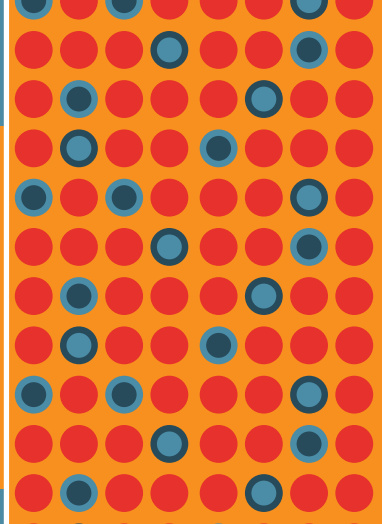
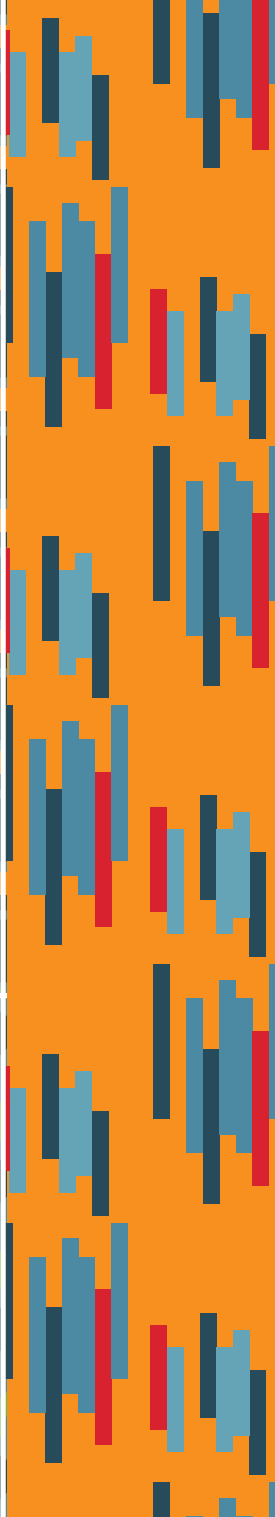
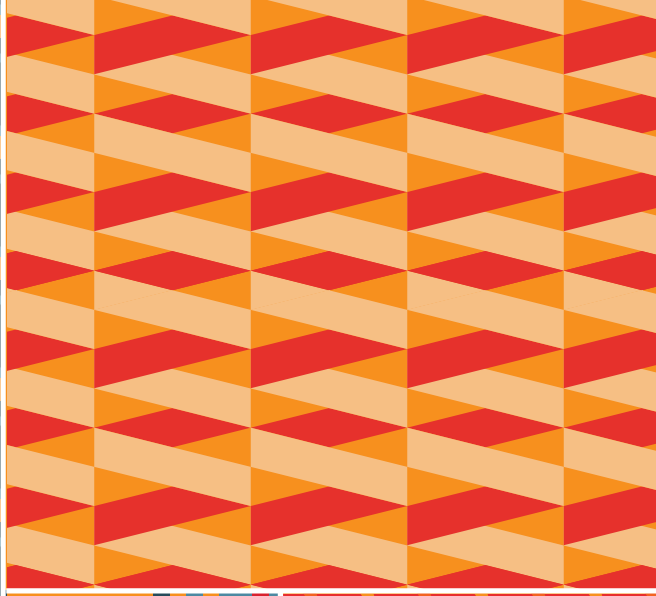
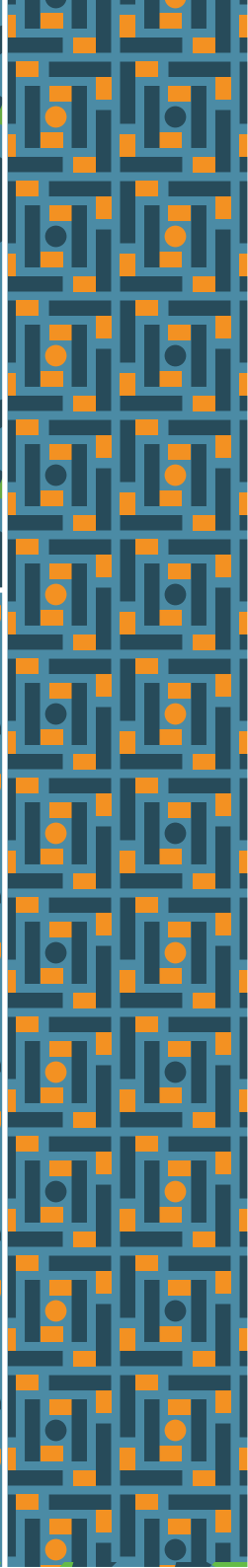


MICROSTRATEGY
WORLD
2019

EVENT GUIDE

PHOENIX, AZ
FEBRUARY 4-6

MicroStrategy^{*}
Analytics and Mobility





DOWNLOAD THE APP!

Download the World 2019 app to stay informed about keynotes, sessions, special events, and more.



#analytics19

THANK YOU TO OUR SPONSORS

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



EXPLORER SPONSORS



MONDAY, FEBRUARY 4

9:00 am – 7:30 pm	Conference Registration
11:30 am – 4:00 pm	Pre-Event Education Courses
2:00 pm – 5:00 pm	Partner Forum
4:00 pm – 6:00 pm	OEM Partner Event
5:30 pm – 7:30 pm	Welcome Reception and Exhibit Hall Open

TUESDAY, FEBRUARY 5

6:30 am – 7:30 am	Fitness Bootcamp
7:30 am – 6:00 pm	Conference Registration
8:00 am – 9:00 am	Continental Breakfast
8:00 am – 6:00 pm	Exhibit Hall Open
9:00 am – 11:00 am	General Session
11:30 am – 12:15 pm	Sessions and Workshops
12:15 pm – 2:00 pm	Conference Lunch
2:00 pm – 6:00 pm	Sessions and Workshops
4:00 pm – 6:00 pm	Women's Networking Event
8:00 pm – 12:00 am	Block Party

WEDNESDAY, FEBRUARY 6

8:00 am – 5:00 pm	Conference Registration
8:00 am – 9:00 am	Continental Breakfast
8:00 am – 3:00 pm	Exhibit Hall Open
9:00 am – 9:45 am	Sessions and Workshops
10:00 am – 12:00 pm	General Session
12:00 pm – 2:00 pm	Conference Lunch
2:00 pm – 4:45 pm	Sessions and Workshops

THURSDAY, FEBRUARY 7

7:30 am – 12:00 pm	Post-Event Education Courses
12:30 pm – 5:00 pm	Post-Event Education Courses



HEAR FROM OUR LEADERS



Michael J. Saylor
*Chairman, President, and CEO,
MicroStrategy*



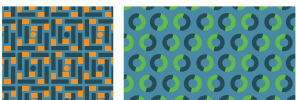
Tim Lang
*Senior Executive Vice President and
Chief Technology Officer, MicroStrategy*



Phong Le
*Senior Executive Vice President, Chief Operating
Officer & Chief Financial Officer, MicroStrategy*



Marge Brea
*Senior Executive Vice President and
Chief Marketing Officer, MicroStrategy*



TUESDAY**CEO KEYNOTE AND INTRODUCTION TO MICROSTRATEGY 2019**

9:00 am ***The Intelligent Enterprise: The Next Wave***

Michael Saylor, Chairman, President and Chief Executive Officer, MicroStrategy

9:45 am ***MicroStrategy 2019: A Breakthrough for the Intelligent Enterprise***

Marge Brea, Senior Executive Vice President and
Chief Marketing Officer MicroStrategy

Hugh Owen, Senior Vice President, Product Marketing, MicroStrategy

10:30 am ***MicroStrategy 2019: A Transformational Opportunity***

Susan Cook, Executive Vice President, North American Sales, MicroStrategy

Jason Pelkey, CIO, Gilbane Building Company

Brian Klatt, VP, Sales Management Products, NBCUniversal

Aart Labee, Global Director Data Platform, Business Intelligence and Analytics,
Royal FrieslandCampina

WEDNESDAY**VISIONARY LEADERS AND MICROSTRATEGY FUTURES KEYNOTE**

10:00 am **Hilton**

Dak Liyanearachchi, Chief Data and Analytics Officer, Hilton

10:20 am **Boston Children's Hospital**

Dr. Jonathan Bickel, Senior Director of BCH Clinical Health Record, Business
Intelligence and Boston Children's Medical Library and Archives,
Boston Children's Hospital

10:40 am **GreenDot**

Frank Bernhard, Chief Data Officer; Green Dot Corporation

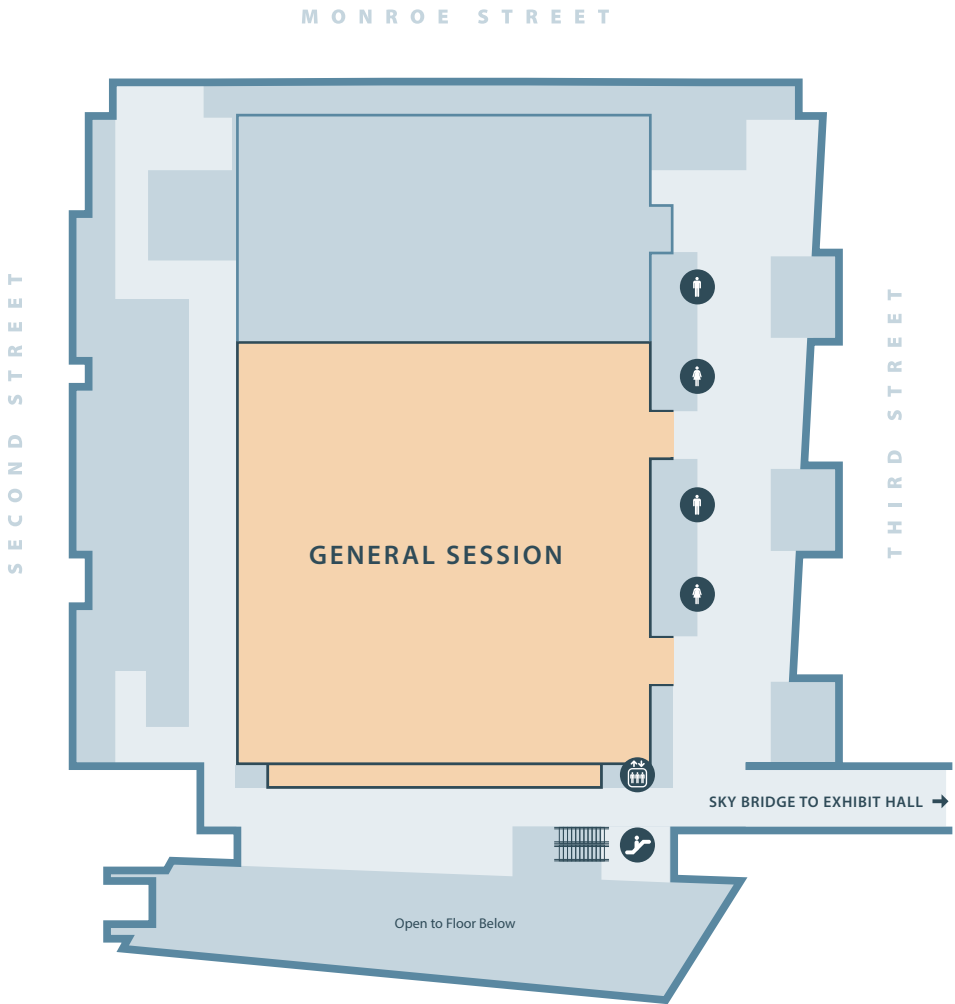
Phong Le, Senior Executive Vice President, Chief Operating Officer and
Chief Financial Officer, MicroStrategy

11:10 am ***The Foundation for the Future of the Intelligent Enterprise***

Tim Lang, Senior Executive Vice President and
Chief Technology Officer, MicroStrategy

