

## MicroStrategy Overview

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As the largest independent publicly traded business intelligence company in the world with the leading enterprise analytics platform, MicroStrategy is highly qualified to provide enterprise reporting solutions for the U.S. Government. A trusted, proven industry-leader in analytics since its founding 31 years ago, MicroStrategy continues to reinvest 25% of its annual income into R&D to remain agile in an ever-changing analytics space and continue to deliver innovative, new solutions to our 4,000+ customers in both the Public and Commercial sectors. Accordingly, MicroStrategy is well-positioned to provide complete analytics capabilities, ranging from enterprise-reporting, to data-discovery/dashboarding, predictive analytics and more, all delivered via an easy-to-use web interface, natively on a mobile device, or embedded into third-party applications.

## Trusted Data Governance through the Semantic Graph

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The core of the MicroStrategy platform is the Enterprise Semantic Graph repository, which enables users to access trusted enterprise data and quickly build reports and visualizations, blending information from multiple systems. Leveraging the highly governed data within the Enterprise Semantic Graph, users can produce actionable intelligence from their structured, unstructured, and semi-structured data warehouses, enterprise directories, and other enterprise data assets. The logical business abstraction of enterprise data assets combined with an object-oriented architecture promotes object reusability, trusted governance, and user collaboration. With the Semantic Graph, organizations can deploy true governed, self-service analytics to its workforce.

## Data Integration for Optimal Performance and Data Access

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MicroStrategy provides data integration to over 250+ sources using out-of-the-box connectors, ranging from personal spreadsheets, to enterprise data warehouses and massive big data systems. MicroStrategy delivers optimized connectivity to RDBMS systems, Multidimensional Expressions (MDX) cube sources, Hadoop systems, and cloud hosted data sources.

## HyperIntelligence<sup>®</sup>

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HyperIntelligence puts expert knowledge in the hands of users within their favorite applications. Whether Outlook, productivity tools or Web, Hyper lets users simply mouse over highlighted words or phrases to access contextual information. Each "Hypercard" presents predefined KPIs sourced securely from MicroStrategy, reducing decision time from hours to seconds and saving thousands of man hours looking for correct personnel data. This "zero click" approach would drive analytic adoption throughout organizations allowing all users to make data-driven decisions without having to access multiple applications or databases.