability

Risk Mitigation



- Expert-delivered migration
- Best-in-class security
- Guaranteed SLAs
- Time and cost predictability

HOW BOOKING.COM DEMOCRATIZED ITS DATA TO MANAGE ITS BUSINESS DURING GLOBAL PANDEMIC

Booking.com

CHALLENGE:

The pandemic exacerbated the need for quick access to accurate insights to ensure analysts were unburdened from labor heavy data preparation and validation cycles and leaders could easily leverage their data to rapidly make, measure, and monitor decisions essential to the health of their business.

SOLUTION:

Booking.com implemented the **MicroStrategy Cloud** to unify its data from on-prem and cloud sources, establish an enterprise data dictionary with trusted KPIs, and democratize how its data empowered business decisions across its organization—ensuring alignment from the C-suite to vertical leaders and corporate analyst teams.

***THE BEST WAY TO DELIVER TRUSTED
ANALYTICS AT SCALE IS WITH THE
MICROSTRATEGY CLOUD.***

ADOPT THE MICROSTRATEGY CLOUD

SECURELY SCALE YOUR ANALYTICS AND DRIVE MORE BUSINESS VALUE

1

Prioritize your analytics migration as a part of your cloud strategy to get instant business value along with a modern, efficient, and highly personalized intelligence experience.

2

Team up with our experts to perform a migration and optimization project that supports your enterprise data & analytics strategy and enhances your UI/UX.



MODERNIZE YOUR ANALYTICS

TAKE ADVANTAGE OF THE LATEST FEATURES AND OPTIMIZE UI/UX

3

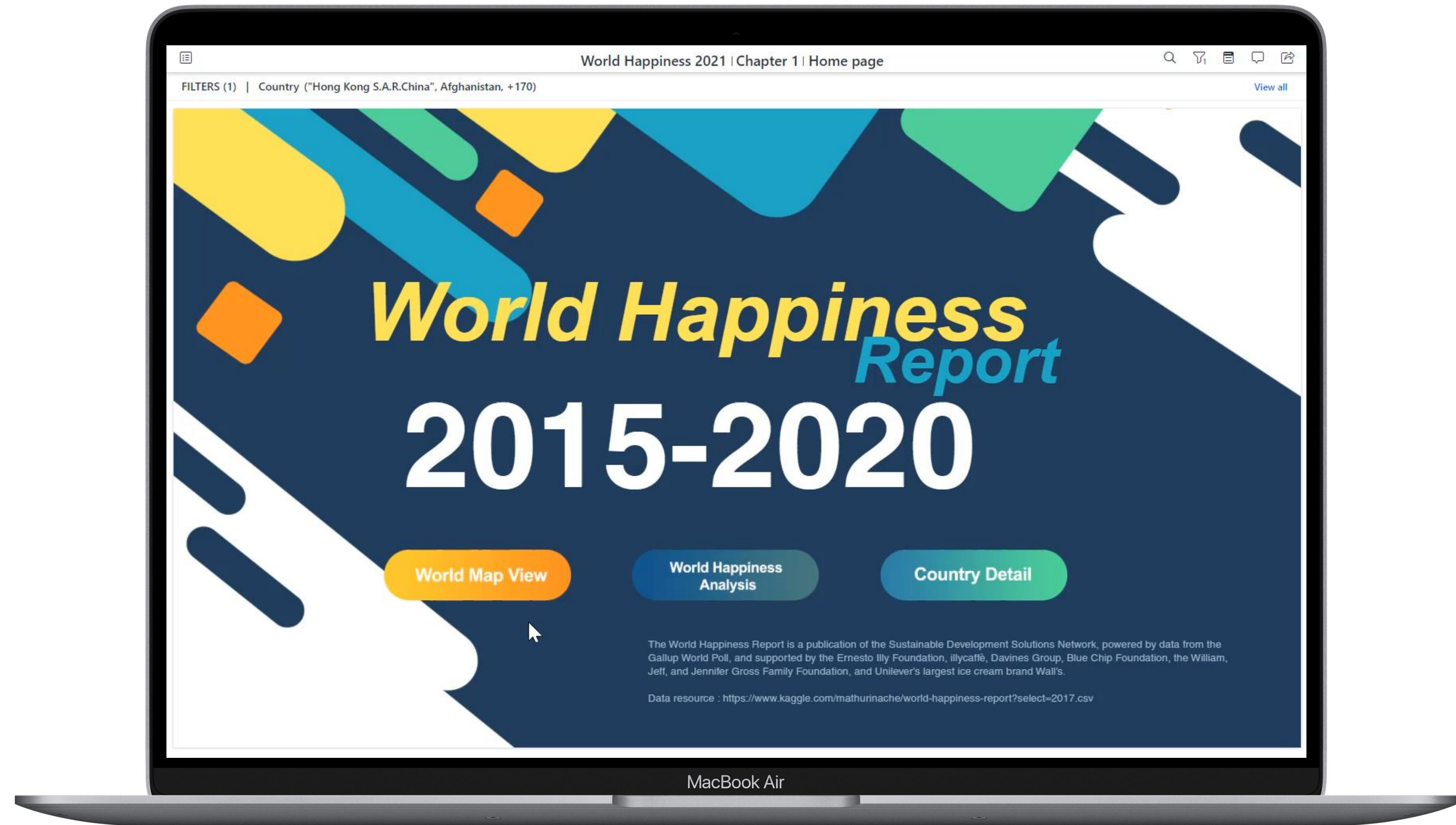
Rapidly adopt cutting-edge capabilities when you move to the MicroStrategy Cloud.

4

Enhance your analytics experience and delight users across your organization with the latest features for HyperIntelligence, Dossier and much more.

5

Realize remarkable business value in a matter of weeks—with no disruption to your users.



POLL #3

Quali tipi di analytics moderni prevedi di implementare nelle applicazioni future?

- A. Analytics Real-time
- B. Analytics Responsive con Natural Language
- C. Analisi predittive con AI/ML
- D. Embedded analytics in soluzioni di terze parti
- E. Tutti i precedenti
- F. Altro

HOW PFIZER EMBRACED AN ENTERPRISE DATA STRATEGY AND ACCELERATED DIGITAL TRANSFORMATION



CHALLENGE:

Fundamentally, Pfizer sought to establish an enterprise foundation for data and analytics capable of accelerating its go-to-market strategies and enhancing its execution across multiple business units and specialty departments worldwide.

SOLUTION:

By partnering with our experts to adopt the **MicroStrategy Cloud**, Pfizer rapidly implemented its solution architecture, deployed a suite of sophisticated analytics apps to 7,500+ users worldwide, and ensured organizational readiness to continue serving its extensive customer base in an ever-evolving data and technology landscape.



We wanted a partner that could help us innovate and build great solutions—
and we found that partner in MicroStrategy.

– Priya Shetty-Hummel
Director of Global Business Intelligence, Pfizer



MICRO WORLD

Pronti a partire?

*Contatta il tuo Account Executive visita
microstrategy.com/cloud per iniziare subito!*

Grazie!



MICRO WORLD

Q&A