WEST BUILDING 300 LEVEL

MicroStrategy World General Session/Keynotes



 GENERAL SESSION/KEYNOTES

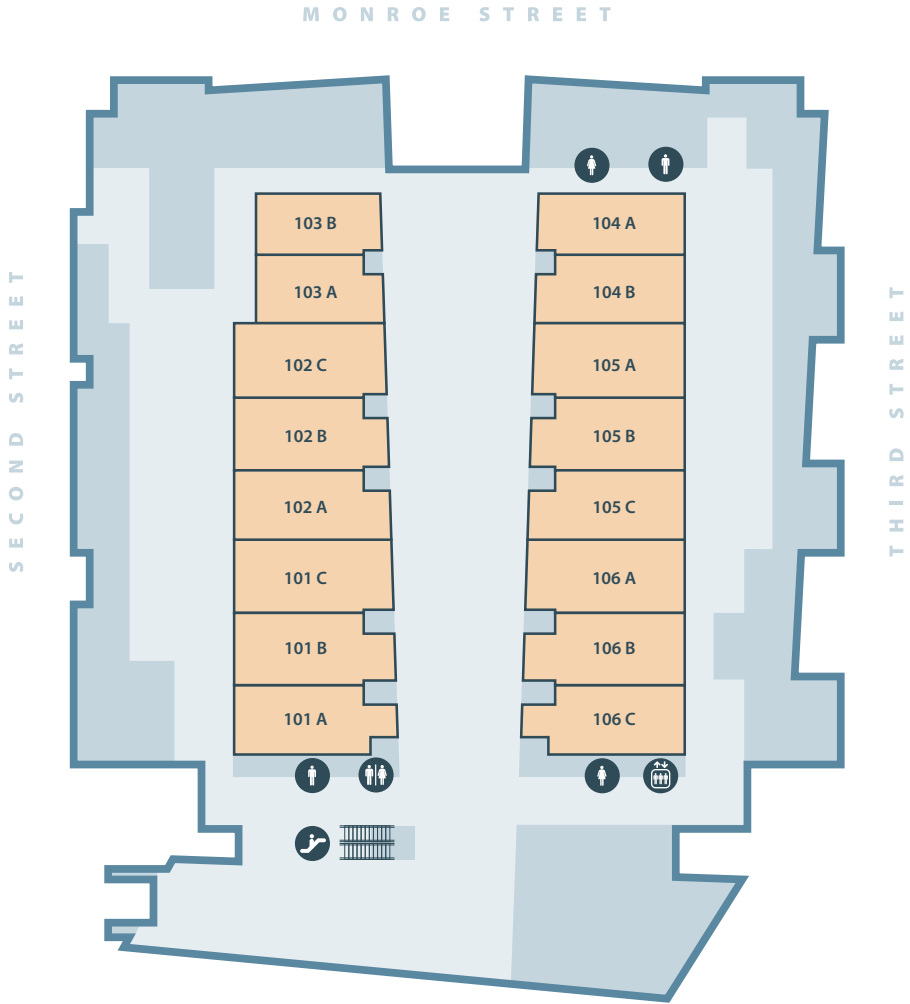
WEST BUILDING 200 LEVEL

Executive Briefing Center and Solution Talks



WEST BUILDING 100 LEVEL

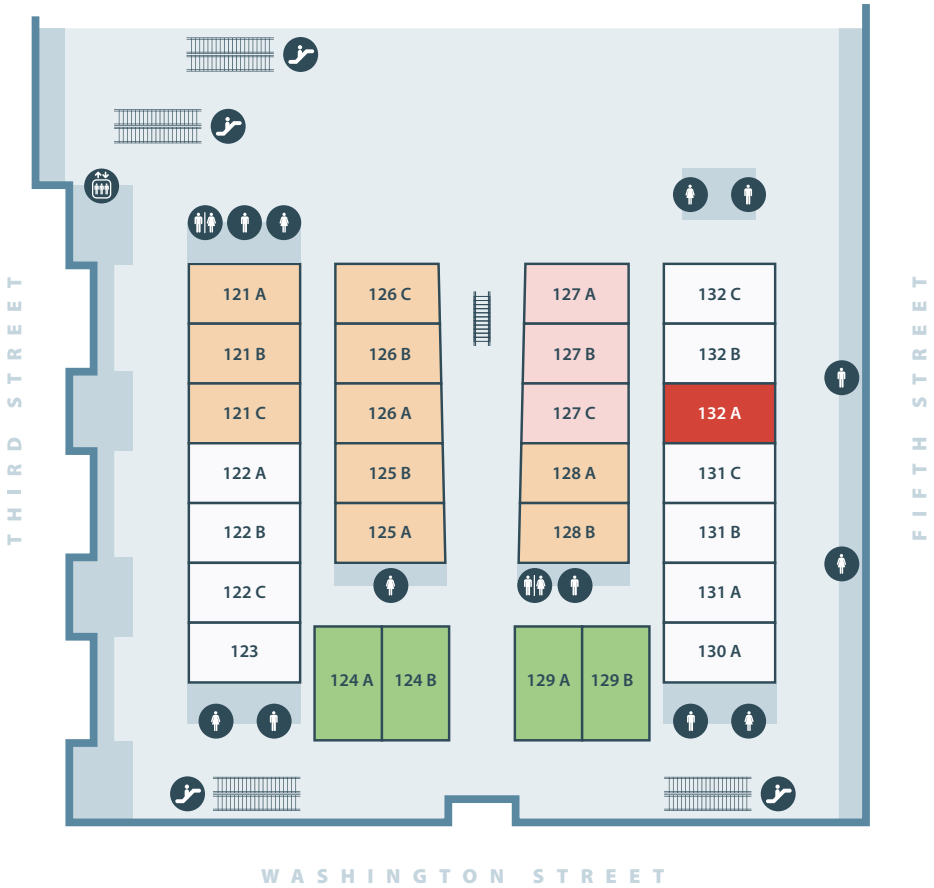
Customer Briefing Center



 CUSTOMER BRIEFING CENTER

NORTH BUILDING 100 LEVEL

TechTalks, 1:1 Upgrade Consultations, and Special Events



- TECH TALKS
- 1:1 UPGRADE CONSULTATIONS
- SPECIAL EVENTS
- SPEAKER READY ROOM

NORTH BUILDING 200 LEVEL

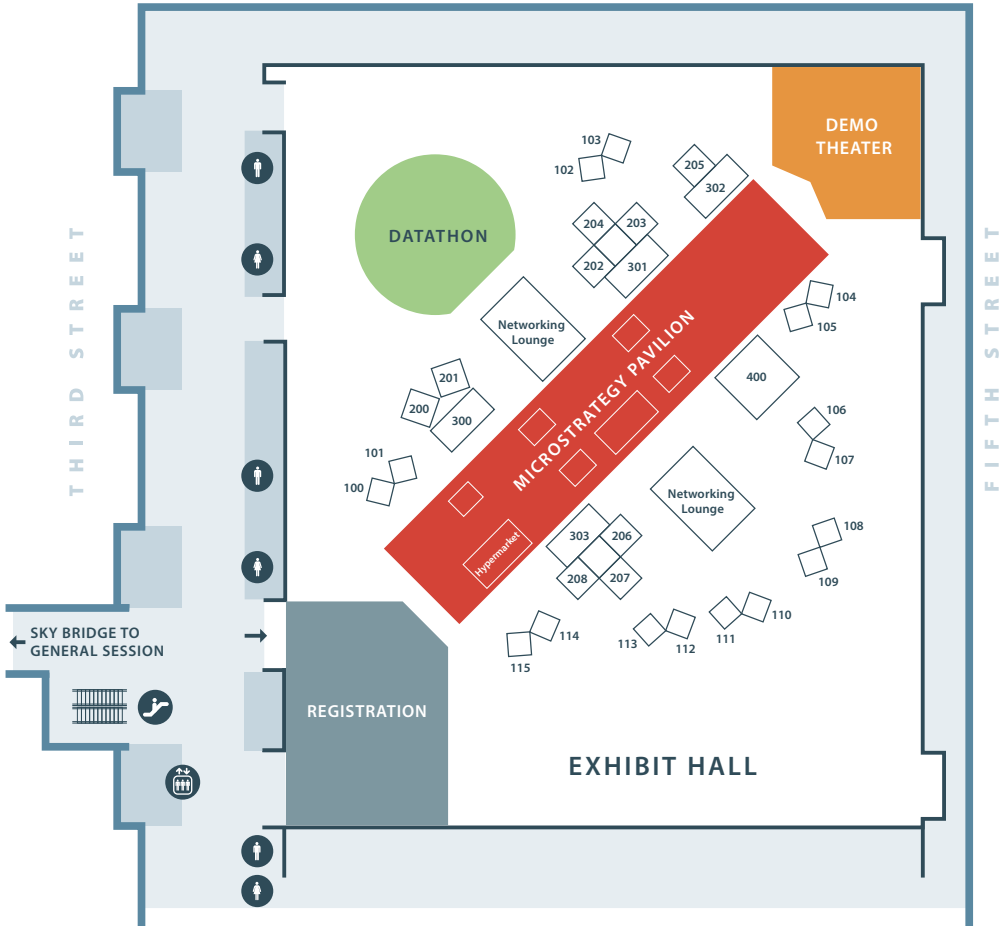
Breakout Sessions and Workshops



NORTH BUILDING 300 LEVEL

Exhibit Hall, Meals, and Datathon

MONROE STREET



DEMO THEATER

MICROSTRATEGY PAVILION

REGISTRATION

DATATHON

- | | |
|--------------------------------|-----------------------|
| 100 Smartbridge | 200 Teradata |
| 101 Gensquared | 201 DataFactz |
| 102 Vitara | 202 Fivetran |
| 103 Invexer | 203 Datastrong |
| 104 Obase | 204 Data Meaning |
| 105 Intelligent Data Solutions | 205 Infocepts |
| 106 Solution B.I. | 206 Exasol |
| 107 Visual Crossing | 207 Automated Insight |
| 108 Yellowbrick | 208 Sense Corp |
| 109 Mighty Wizards | 300 Perficient |
| 110 Kyvos | 301 Snowflake |
| 112 G2 | 303 Deloitte |
| 113 Mapbox | 400 Pandera |
| 114 ProjectX | AWS (no booth) |
| 115 Dataflix | |



Table of Contents

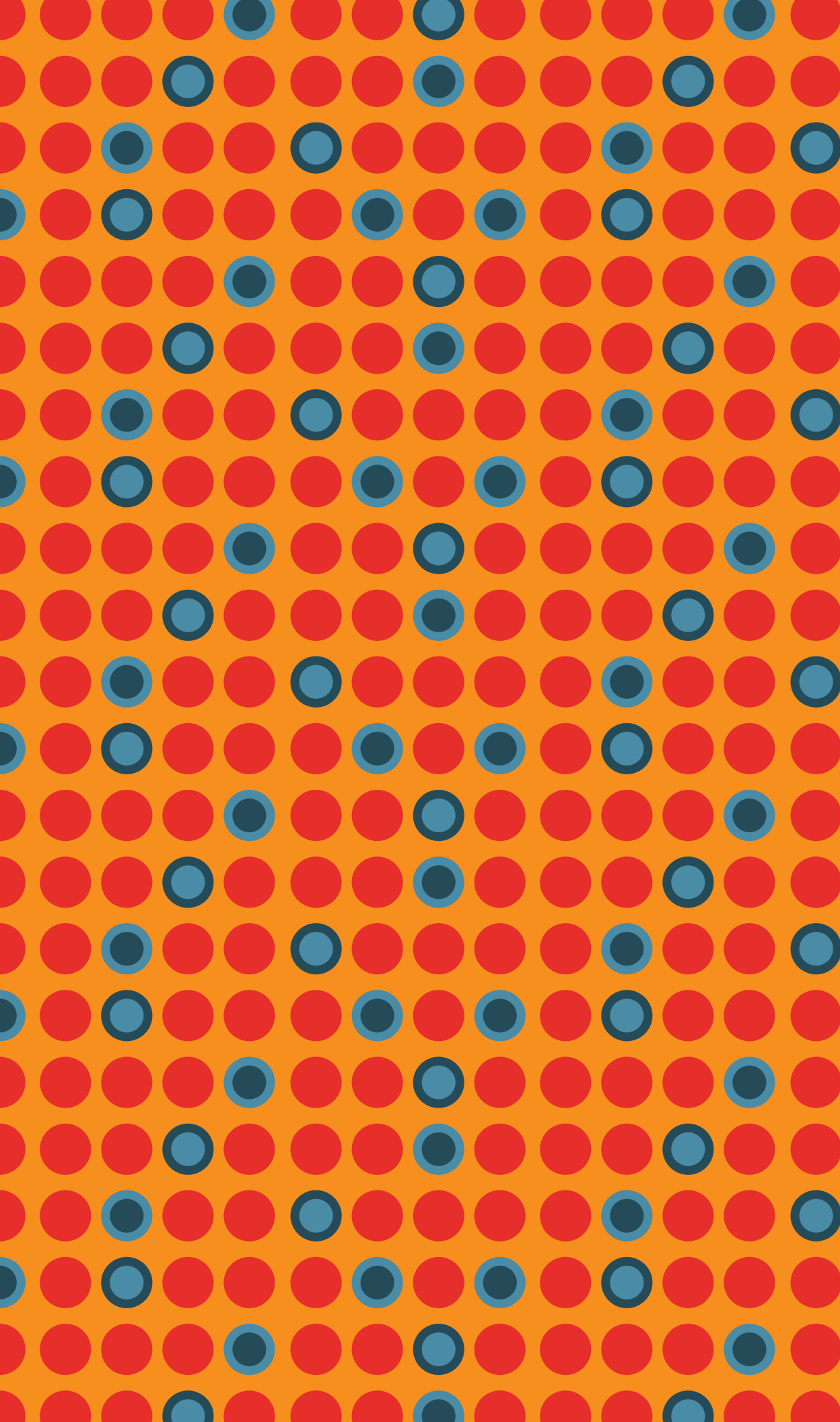
FEDERATED ANALYTICS	21
TUESDAY, FEBRUARY 5	22
The Enterprise Semantic Graph: A foundation for successful federated analytics	22
CUSTOMER: Bell Canada: Exponential BI scaling with OLAP on big data	22
CUSTOMER: Catholic Health Initiatives: Migrating analytics and enabling a culture of self-service	22
CUSTOMER: Quotient Technology: Advertising audience segmentation with MicroStrategy	23
PARTNER: Datastrong: Stop the data madness and speed digital transformation with reorganization and automation	24
PARTNER: Teradata: Analytic enablement by democratizing access to data	24
Machine Learning with MicroStrategy	25
Supercharge Your Power BI, Tableau, or Qlik Deployments with MicroStrategy 2019	25
Best Practices to Optimize Dossier Performance	25
WORKSHOP: Integrate Machine Learning Models with Python and MicroStrategy	26
WEDNESDAY, FEBRUARY 6	26
CUSTOMER: Fruit of the Loom: Self-service analytics journey with MicroStrategy	26
Engine Performance Tuning for Dossier	26
Supercharge Your Power BI, Tableau, or Qlik Deployments with MicroStrategy 2019	27
Using MicroStrategy to Supercharge Salesforce	27
WORKSHOP: Use Text Analytics to Analyze Semi-Structured and Unstructured Data	27
CUSTOMER: Hallmark Cards: Worlds are colliding—resistance is futile	28
CUSTOMER: CHRISTUS Health: Embracing the enterprise data platform	28
How to Pick the Right Big Data Solution for Your Business	29
IoT for the Intelligent Enterprise: Leveraging big data, telemetry, and AI	29
The Enterprise Semantic Graph: A foundation for successful federated analytics	29
WORKSHOP: Wrangle, Profile, and Blend Data from Multiple Applications	30
TRANSFORMATIONAL MOBILITY	33
TUESDAY, FEBRUARY 5	34
Mobilizing Business Workflows with Transaction-Enabled Apps	34
CUSTOMER: Nielsen: MicroStrategy mobile reporting for the c-suite	34
PARTNER: Vibes and Snowflake: Delivering individualized brand experience with a cloud-native analytics platform	35
PARTNER: Apple at Work	35
WORKSHOP: Design Impactful iPhone Apps	35
PARTNER: Apple in Financial Services	36
CUSTOMER: Vertex Pharmaceuticals: Next-gen global reporting dashboards and mobile apps	36
CUSTOMER: Ancestry.com: Designing mobile visualizations	36
CUSTOMER: Tesco: Bringing data to life	37
WORKSHOP: Design Mobile Apps for Android Devices	37
CUSTOMER: AllianceBernstein: Going mobile with MicroStrategy	37
Re-branding and Compiling Apps with the MicroStrategy Mobile SDK	38
Turbocharge Mobile App Performance and Delight Your Users	38
CUSTOMER: SS&C Primatics: The CECL problem and the BI solution	38
CUSTOMER: The Co-operators: Move from a data-driven organization to an insight-driven organization	39
CUSTOMER: The Warehouse Group: Using Mobile and Library to deliver information everywhere	39

WEDNESDAY, FEBRUARY 6	40
Designing Smartphone Apps: Best practices for fit, finish, and usability on a small form factor	40
WORKSHOP: Design Transformational iPad Apps	40
CUSTOMER: Giorgio Armani: The confluence of fashion, luxury, and mobile analytics	40
PARTNER: Perficient: Optimizing healthcare operations with mobile analytics	41
PARTNER: Apple in Retail	41
WORKSHOP: Configure Mobile Identity and Telemetry Solutions	41
WORKSHOP: Secure Your MicroStrategy Applications with MicroStrategy Badge	42
CUSTOMER: CareFirst, Service Benefit Plan: Leveraging mobile and machine learning	42
Citizen Developer: Elevate your analytics skills to build mobile apps	42
MicroStrategy Badge: Security with improved UX and increased efficiency	43
CUSTOMER: Coca-Cola: Digitally transforming category management with PCs, tablets, and smartphones	43
Analytics on the Front Lines: Driving adoption with MicroStrategy Mobile and Library	44
Create Meaningful Telemetry and Identity Analytics Apps with Identity and Discovery SDKs	44
HYPERINTELLIGENCE	47
TUESDAY, FEBRUARY 5	48
The Personalized Infowall: Using proximity-based analytics to deliver amazing experiences	48
Zero-Click Intelligence: Deploying HyperCards to your organization	48
WORKSHOP: Build and Deploy HyperCards Using Workstation	48
CUSTOMER: Core Digital Media: Alexa, talk data to me	49
Real-time Face Analysis and Image Recognition Applications with MicroStrategy	49
Your Voice is Your Passport: Implementing voice-driven applications with Amazon Alexa	49
CUSTOMER: Omega World Travel: "Alexa, where are my travelers?"	50
WEDNESDAY, FEBRUARY 6	50
Workshop: Build and Deploy HyperCards Using Workstation	50
CUSTOMER: ENGIE: Procurement Info Center	51
CUSTOMER: Vodafone: HyperIntelligence driving Vodafone's BI Strategy	51
Chatbot Takeover: How to deploy AI apps fast with machine learning	51
Zero-Click Intelligence: Deploying HyperCards to your organization	51
MODERN ANALYTICS	55
TUESDAY, FEBRUARY 5	56
Introduction to Workstation: A modern, unified console for administrators	56
CUSTOMER: TAP Air Portugal: Real-time analytics with MicroStrategy	56
What's New in MicroStrategy 2019 for Business Users and Analysts	56
WORKSHOP: Incorporate Predictive Analytics into Dossiers with R	57
Admin Automation in MicroStrategy 2019	57
CUSTOMER: Huntington National Bank: Elevate self-service with speed-of-thought analytics	58
WORKSHOP: Transform Administration and Application Management with Workstation	58
WORKSHOP: Visualize and Interact with Ragged Hierarchies on MDX Sources	59
CUSTOMER: Boston Children's Hospital: Developing a self-service reporting environment	59
CUSTOMER: Sonic Automotive: Saving time by automating and modernizing financial reporting	59
CUSTOMER: Red Lobster: HR applications that drive important business outcomes	60
PARTNER: Exasol: Modernize your data legacy	61
PARTNER: Data Meaning: Real-time data, enhanced visualizations, and document templates	61

PARTNER: Deloitte's Tech Trends 2019: Beyond the digital frontier	61
Analytics for the People: Empowering departmental teams with trusted self-service	62
Monitoring Made Simple: New real-time platform analytics	62
Transformational Strategies for Finance	63
CUSTOMER: Epicor: Delivering pervasive analytics across the supply chain	64
What's New in MicroStrategy 2019 for Developers, Architects, and Admins	64
WORKSHOP: Develop Custom Visualizations to Enrich Any Analysis	64
CUSTOMER: Dallas Fort Worth International Airport: Leveraging BI for parking and transportation	65
CUSTOMER: Paraná State Finance Secretariat: Democratizing data with self-service BI	65
CUSTOMER: Conifer Health Solutions: What's possible in year one with MicroStrategy	66
CUSTOMER: Nedbank: Big data recipes for success	67
Give Your Dashboard Total Makeover: Best practices for data visualization	67
Internationalization: How global companies can efficiently deliver analytics in multiple languages	67
The New MicroStrategy Desktop: Getting started with data discovery for departmental business users	68
The Platform for Sales: Transformation strategies with MicroStrategy CSO Kevin Norlin	68
Tools to Upgrade with Confidence: Capacity testing and enhanced integrity manager	68
CUSTOMER: BMC: The enterprise information hub at BMC	69
CUSTOMER: BIA: Acquire and integrate artificial intelligence/deep learning insights	69
Conversing with Your Data: Using natural language to boost self-service analytics	70
The Platform for HR: Transformation strategies with MicroStrategy CHRO Rich Cober	70
WEDNESDAY, FEBRUARY 6	71
CUSTOMER: Delta Community Credit Union: Lending insight at DCCU	71
Hierarchy Reporting: Visualizing data from ragged hierarchies on MDX data sources	72
Seamlessly Injecting Predictive Analytics and Machine Learning into Dossiers	72
What's New in MicroStrategy 2019 for Business Users and Analysts	72
CUSTOMER: Co-operative Retail: Bakery production forecasting in dynamic retail	73
CUSTOMER: Fiesta Restaurant Group: Enabling self-service analytics with MicroStrategy	73
PARTNER: DataFactz	74
CUSTOMER: Standard Chartered Bank: Introducing the voice-enabled web app "Coogoo"	74
PARTNER: Automated Insights and the Final Frontier in Sales Analytics: Using NLG to complete the last mile in BI	75
PARTNER: InfoCepts: Effective storytelling with data and next-gen analytics	75
What's New in MicroStrategy 2019 for Developers, Architects, and Admins	76
CUSTOMER: UHG Brazil: Healthcare dossiers for population management and value-based payment	76
Real-Time Analytics with MicroStrategy	77
WORKSHOP: Visualize Geospatial Data with Maps	77
CUSTOMER: Saudi Telecom Company: Data-driven transformation with MicroStrategy	77
Documents vs. Dossiers: How to choose the right application style	78
Automated Distribution: A deep dive into publishing personalized analytics to thousands	78
Geospatial Analytics: Mapping your way to success	79
CUSTOMER: Premier Healthcare: Governed data discovery for all	79
CUSTOMER: Visiting Nurse Service of NY: Deploying a custom R package to make forecasts in MicroStrategy	79
WORKSHOP: Build an Interactive Dossier for Powerful Data Discovery	80

ENTERPRISE PLATFORM	83
TUESDAY, FEBRUARY 5	84
CUSTOMER: Alliance Data: Battle of the BI stars	84
CUSTOMER: Cisco Systems: Enabling c-level financial insights with BI	84
CUSTOMER: KFC (UK): A successful transformation to a single enterprise intelligence platform	85
CUSTOMER: Wunderman Health: Real-time system monitoring	85
Best Practices to Optimize Intelligence Platform and Deliver High Performance	85
CUSTOMER: Fannie Mae: A conversion journey from Spotfire to Alteryx and MicroStrategy	86
WEDNESDAY, FEBRUARY 6	86
CUSTOMER: Gilead Sciences: Getting the most from your MicroStrategy environment	86
CUSTOMER: Centene Corporation: How to increase adoption and drive tool usage consistency	87
Best Practices for Big Data: Visualizing billions of rows with rapid response times	87
CUSTOMER: UBS: How a financial institution uses MicroStrategy	87
CUSTOMER: Builders FirstSource: Leveraging agile analytics to perfect a BI factory using MicroStrategy	88
CUSTOMER: Alsea: Evolving from traditional BI to the Intelligent Enterprise	88
OPEN ARCHITECTURE	91
TUESDAY, FEBRUARY 5	92
The Art of Possible with MicroStrategy REST APIs	92
CUSTOMER: Maersk: A transformational journey with MicroStrategy	92
CUSTOMER: Scout24 AG: Creating a data-driven culture with MicroStrategy and cloud	93
PARTNER: Fivetran and Cloud Data Warehousing: It's time to rethink your data architecture	93
OEM: Increasing adoption of applications with analytics	93
CUSTOMER: Thirty-One Gifts: Leveraging MicroStrategy on AWS to deliver sales field analytics	94
CUSTOMER: Reynolds American Inc: An introduction to Amazon Cloud	94
Injecting Identity and Telemetry into Third-Party Platforms for New Insights	94
WORKSHOP: Embed Custom Dossiers into Third-Party Apps with REST APIs	95
CUSTOMER: Onyx CenterSource: The journey from on-prem to AWS cloud	95
CUSTOMER: Tourvest Travel Services: Our data journey	95
Art of the Possible with MicroStrategy and Google	96
WORKSHOP: Deploy on AWS or Azure in just 20 minutes with the MicroStrategy Cloud Console	96
CUSTOMER: Rx Drug Mart: The BI journey of a retail pharmacy startup	96
WEDNESDAY, FEBRUARY 6	97
Deploying MicroStrategy on the Cloud with AWS or Microsoft Azure	97
CUSTOMER: Freddie Mac: An innovative approach with MicroStrategy Transaction Services	97
CUSTOMER: Sainsbury's: A single version of truth from board to shop floor	98
CUSTOMER: Genesys: How to run MicroStrategy on Kubernetes	98
PARTNER: Microsoft	99
PARTNER: AWS	99
PARTNER: Sense Corp and Accelerated Analytics: Seeing results faster	99
PARTNER: Perficient and Artificial Intelligence: A deeper look at the next wave of digital transformation	99
CUSTOMER: Xero: The economies and opportunity from migrating analytics to the cloud	100
CUSTOMER: Tengizchevroil: Ensuring Safer Motor Vehicle Operations for a Fleet of 5000	100
CUSTOMER: Bidfood South Africa: Solving the self-service adoption riddle	101
Moving Your On-Prem Deployment to the Cloud	101

PROVEN METHODOLOGY	103
TUESDAY, FEBRUARY 5	104
12 Programs for Your Journey Towards a More Intelligent Enterprise	104
PARTNER: Perficient: Enabling the Intelligent Enterprise	104
Migrating from SAP BusinessObjects to MicroStrategy 2019	104
How to Get the Most Out of Your Annual Intelligent Enterprise Assessment	105
WEDNESDAY, FEBRUARY 6	105
Best Practices When Upgrading From 9X/10X to MicroStrategy 2019	105
Best Practices for Building an Intelligence Center	106



FEDERATED ANALYTICS

TOOLS YOU LOVE. PLATFORM YOU TRUST.

MicroStrategy 2019 introduces Federated Analytics—a powerful capability that allows customers to use the tools they already love on top of MicroStrategy. Tableau, Power BI, and Qlik users can bring enterprise security, scalability, and performance to their applications by connecting to analytics via the MicroStrategy Enterprise Semantic Graph, which powers machine learning and analytics applications with a consolidated business glossary, query performance at scale, and an adaptive in-memory architecture. These sessions will demonstrate how Federated Analytics is the key to enterprise success—and the future of data.

TUESDAY, FEBRUARY 5

The Enterprise Semantic Graph: A foundation for successful federated analytics

Tuesday | 11:30 am – 12:15 pm | 228 AB

At the core of MicroStrategy 2019 is the industry's first enterprise semantic graph. The semantic graph is the evolution of the metadata layer, the foundation to the MicroStrategy platform. The new architecture provides a robust Google-like index for enterprise data and assets that gets constantly enriched with location intelligence and usage telemetry—enabling AI-powered experiences through contextual, personalized recommendations and insights your users can trust. Attend this session to learn about:

- The critical need for and strategies to establish a semantic graph for the enterprise on top of system-of-record data
- How the platform's traditional semantic layer has been augmented to leverage user behavior and telemetry information
- How to better understand the relationships between attributes, metrics, content, calculations, and users
- The new recommendation and insight engines within the platform that help drive AI experiences
- Expert services that integrate with the platform to deliver predictive applications



Saurabh Abhyankar
Senior VP, Product Management,
MicroStrategy

Saurabh Abhyankar is the head of Product Management at MicroStrategy and has over 15 years of analytics experience spanning SAP, Business Objects, and Crystal Decisions. His passion is to unlock the value of data to make the world a better place. Throughout his career, he has shaped the vision for a number of product releases in analytics in order to build towards a vision of a data-driven world.



Scott Rigney
Principal Product Manager,
MicroStrategy

Scott joined MicroStrategy in 2017 and is the Principal Product Manager for machine learning, data science, APIs, and SDKs. Before MicroStrategy, he worked in risk management and built machine learning systems for predicting business

application outages, simulation and resource optimization, and IT system dependency discovery using network graph models. Scott works at MicroStrategy HQ in Mclean, Virginia, and lives in nearby Arlington.

CUSTOMER: Bell Canada: Exponential BI scaling with OLAP on big data

Tuesday | 11:30 am – 12:15 pm | 224 A

Between real-time streaming and cubes with a billion rows, ETLs could not keep pace for Bell Canada. Tools were becoming resource intensive, and faster time-to-insight was a priority with 10K+ employees accessing hundreds of interactive reports via dashboards and mobile apps. By moving to Big Data OLAP, Bell can now compile 500GB cubes in three hours while maintaining query response time of 0.65 seconds for end users.

Attend this session to learn:

- How Bell Canada exponentially increased the scale of their BI with OLAP
- How they augmented their BI self-serve stack with big data infrastructure
- How to keep build times low and query performance high



Ryan Levman
Senior Manager, Data Insights &
Analysis, Bell Canada

Ryan has been with Bell Canada for five years, starting with automated reporting. He now supports a team focused on data visualization and mobile applications. He has a BSC in Industrial Engineering from the University of Waterloo.



Fei Zhao
Senior Developer, Data Insights &
Analysis, Bell Canada

Fei has been with Bell Canada for six years and has been extensively working with MicroStrategy for 10+ years. He has a B.A. in Information Technology from the York University.

CUSTOMER: Catholic Health Initiatives: Migrating analytics and enabling a culture of self-service

Tuesday | 11:30 am – 12:15 pm | 230

Deploying MicroStrategy to CHI's Physician Enterprise with the goal of self-service analytics is no small task. The physician-led national organization focuses on clinical, operational, and

innovative excellence to help CHI advance its mission. Working with PDS in 2011, CHI began using financial and revenue cycle data marts with IBM Cognos—but as the organization continued to grow and the scope of regional application data grew as well, it was clear CHI needed a more robust solution than their current infrastructure offered. CHI once again turned to their PDS healthcare partner to design and implement an enterprise analytics solution that could handle self-service web-based analytics and overcome several challenges inherent in the proposed solution.

Through an improved regional partnership, standardized governance, and increased communication—coupled with best-in-class MicroStrategy analytics—CHI is now on a path to self-service web-based analytics at all levels of the organization. In this presentation, attendees will have the opportunity to see sample analytical reports, cubes, and visualizations built out in MicroStrategy using their current structure.

Attendees will learn:

- The complex nature of CHI's Physician Enterprise
- The variety of regional application data and challenges in modeling
- The need to create and standardize business definitions that work at the enterprise as well as the department level
- The challenge of governance in deploying a centralized analytics tool
- How MicroStrategy is changing the culture of the Physician Enterprise

Kim McDaniel

*Director of Reporting and Analytics,
Catholic Health Initiatives*

Kim McDaniel is the Director of Reporting and Analytics for Catholic Health Initiatives (CHI). She has been with CHI for over 20 years in a variety of financial reporting and analytical roles. Her experience includes a background with patient care experience that connects the natural patterns of treatment protocol to the financial impact of service delivery and service lines. She, along with team members across the country, create the standardization, communication, and reporting for clinical, financial, and operational leaders. The last five years have included a focus on the physician practice environment and the integration of hospital-based and ambulatory care information. Kim holds a Bachelor's in Business, a Master's in Healthcare and Finance, and certified professional coding designations.



Russell Hendrickson
*CEO,
Practical Data Solutions*

Russell J. Hendrickson is President and CEO of Practical Data Solutions, helping healthcare organizations drive success with analytics, business intelligence, and data warehousing solutions. Hendrickson is directly involved in new product development, strategies for analytics, and the creation of innovative performance management solutions that leverage state-of-the-art technology with best practices in healthcare management. For over 20 years, Hendrickson has spoken to organizations at regional and national healthcare conferences and webinars on best practice analytics and business intelligence strategy for health systems, including MicroStrategy World in 2018.

CUSTOMER: Quotient Technology: Advertising audience segmentation with MicroStrategy

Tuesday | 2:00 pm – 2:45 pm | 224 A

Quotient's AudienceIQ is a self-service audience segmentation tool that provides business users with a way to create audience segments to target and personalize media and promotional campaigns. By leveraging MicroStrategy, this tool can query 100 billion rows in a Hadoop data warehouse and build Brand Purchase Matrix (BPM) by grouping audiences based on purchase behaviors. These lists of audiences are targeted with personalized promotions, targeted media, and finally used in analytics for control vs. target user group analysis. This tool allows users to interact, filter, update the segments, and write back to the data warehouse using free-form SQL reports. With AudienceIQ, Quotient reduced turnaround time, increased business opportunities, and increased efficiency in cross-functional teams.

Attend this session to learn how to:

- Leverage FreeForm SQL reports and dashboards to allow users to define and create customer segments and write back report data (millions and potentially billions of rows) into multiple tables
- Use the SDK to integrate segments with home grown applications to target ads and offers



Sravan Ankam
*Engineering Manager,
Quotient Technology, Inc.*

Sravan Ankam is a seasoned BI professional with 18 years of IT experience 15 of which involve

working with MicroStrategy, with core competence in Administration, Architect, Developer, and Narrowcast. At Quotient Technology, Sravan leads MicroStrategy implementation, where his job duties involve building a scalable data model that supports various business processes, supporting various MicroStrategy projects and working with other teams members to deliver reporting needs. Before joining Quotient, Sravan worked at fortune 100 companies like FedEx, Gap, Google, Visa, and Yahoo. Besides his family, parents, and siblings, things he loves most are doing yoga and/or working out when possible.



Rajashekhar Karna
Senior Software Engineer,
Quotient Technology, Inc.

Rajashekhar Karna is Senior Software Engineer at Quotient. He has more than nine years of experience in BI (MicroStrategy, Tableau) and data warehousing experience in retail, telecommunications, finance, and travel. He holds a Bachelor's degree from Jawaharlal Nehru Technical University and a Master's in Engineering Management from St. Cloud State University.

PARTNER: Datastrong: Stop the data madness and speed digital transformation with reorganization and automation

Tuesday | 2:00 pm – 2:45 pm | 230

Transforming the digital strategy of a 167-year-old insurance company seems like a nearly insurmountable task. But that's what the Mass Mutual CX Solutions group was empowered to execute. The company faced a host of challenges in transforming to better utilize data to serve customers and a drive competitive advantage. Challenges included dealing with consolidation, standardization, and integration of data sources that came to exist through mergers and acquisitions. The company tried to integrate data sources and BI tools multiple times, but it wasn't until Mass Mutual started thinking differently about its approach that the company was able to build momentum and drive transformative results. Join Mass Mutual and Datastrong to learn about:

- The journey and the results achieved during this transformation
- How the company was able to harness the MicroStrategy Intelligence platform
- Best practices and lessons learned when overcoming legacy challenges

Shari Suero

Data Analytics, Customer Experience,
Mass Mutual

Shari Suero is a leader with a proven track record of mapping strategic and tactical solutions. She has 15 years' experience guiding highly skilled, matrixed teams to execute enterprise system, software, and process initiatives—and encourages creativity to find solutions where others have failed. She has been responsible for enterprise-wide data and information strategy, governance, control, policy development, and effective democratization. In her current role, Shari sets the enterprise direction for self-service analytics applications for MassMutual while fostering enterprise analytics communities. She holds an M.B.A. from Penn State University and is currently pursuing her doctoral degree in Interdisciplinary Leadership at Creighton University.

PARTNER: Teradata: Analytic enablement by democratizing access to data

Tuesday | 2:00 pm – 2:45 pm | 222 B

Access to data is one of the key components for business success today. That's why organizations are trying to provide more data access to business users to achieve a host of strategic and tactical objectives (i.e. competitive advantage, operational effectiveness and agility, Identification of growth opportunities... etc.). This trend is accelerated by the newer generation of tech-savvy business stakeholders who are empowered to get hands on in understanding and analyzing business problems using available data. Filling these needs must be balanced by proper data governance and security, while still maintaining agility and flexibility.

Attend this presentation to learn how:

- Teradata helped Reynolds American in their journey towards wider data access
- We engaged their business and IT stakeholders to transform their analytic ecosystem
- How Reynolds American has moved from a typical rigid reporting environment into a dynamic self-service analytics tool that is both agile and performant

Chris Perkins

Sr. Manager, Strategy and Planning,
RJRT

Variyam Ramesh

Principal Consultant,
Teradata

Machine Learning with MicroStrategy

Tuesday | 3:00 pm – 3:45 pm | 222 B

MicroStrategy customers use machine learning to push insights to decision makers around the world, in different industries and across a variety of devices. Attend this session to learn how you can combine governed data, today's best machine learning tools, and the MicroStrategy platform to produce predictive data products that change how your organization makes data-driven decisions. You will also learn:

- Why a governed and scalable environment is essential for successful data science projects
- When and how to use MicroStrategy's data science and machine learning tools
- Evolving from predictive dashboards to predictive data products



Scott Rigney
Principal Product Manager,
MicroStrategy

Scott joined MicroStrategy in 2017 and is the Principal Product Manager for machine learning, data science, APIs, and SDKs. Before MicroStrategy, he worked in risk management and built machine learning systems for predicting business application outages, simulation and resource optimization, and IT system dependency discovery using network graph models. Scott works at MicroStrategy HQ in Mclean, Virginia, and lives in nearby Arlington.

Supercharge Your Power BI, Tableau, or Qlik Deployments with MicroStrategy 2019

Tuesday | 3:00 pm – 3:45 pm | 229 A

MicroStrategy 2019 enables organizations to easily deploy governed analytics applications that preserve data integrity and accuracy, regardless of the tools your end users use. Pre-configured connectors to Tableau, Qlik, and PowerBI allow users to visualize and interact with trusted datasets without disrupting their existing habits. Attend this session to find out how your analysts can continue using their tools of choice on a platform they can trust. In this session you'll see demos of the connectors in action, and learn about:

- Out-of-the-box connectors for Tableau, Qlik, and PowerBI that are available on MicroStrategy Community and how to use them
- How to configure and get started with the connectors on top of trusted datasets within MicroStrategy

- How analysts can connect to governed data from MicroStrategy to analyze within Tableau, Qlik, and Power BI



Antonio Peralta
Senior Sales Engineer,
MicroStrategy

Antonio is a Senior Sales Engineer at MicroStrategy. Throughout his 18 years of professional experience, he has enjoyed exploring and evangelizing the rich and innovative enterprise analytics capabilities available through the MicroStrategy platform. Antonio earned his B.S. in Electrical Engineering from ITESM in Mexico. He lives with his wife and two inquisitive children in Vienna, VA.

Best Practices to Optimize Dossier Performance

Tuesday | 4:15 pm – 5:00 pm | 221 B

How do you scale powerful data discovery applications to thousands of users while maintaining enterprise-grade levels of performance, reliability, and security? This session will address common challenges and cover the techniques and best practices for optimizing performance and tuning MicroStrategy Dossier. Attend to learn about:

- Common use cases that can affect dossier response time and best practices for good performance
- Considerations for in-memory vs. live connection to data, and the impact of cube partitioning
- How derived objects are useful for quick in-memory calculations, but can affect performance with large volumes of data
- Best practices for blending your data



Alejandro Olvera
Principal Product Owner,
MicroStrategy

Alejandro (Alex) Olvera is a Principal Product Owner for Dossier Authoring. Over the past three years, Alex has led the scrum teams in enhancing the Dossier Authoring interface, driving engineering, and UX design and quality assurance, while working closely with different stakeholders to define the roadmap. During his 12 years at MicroStrategy, Alex has also worked as Quality Assurance Engineer for Internationalization, Report Services Documents, Mobile, and other products. Alex holds an Engineering Degree in Electronics and Communications Systems from ITESM in Mexico.

WORKSHOP: Integrate Machine Learning Models with Python and MicroStrategy

Tuesday | 5:15 pm – 6:00 pm | 232 ABC

Calling all data scientists! MicroStrategy now integrates with cutting-edge machine learning technologies like Python through the new “mstrio” package. That means you can easily push your findings into a MicroStrategy dataset, so insights can reach a wider audience via intuitive dossiers. In this hands-on workshop, we will cover:

- An introduction to mstrio (pronounced “mysterio”), which allows users to create and update MicroStrategy in-memory cubes from R and Python data frames, as well as extract data from cubes, and reports directly into R and Python
- How to export and import governed data to build and deploy machine learning applications
- How to create machine learning models with governed data from MicroStrategy using Python



Francisco De La Cruz
Training Consultant,
MicroStrategy

Francisco is an engineer with a background in business intelligence. He has past experience as a consultant at Accenture, focusing on data and analytics. Francisco is a certified MicroStrategy Designer and Developer, and an IBM WebSphere Integration Developer. He led several analytics teams for Grupo Nacional Provincial SAB, one of Mexico's largest insurance companies. Francisco is an MBA candidate at EGADE Business School, the #1 ranked business school in Latin America. He is an avid world traveler and brings his international experience to MicroStrategy Education.

WEDNESDAY, FEBRUARY 6

CUSTOMER: Fruit of the Loom: Self-service analytics journey with MicroStrategy

Wednesday | 9:00 am – 9:45 am | 230

This presentation will cover the core components of how the MicroStrategy environment was established to deliver powerful insights to Fruit of the Loom through self-service reporting. It will also discuss how the company successfully implemented self-service data models, reusable objects, better data governance using MicroStrategy security groups, fully customized drill paths, advanced features, mobile reports, dossiers, and effective training.



Muthu Ravishankar
Senior BI Professional,
Fruit Of the Loom

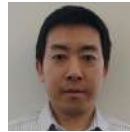
Muthu leads the IT analytics and reporting functions at Fruit of the Loom. She has over 13 years of experience working with MicroStrategy tools such as MicroStrategy Developer, Architect, Administrator and Trainer. She is a MicroStrategy Certified Engineering Principal Architect.

Engine Performance Tuning for Dossier

Wednesday | 3:00 pm – 3:45 pm | 222 B

Dossiers make analytics simple, interactive, and social—an ideal tool for the Intelligent Enterprise. Besides its rich functionality, its performance is also essential to its success. How does the MicroStrategy analytics engine optimize dossier performance? And what are best practices to achieve peak results? Attend this session to find out and learn more about:

- End-to-end workflow of Dossier execution and manipulation
- Performance analysis across all engine stages
- Performance tuning strategies for each stage



Linbao Zhang
Product Owner,
MicroStrategy

Linbao is currently a Product Owner in MicroStrategy's technology department. He leads an engineering team as the owner of in-memory cube publishing and cube reporting. He has worked at MicroStrategy for more than seven years, including four years in performance testing for both server and client and a year and a half on the Rapid Response Team processing customer escalations.



Ananya Ojha
Vice President, Group Product Owner,
MicroStrategy

Ananya is the Product Owner for Analytic Services at MicroStrategy. His focus is on data engines (SQL, in-memory, and data blending) within the MicroStrategy platform. Ananya has worked at MicroStrategy in various roles, all related to these engines. Ananya holds a Master's in Computer Engineering from Virginia Tech and a Bachelor's in Electrical Engineering from Indian Institute of Technology.

Supercharge Your Power BI, Tableau, or Qlik Deployments with MicroStrategy 2019

Wednesday | 3:00 pm – 3:45 pm | 229 A

MicroStrategy 2019 enables organizations to easily deploy governed analytics applications that preserve data integrity and accuracy, regardless of the tools your end users use. Pre-configured connectors to Tableau, Qlik, and PowerBI allow users to visualize and interact with trusted datasets without disrupting their existing habits. Attend this session to find out how your analysts can continue using their tools of choice on a platform they can trust. In this session you'll see demos of the connectors in action, and learn about:

- Out-of-the-box connectors for Tableau, Qlik, and PowerBI that are available on MicroStrategy Community and how to use them
- How to configure and get started with the connectors on top of trusted datasets within MicroStrategy
- How analysts can connect to governed data from MicroStrategy to analyze within Tableau, Qlik, and Power BI



Antonio Peralta
Senior Sales Engineer,
MicroStrategy

Antonio is a Senior Sales Engineer at MicroStrategy. Throughout his 18 years of professional experience, he has enjoyed exploring and evangelizing the rich and innovative enterprise analytics capabilities available through the MicroStrategy platform. Antonio earned his B.S. in Electrical Engineering from ITESM in Mexico. He lives with his wife and two inquisitive children in Vienna, VA.

Using MicroStrategy to Supercharge Salesforce

Wednesday | 3:00 pm – 3:45 pm | 222 C

MicroStrategy allows sales and marketing organizations to extract more value out of their investment in Salesforce.com by combining multiple data sources, harnessing data for advanced analytics, and delivering insights with sophisticated visualizations and mobile apps. In this session you will learn about:

- How to integrate MicroStrategy with Salesforce, covering both native and ODBC connectors to Salesforce.com
- How to embed MicroStrategy reports and dashboards directly into the Salesforce application, with single sign-on capabilities

- How to improve your sales productivity and visualize ongoing field activity with real-time web and mobile applications
- Gaining greater insights into prospecting, leads, and opportunity management with predictive analytics and sophisticated visualizations
- Real-world customer success stories



Stefan Zepeda
Senior Sales Specialist,
MicroStrategy

Stefan is a Senior Salesforce Specialist for MicroStrategy. With a total of five years of experience with MicroStrategy and two years in Salesforce Architecture, he provides a unique insight on how to use the MicroStrategy platform in combination with SAAS applications and Salesforce. Mr. Zepeda has real-world experience improving processes end-to-end from identifying requirements, implementing system enhancements, and delivering analytics to track progress. Mr. Zepeda graduated from ITESM in Mexico City with a B.S. in Electronics Engineering and Telecommunications with a minor in Business Intelligence.

WORKSHOP: Use Text Analytics to Analyze Semi-Structured and Unstructured Data

Wednesday | 3:00 pm – 3:45 pm | 231 ABC

Text analytics caters to a wide array of use cases, from managing security applications to product reviews and monitoring systems. MicroStrategy can translate unstructured data into consumable data formats and help visualize this information with interactive dossiers. With the ability to process text and other unstructured formats using linguistic, statistical, and machine learning algorithms, it's easy to manage a variety of use cases. In this workshop, attendees will:

- Access text and log files using R analytics and the Elasticsearch connector
- Leverage powerful data wrangling functions to transform and profile data
- Build interactive dossiers that deliver insights in an instant using natural language queries



Josef Timchenko
Manager of Americas Education
Delivery, MicroStrategy

Joe comes from a background in economics and data modeling and holds a Master of Public Policy

in Economics from Pepperdine University. He was a data analyst for Luth Research, supporting data analysis with R, SPSS, and Excel. Joe has programming expertise in SQL, Apache, and PHP. He is a MicroStrategy Certified Designer. Joe's passion for language extends outside of programming – he speaks English, Spanish, earned a Russian Language Certification, and is learning Armenian and Portuguese.

CUSTOMER: Hallmark Cards: Worlds are colliding—resistance is futile

Wednesday | 3:00 pm – 3:45 pm | 226 ABC

The growth of the Intelligent Enterprise poses specific challenges for analytics leaders. For every role—data scientists, data engineers, database administrators, architects, or data analysts—leaders struggle to manage which tools their team wants to use and how those tools should integrate with one another.

This tension is defined by the fact that new and old worlds are colliding. New employees are programming in R, Python, and Spark while enterprise processes are built around database platforms like Teradata and Oracle. Without a clear strategy, analytics teams risk becoming technology teams—mired in technical integration problems instead of focusing on insights and running a better business. Infrastructure teams clamor for process improvement and responsible use of corporate resources—while advanced analytics teams want to deploy the newest capabilities as quickly as possible. Resisting this tension is ill-advised—rather organizations should develop strategies that leverage it.

Attend this breakout to learn:

- How Hallmark has leveraged MicroStrategy as a force for integration (not assimilation)
- Strategies to effectively harness emerging technologies with legacy systems to drive growth
- Techniques for leaders to manage the growing divergence among skills, tool sets, techniques, and platforms
- Tactics for identifying which individuals get priority for limited resources/tools to best drive the business forward



Alexs Thompson
*Data Engineering Director,
Hallmark Cards, Inc*

Alex is the Director of Data Engineering at Hallmark, where he is helping lead the company's

data revolution. Prior to his current role, Alex was a Data Scientist at Hallmark focused on long-term market research, data visualization, and corporate training in advanced analytics. Previously, Alex worked for numerous technology firms and government organizations where he taught analytics to business professionals and operators in the US and overseas. He received his Ph.D. from the Divinity School at the University of Chicago and has traveled extensively in the Middle East.

CUSTOMER: CHRISTUS Health: Embracing the enterprise data platform

Wednesday | 3:00 pm – 3:45 pm | 226 ABC

CHRISTUS Health uses MicroStrategy across their enterprise for everything from labor productivity and business operations optimization to health plan membership tracking and financial reporting. CHRISTUS has successfully completed a big data implementation and has many projects underway, including mobile and hospital executive dashboards. Come learn how CHRISTUS has embraced enterprise data governance to build system-wide dashboards that are reliable and reusable on a scalable platform.

You'll also learn about:

- The value in enterprise data and analytics to drive business, financial, clinical, and operational improvements
- How good dashboards start with a standard data source, standard business metrics definitions, and a scalable and reliable platform
- How CHRISTUS has benefited from deploying MicroStrategy across departments



Lauren Bui
*VP, Data Management and Analytics,
CHRISTUS Health*

Lauren Bui is Vice President of Data Management and Analytics at CHRISTUS Health, one of the nation's largest Catholic healthcare delivery systems. She is currently leading emerging data technologies and data governance, which includes enterprise data lake, business intelligence, data science, master data management, and data quality to deliver advanced data and analytics capabilities with machine learning and artificial intelligence. Ms. Bui received the Dallas Business Journal Women in Technology Award in 2018 for innovation in healthcare data and analytics. Over the past twenty years, Lauren has developed expertise in data integration, distribution services,

databases, data applications, and analytics to deliver high caliber commercial systems. Her capabilities in development and leadership of strategic initiatives have spanned across major industries including healthcare, travel, finance, telecommunications, and aerospace.

How to Pick the Right Big Data Solution for Your Business

Wednesday | 4:00 pm – 4:45 pm | 221 A

When it comes to the world of big data, there's no shortage of options out there for organizations to consider. Platforms and engines like Hadoop, Spark, and Flink all come with their own set of tradeoffs and each has ideal use cases and deployment scenarios. But how are organizations supposed to parse all this and choose the right tool for their business? Attend this session to learn more about:

- The key differences between these big data solutions
- Which use cases each solution is best suited for
- How these engines work with the MicroStrategy platform
- An architectural overview of MicroStrategy's big data connectors



Ajay Rajgure
Senior Consultant,
MicroStrategy

Ajay Rajgure is a Senior Consultant at MicroStrategy Professional Services serving clients from the North America, East Region (New York). Ajay has over 15 years of business intelligence experience and has served in several roles, including architect, project manager, and technical advisor. His interests are in the areas of automation, big data, artificial intelligence in BI, and everything related to the next generation of business intelligence. Ajay holds an engineering degree in Computer Science from India.

IoT for the Intelligent Enterprise: Leveraging big data, telemetry, and AI

Wednesday | 4:00 pm – 4:45 pm | 222 A

MicroStrategy arms every organization with the big data, real-time telemetry, and machine learning functionality they need to stay competitive in today's increasingly interconnected world. Attend this session to learn more about:

- The architecture underpinning IoT applications

- MicroStrategy functionality for IoT, big data, and machine learning
- Demos on key use cases, including predictive maintenance, vehicle telemetry, fleet management, smart grid, connected factory, smart city, and agriculture



Anthony Maresco
Principal Solutions Architect,
MicroStrategy

Anthony is a Big Data Solutions Architect in Sales Engineering helping customers architect MicroStrategy systems in big data environments. He has over 30 years of experience architecting, designing, integrating, and innovating components and systems across a broad range of technologies and industries in the data and analytics space. He has over 17 years of experience in various engineering and sales roles in MicroStrategy focused on integration, architecture, design, and development with information technologies including SQL, MDX, Web Services, cloud, ERP, CRM, big data, and streaming. Anthony is a graduate of Cornell University and has previously worked at Teradata and as an independent consultant.

The Enterprise Semantic Graph: A foundation for successful federated analytics

Wednesday | 4:00 pm – 4:45 pm | 224 A

At the core of MicroStrategy 2019 is the industry's first enterprise semantic graph. The semantic graph is the evolution of the metadata layer, the foundation to the MicroStrategy platform. The new architecture provides a robust Google-like index for enterprise data and assets that gets constantly enriched with location intelligence and usage telemetry—enabling AI-powered experiences through contextual, personalized recommendations and insights your users can trust. Attend this session to learn about:

- The critical need for and strategies to establish a semantic graph for the enterprise on top of system-of-record data
- How the platform's traditional semantic layer has been augmented to leverage user behavior and telemetry information
- How to better understand the relationships between attributes, metrics, content, calculations, and users
- The new recommendation and insight engines within the platform that help drive AI experiences

- Expert services that integrate with the platform to deliver predictive applications



Saurabh Abhyankar
*Senior Vice President, Product
Management, MicroStrategy*

Saurabh Abhyankar is the head of Product Management at MicroStrategy and has over 15 years of analytics experience spanning SAP, Business Objects, and Crystal Decisions. His passion is to unlock the value of data to make the world a better place. Throughout his career, he has shaped the vision for a number of product releases in analytics in order to build towards a vision of a data-driven world.



Scott Rigney
*Principal Product Manager,
MicroStrategy*

Scott joined MicroStrategy in 2017 and is the Principal Product Manager for machine learning, data science, APIs, and SDKs. Before MicroStrategy, he worked in risk management and built machine learning systems for predicting business application outages, simulation and resource optimization, and IT system dependency discovery using network graph models. Scott works at MicroStrategy HQ in Mclean, Virginia, and lives in nearby Arlington.

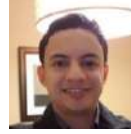
WORKSHOP: Wrangle, Profile, and Blend Data from Multiple Applications

Wednesday | 4:00 pm – 4:45 pm | 231 ABC

Data is available in a variety forms and is stored across disparate systems, so it's critical to extract and refine data prior to analysis. MicroStrategy enhances the data access, blending, and preparation experience with an easy-to-use interface and powerful functions. This hands-on workshop is a deep dive into self-service data discovery capabilities with a focus on data preparation and data blending on top of Salesforce and Google Analytics applications. In this workshop, you will:

- Learn how to connect to and blend data from sources like Salesforce, Google Analytics, and Excel
- Leverage powerful data wrangling functions to transform and profile data
- Find out how to profile text and numeric data to explore trends in information

- Learn how to use history scripts to automate the process of data preparation
- Build interactive dossiers that deliver insights in an instant using natural language queries



Francisco De La Cruz
*Training Consultant,
MicroStrategy*

Francisco is an engineer with a background in business intelligence. He has past experience as a consultant at Accenture, focusing on data and analytics. Francisco is a certified MicroStrategy Designer and Developer, and an IBM WebSphere Integration Developer. He led several analytics teams for Grupo Nacional Provincial SAB, one of Mexico's largest insurance companies. Francisco is an MBA candidate at EGADE Business School, the #1 ranked business school in Latin America. He is an avid world traveler and brings his international experience to MicroStrategy Education.



WOMEN'S NETWORKING EVENT

Mingle with women in leadership throughout the world of analytics. You'll have the chance to meet fellow MicroStrategy customers, partners, and employees and celebrate at a networking cocktail reception.

TUESDAY, FEBRUARY 5

4:00 pm – 6:00 pm

124AB, North Building



TRANSFORMATIONAL MOBILITY

INSIGHT TO ACTION.

Reimagine how people work with mobile productivity apps tailored to any business function or role, on both iOS and Android smartphones and tablets. These applications can be built with a no code, drag-and-drop method that allows analysts without mobile expertise to mobilize any system, process, or application efficiently. MicroStrategy Mobile also features mobile dossiers—interactive books of analytics that render beautifully on all devices. Attend these sessions and see how Mobile can transform your enterprise.

TUESDAY, FEBRUARY 5

Mobilizing Business Workflows with Transaction-Enabled Apps

Tuesday | 11:30 am – 12:15 pm | 221 A

MicroStrategy Mobile lets you embed write-back functionality to create workflow enabled apps—so you can go beyond mobile analytics and make apps more interactive. Attend this session to learn how:

- Transaction Services allows users to take action or input information and write back to the relevant database
- Transactional input options, features, and widgets like the photo uploader or survey widget, can increase app interactivity
- Users can approve, submit, or edit information, all from their fingertips, even offline
- Leverage MicroStrategy Mobile workflow enabled apps to unlock efficiencies and improve communication



Vidisha Vedvyas
Product Marketing Manager,
MicroStrategy

Vidisha works as a Product Marketing Manager for MicroStrategy Mobile. With more than six years of experience in customer support, product management, and product marketing, she is responsible for guiding product marketing strategy and has the technical experience to maximize MicroStrategy mobile functionality for customers. Her focus areas include mobile design, new product releases for iOS and Android, EMM integrations, and mobile visualizations. Vidisha graduated with a Master's in Information Management specializing in Product Strategy and Marketing from the University of Maryland, and has previously worked with Marriott International, Inovalon, and other start-ups.



Dorota Prandzioch
Senior Associate Product Specialist,
MicroStrategy

Dorota began her career with MicroStrategy Consulting. After a year she transitioned to the marketing department where she is now a Senior Associate Product Specialist, responsible for developing mobile applications for both iOS and Android devices. She works extensively with various other teams within MicroStrategy including sales, support, and technology.

CUSTOMER: Nielsen: MicroStrategy mobile reporting for the c-suite

Tuesday | 11:30 am – 12:15 pm | 229 B

Having instant access to information while on the go is becoming increasingly fundamental to business leaders across the globe. Mobile analytics can provide the competitive edge and agility that businesses need to thrive in such a competitive market. Nielsen designed a mobile ecosystem that relies on MicroStrategy to provide the analytical power along with beautiful and appealing mobile reports for our c-suite executive users. The reports can either be syndicated or custom-built to client specifications, which can include a wide range of business KPIs and be viewed through multiple lenses. This mobile reporting ecosystem is accessed using the MicroStrategy mobile application, which has been highly customized in iOS to enhance user experience. It acts as a single point of access for all Nielsen clients while still feeling specific for each one. MicroStrategy tools ensured that it was possible to integrate and create symbioses with other corporate systems to boost efficiency and scalability, and meet security standards.

Attend this session to:

- Glimpse an example of a MicroStrategy Mobile reporting solution
- Learn how to deliver high-end reports to c-suite users
- Learn how to ensure scalability, high performance, and a customized experience



Nadir Turkman
Global Solution Manager,
Nielsen

Nadir Turkman is a Global Solution Manager at Nielsen. He is responsible for building MicroStrategy-based reporting solutions for top manufacturers in FMCG. He has previously worked as a developer and consultant, and has a Masters in Network Engineering from Instituto Superior Técnico in Lisbon, Portugal.



Miguel Tavares
Global Report Liaison,
Nielsen

Miguel Tavares is a Global Report Liaison at Nielsen, where he has worked to develop their mobile product, Nielsen On The Go. He has previously worked in consulting, and has a Bachelors

degree in Telecommunications and Informatics Engineering, and a Masters in Information Systems and Computer Engineering.

PARTNER: Vibes and Snowflake: Delivering individualized brand experience with a cloud-native analytics platform

Tuesday | 2:00 pm – 2:45 pm | 229 A

Vibes Mobile Engagement Platform allows marketers to easily create and manage multi-channel mobile experiences, including text messaging, push notifications, Apple Pay, Google Pay, messaging apps, and mobile web campaigns, through a single unified interface. Vibes combines MicroStrategy's power and fluidity for providing embedded self-service analytics and Snowflake's robust elasticity to empower hundreds of users to make their own data-driven decisions in an interactive manner. This session will walk attendees through the business drivers and challenges associated with adopting a cloud-native analytics platform, details behind the architectural framework, and the successful outcomes that allow Vibes to leverage multichannel orchestration, machine learning, and extensive customer data to deliver an individualized brand experience seamlessly across the mobile landscape.



Deeraj Haridas
Director of Business Intelligence & Analytics, Vibes

As the director of BI/Analytics, Deeraj Haridas drives the cloud-native advanced analytics roadmap at Vibes. Deeraj has more than 16 years of experience defining and building strategic advanced analytics platforms that measure, benchmark, transform, and enhance organizational capabilities. Prior to working at Vibes, Deeraj has held leadership roles growing and mentoring high-performance agile analytics teams for internet marketing, digital media and automobile insurance domains. Deeraj is passionate about helping organizations solve complex analytical problems and unlock business value through quantitative analysis, data mining, machine learning, and predictive models.



Eric Van Rensselaer
Associate Director of Customer Analytics, Vibes

Eric Van Rensselaer has been working at Vibes for over five years. He is the senior data product

manager and is responsible for product strategy, execution roadmap, and customer adoption of Vibes Analytics Platform. In this role, he consistently combines data and analytics with broader industry insights to enhance customers' mobile marketing strategies and outcomes. Eric has helped build numerous data products to measure and surface best practices related to effective mobile marketing campaigns. Currently, he is busy prototyping and introducing machine learning and predictive models into the Vibes Analytics Platform to help drive more revenue growth for their customers.

PARTNER: Apple at Work

Tuesday | 2:00 pm – 2:45 pm | 227 ABC

The most powerful products for business are the ones people already love to use.

Apple products have always been designed for the way we work as much as for the way we live. Today they help employees to work more simply and productively, solve problems creatively, and collaborate with a shared purpose. And they're all designed to work together beautifully. Hear how employees who have access to iPhone, iPad, and Mac, can do their best work and reimagine the future of their business.

Apple Guest Speaker

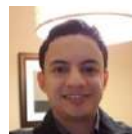
WORKSHOP: Design Impactful iPhone Apps

Tuesday | 3:00 pm – 3:45 pm | 232 ABC

Smartphones gives users easy access to data, increasing workforce efficiency and productivity. In this workshop, you'll learn to:

- Organize content on the iPhone's limited screen size
- Build an interactive app to approve and reject requests directly from the iPhone
- Create graphs and visualizations that fit and align well on the iPhone screen

Attendees are advised to bring their own laptop and iPhone devices with them in order to complete the workshop exercises.



Francisco De La Cruz
Training Consultant, MicroStrategy

Francisco is an engineer with a background in business intelligence. He has past experience as a consultant at Accenture, focusing on data and analytics. Francisco is a certified MicroStrategy Designer and Developer, and an IBM WebSphere

Integration Developer. He led several analytics teams for Grupo Nacional Provincial SAB, one of Mexico's largest insurance companies. Francisco is an MBA candidate at EGADE Business School, the #1 ranked business school in Latin America. He is an avid world traveler and brings his international experience to MicroStrategy Education.



Charlie Temkin
*Senior Product Specialist,
MicroStrategy*

Charlie is a Product Manager at MicroStrategy with a focus on transformational mobility. In this role, he enjoys staying on top of the latest trends in mobile technology and security to incorporate into MicroStrategy's products. Charlie holds a Bachelor's Degree in Economics from The George Washington University and firmly believes The Wire is the greatest TV show of all time.

PARTNER: Apple in Financial Services

Tuesday | 3:00 pm – 3:45 pm | 225 AB

Great user experience is picking something up for the first time and feeling that you already know how to use it. And this is one of the main reasons why Apple devices and iOS are being so readily adopted by workers in the financial services industry. Hear from Apple's Financial Services Industry Lead on how financial companies are using iOS and apps to scale their offerings and keep crucial data secure.

Apple Guest Speaker

CUSTOMER: Vertex Pharmaceuticals: Next-gen global reporting dashboards and mobile apps

Tuesday | 3:00 pm – 3:45 pm | 223

Data and analytics are critical for enabling the pharmaceutical industry to improve revenues with a significant reduction in time-to-market new therapies. Vertex needed a better way to present sales data for their international business unit, which spans 31 countries. The lack of a robust country-wide sales performance reports and limited attainment tracking were important challenges for their analytics endeavor. Vertex addressed them with MicroStrategy-powered dashboards accessible on the iPhone and iPad, which provided data such as sales units reporting, field sales, and field medical interaction insights. Attend this session to learn how Vertex used MicroStrategy to reap benefits, including:

- Instant insights into unit sales from reports accessible via web, iPad, or iPhone
- CRM data augmented with third-party data sources—all on a unified platform that provides a single version of the truth
- Visibility into field force activities for commercial and medical directors
- 24/7 tracking for important KPIs for 100+ business users



Hemant Khanna
*International BI Lead,
Vertex Pharmaceuticals*

Hemant Khanna leads the Reporting and Analytics Team for International markets at Vertex Pharmaceuticals. At Vertex, he has been critical to enabling better sales and performance tracking for the field force in international markets (excluding the USA and Canada) through the use of analytics. A computer science graduate and an MBA from the University of Aberdeen, UK, Hemant brings over a decade of data, cloud, and analytics experience in various public and private health sector companies, financial services, and software consultancies. Hemant played a vital role in transforming the analytics needs of companies like Spire Healthcare, Ramsay Healthcare, and Novartis Russia before joining Vertex.



Jay Kakkad
*BI Architect,
Infocepts*

Jay is a BI Architect, specializing in MicroStrategy-based reporting projects. He has extensive experience in handling full life-cycle BI projects inclusive of requirements analysis, proof-of-concepts, design, development, testing and implementation. In the past 6.5 years, Jay has worn many hats including that of MicroStrategy Developer, Architect, Administrator, QA, DB developer, Shell script developer, support engineer, Java and Python developer in various complex projects. Jay's industry expertise spans various industries such as retail and life sciences with clients based in the US, UK and Singapore.

CUSTOMER: Ancestry.com: Designing mobile visualizations

Tuesday | 3:00 pm – 3:45 pm | 228 AB

The growing deluge of data poses a challenge: executives need real-time information and to stay

informed about performance no matter where they are. Attend this session to learn:

- How Ancestry.com leveraged MicroStrategy Mobile to ensure that KPIs are always available to executives and stakeholders
- Why executives and stakeholders love the app
- How they chose appropriate visualizations and design attributes to communicate information at a glance



Alex Macharia

*Senior Analytical Engineer,
Ancestry.com*

Alex Macharia has a proven track record in data analysis and visualization. He received his undergraduate degree in Technology Management with an emphasis in information systems from Utah Valley University, and has a Masters in Biomedical Informatics from the University of Utah. For the last six years, he has been solving complex problems with data at Ancestry.com.

CUSTOMER: Tesco: Bringing data to life

Tuesday | 3:00 pm – 3:45 pm | 224 B

Tesco is one of the largest retailers in the world with a presence in markets such as UK, Central Europe, and Asia. Tesco Business Services, located in Bengaluru, provides technical and operational support to the business across all geographic regions. To keep Tesco running in high gear, the company relies on MicroStrategy to deliver the KPIs and insights needed—across every geography—into a single dashboard analyzing performance metrics from Hadoop, SQL servers, Teradata, and Excel. As a technical innovator in the retail industry, Tesco continues to build on the MicroStrategy platform, now using Transaction Services on MicroStrategy Mobile apps to capture relevant commentary from users in the field.

Attend this session to learn how Tesco:

- Consolidated its wide range of data sources into a single interface
- Deployed interactive dashboards with drill down capabilities into granular data
- Empowers users with voice-enabled commentaries



Nagarajan Govindanarayan

*Manager, Reporting Center of
Excellence, Tesco*

Govindanarayan Nagarajan is an expert in online retail with more than ten years of experience in analytics and reporting. In his current role, he leads the Promo Analytics, Space, Range, and Display Insights Team along with the Reporting and Data Analytics Team. He is passionate about solving problems with the latest technologies, is an avid table tennis player, and practices Carnatic classical music in his free time.

WORKSHOP: Design Mobile Apps for Android Devices

Tuesday | 4:15 pm – 5:00 pm | 231 ABC

Android devices come in a variety of form factors. With multiple device options, it is challenging to provide a consistently great user experience across every single device. In this workshop, you will learn:

- Important design and user experience considerations when designing MicroStrategy native apps for Android
- How to use the out-of-the-box applications to transform web analytics into an executive-facing mobile dashboard
- How to create multiple views of a single document for a specific screen size and resolution

Attendees are advised to bring their own laptop and Android devices with them in order to complete the workshop exercises.



Anahi Serrano

*Senior Training Consultant,
MicroStrategy*

Anahi brings experience from her diverse teaching background to her passion as a MicroStrategy Educator. Anahi is a MicroStrategy Certified Designer. Her leadership and teaching abilities extend to her free time as the assistant director of her church choir.

CUSTOMER: AllianceBernstein: Going mobile with MicroStrategy

Tuesday | 4:15 pm – 5:00 pm | 227 ABC

AB (AllianceBernstein) uses Salesforce.com as their CRM, and have historically leveraged MicroStrategy for sales reporting and “light” business analytics. As technology has advanced, specifically mobile, they identified an opportunity to better connect the CRM and Business Intelligence efforts with the MicroStrategy Mobile Platform. The result is SIMON—a point-of-sale application for the iPad that provides sales teams with a customer-facing tool kit to enrich the client engagement

experience. This session will introduce Simon and share best practices and lessons learned from AB's journey to mobile.

Attend this session to learn about:

- The impact SIMON has on their business
- Best practices in project initiation, funding, choosing technology partners, and gaining internal support



Kevin Rosenfeld
SVP/Managing Director, Head of Business Intelligence, AB (AllianceBernstein)

Kevin Rosenfeld is a Senior Vice President and the Head of Business Intelligence for AllianceBernstein's Global Client Group. As Head of Business Intelligence, Kevin oversees the aggregation and analysis of sales related data and is responsible for informing the strategic direction of AB's distribution efforts. Kevin has held various roles in New York since joining AllianceBernstein (AB) in 2004. Prior to leading the implementation of AB's Client Group Business Intelligence initiative in 2015, Kevin held several leadership roles across AB's three distribution channels: Managing Director/Head of Strategic Sales and Service for AB's US Retail Distribution Channel; Director of Client Services for Bernstein Global Wealth Management; and Director of Institutional Client Services for North America. Prior to joining AB, Kevin spent seven years at Prudential Financial. He earned a B.A. in Communications from the University of South Florida in 1997.

Re-branding and Compiling Apps with the MicroStrategy Mobile SDK

Tuesday | 5:15 pm – 6:00 pm | 221 A

Apps that closely reflect corporate branding can boost user adoption. The MicroStrategy Mobile and MicroStrategy Library SDKs provides app developers with a variety of customization options, including a code-free approach to compiling and rebranding any Mobile or Library apps. Attend this session to discover how to:

- Compile apps using the MicroStrategy Mobile SDK—it's quick, convenient, and code-free
- Adapt corporate branding by customizing icons and splash, launch, and login screens
- Rebrand and deploy multiple distinct apps for employees, business partners, and customers
- Deploy and publish compiled apps to internal or public app stores (Apple or Google Play)



Kris Marcuse
Senior Sales Engineer, MicroStrategy

Kristine is a Senior Sales Engineer with over eight years of experience at MicroStrategy. She is currently focused on accounts in the Carolinas and Tennessee. She started her MicroStrategy career in 2010 as an Education Consultant and Education Lead before moving into a Sales Engineering role in 2014. Prior to joining MicroStrategy, Kristine worked for a partner, Pitney Bowes/MapInfo, which focused on mapping integration within the platform.

Turbocharge Mobile App Performance and Delight Your Users

Tuesday | 5:15 pm – 6:00 pm | 222 A

MicroStrategy 2019 delivers leaps in performance that make analytics faster and friendlier to every user. A critical component behind the enhanced experience of the MicroStrategy Library app is the powerful caching and offline capabilities of the platform. Attend this session to learn more about:

- The performance improvement of dossiers that has been introduced in MicroStrategy 2019, along with best practices for the enterprise
- How to take full advantage of the Library and Mobile app experience with offline support
- How to ensure your organization is aware of the benefits of caching for the MicroStrategy apps and how this can be leveraged in your organization



Charlie Temkin
Senior Product Specialist, MicroStrategy

Charlie is a Product Manager at MicroStrategy with a focus on transformational mobility. In this role, he enjoys staying on top of the latest trends in mobile technology and security to incorporate into MicroStrategy's products. Charlie holds a Bachelor's Degree in Economics from The George Washington University and firmly believes The Wire is the greatest TV show of all time.

CUSTOMER: SS&C Primatics: The CECL problem and the BI solution

Tuesday | 5:15 pm – 6:00 pm | 229 B

EVOLV is the platform at SS&C Primatics that enables their clients to adapt to changing business needs, operate more efficiently, make

better business decisions, and capitalize growth opportunities. EVOLV is an integrated technology platform, extensible and highly configurable. It was purposely built to solve the accounting, credit, regulatory, and reporting challenges associated with financial instruments.

Attend this session to learn:

- How to use and apply MicroStrategy capabilities in the financial industry
- How to use reports/documents and dossiers as key decision-making tools
- How MicroStrategy helped Primatics provide a solution for a new business need (CECL standard)



Chris Loftus

*VP of Solutions Consulting,
Primatics Financial*

Chris Loftus is the Vice President and head of Product Management at SS&C Primatics. He has over 15 years of consulting and financial services industry experience, with an emphasis on reporting and analytics. Chris has spent the last several years designing integrated risk and finance software for financial institutions. Chris has a bachelor's degree in Economics from James Madison University, a Master of Business Administration from Georgetown University, and is a CFA charterholder.



Alejandro Ortiz

*Associate Director, IT Senior BI
Manager, Primatics Financial*

Alejandro Ortiz is a Business Intelligence Senior Manager with 12+ years of experience in the BI industry. He has strong knowledge in data-warehousing, ETL, and data Analytics. He is a certified MicroStrategy engineer, developer, and server administrator, and has expertise in MicroStrategy 8.0.2 up to 10.10. He has experience with software development lifecycle methodologies such as waterfall and agile, and the design, development, and deployment of reports, dashboards, and visualizations. Alejandro also has experience in development, testing environment administration, and in working with clients.

CUSTOMER: The Co-operators: Move from a data-driven organization to an insight-driven organization

Tuesday | 5:15 pm – 6:00 pm | 228 AB

The easy part: getting executive support, allocating funding, and acquiring the technology.

The complex part: driving user adoption of transformational analytics that turn insights into actions. This requires a culture change, constant measurement, and the courage to address passive resistance.

Attendees of this breakout session will learn:

- How to overcome passive resistance to change
- How to measure the benefits of using analytics in decision making
- Real-world examples and best practices
- How a real-time "Next Best Action" tool combined with MicroStrategy Mobile advances an organization on their journey to a more Intelligent Enterprise



Carl Lambert

*Vice President, Business Intelligence &
Chief Data & Analytics Officer (CDAO),
The Co-operators*

Carl is Vice President of Business Intelligence & Chief Data and Analytics Officer and is a founding member of the Chief Data & Analytics Officer Council of the Conference Board of Canada. He has more than 25 years of experience in BI and analytics. He joined the Co-operators in 2009 with a mandate to build a research team and transform The Co-operators to an insight-driven organization-which now includes dozens of real-time AI processes supporting and optimizing operations.

CUSTOMER: The Warehouse Group: Using Mobile and Library to deliver information everywhere

Tuesday | 5:15 pm – 6:00 pm | 222 C

The Warehouse Group is the largest retail group operating in New Zealand. Attend this breakout session to learn how it moved from sharing complicated data grids to delivering clear-cut, actionable information everywhere. See how the organization is using Mobile and Library to present high quality, functional dashboards and how it's been able to exploit the unique strengths of each MicroStrategy product.

Attendees of this breakout session will learn:

- Why Library increases adoption with its low barrier to entry, its simplicity of design, and its strength as an information consumption tool rather than a report creation tool
- How to create mobile dashboards that have maximum impact
- How the organization is positioning Library and Mobile for its business



Jeremy Dean
BI Manager,
The Warehouse Group

Jeremy has 18 years of BI experience working in the US and New Zealand. He has worked for several BI vendors and corporations, including as the BI Manager at Air New Zealand. In his current role championing the sharing of simple, uncluttered insights, Jeremy is transforming how information is delivered at The Warehouse Group.

WEDNESDAY, FEBRUARY 6

Designing Smartphone Apps: Best practices for fit, finish, and usability on a small form factor

Wednesday | 9:00 am – 9:45 am | 221 C

Your employees take their smartphones with them nearly everywhere they go, and consuming analytics via smartphone can empower them with advanced computing and communication. But it can be difficult to design high-quality smartphone apps because of their limited screen real estate and (relative to laptops and tablets) computing power. This session will cover:

- Best design practices for graphical layout, fit and finish, and ease of use
- Tips on how to design for high performance
- How to organize content for maximum impact with storyboarding, wireframes, typography, and color usage techniques
- How to represent and consume data in a functional and interactive way—keeping limited screen real estate in mind
- The smart technology involved in making the Library apps responsive



Megan Verbanick
Sales Engineer,
MicroStrategy

Megan Verbanick is an experienced BI professional with over 10 years in the field. She hails from Pittsburgh, where her first job was performing database design for a large steel manufacturer. From there, she spent several years in IT, before moving to Charlotte, NC, and becoming an Education Consultant with MicroStrategy. Within MicroStrategy, Megan has held several roles – most recently as a Sales Engineer. She also took some time away to try her hand at a start-up venture. When Megan is not busy building

visualizations or answering customer questions, she enjoys playing softball, visiting the US National Whitewater Center, and traveling.

WORKSHOP: Design Transformational iPad Apps

Wednesday | 9:00 am – 9:45 am | 232 ABC

MicroStrategy Mobile apps on iPads empower employees, partners, and customers to make better decisions, take immediate action, and boost the overall productivity of the business.

In this workshop, you'll learn to:

- Build a mobile workflow app without writing a single line of code
- Use out-of-the-box mapping capabilities for geospatial analysis
- Enable write-back capabilities using Transaction Services
- Access the app in your personalized portal and share and collaborate using the MicroStrategy Library

Attendees are advised to bring their own laptops and iPads with them to complete the workshop exercises. We will provide a limited number of laptop and iPad devices on a first-come, first-served basis for those without devices.



Mette Miller
Training Consultant,
MicroStrategy

Mette brings her extensive experience in business intelligence training and education to MicroStrategy, having worked as an international Technical Trainer for a data analytics start-up, a higher education sales associate, and a multilingual tutor. She graduated magna cum laude with degrees in Communication Studies and Spanish. She is a MicroStrategy Certified Master Analyst and has Spanish language certifications from the Pontificia Universidad Catolica de Valparaiso, Chile and Universidad Nacional de Costa Rica. In her free time, Mette volunteers at her local church working in the Austin community with education, childcare, mentorship, and food supply initiatives. Before finding her calling in technical training, Mette was a TV and film screenwriter in Los Angeles.

CUSTOMER: Giorgio Armani: The confluence of fashion, luxury, and mobile analytics

Wednesday | 9:00 am – 9:45 am | 225 AB

Mobility is not a luxury for the billion-dollar fashion house Giorgio Armani S.p.A. With brand

markets under several labels, the industry leader designs, manufactures, distributes, and retails its products around the world. To accomplish this, it empowers its executives with a complete view of the business with dashboards built using MicroStrategy Mobile for the iPhone and iPad.

Attend this session to learn more about how Armani:

- Uses mobile intelligence to manage sell-in and sell-out
- Successfully deployed its app with high user adoption
- Will support its logistics and production departments with Mobile
- Is evaluating HyperIntelligence, bot capabilities, and integration with Siri



Duilio Paolini
Project Manager,
Giorgio Armani S.P.A.

Duilio Paolini has over 14 years of experience in technology across several industries, including Energy & Utilities, Raw Materials, Automotive, Financial Services, Banking, Manufactures, and Fashion. He has a proven track record of designing strategic enterprise business intelligence environments based on real-time analytics, designing enterprise machine learning and artificial intelligence solutions, and leading international developer teams.

PARTNER: Perficient: Optimizing healthcare operations with mobile analytics

Wednesday | 9:00 am – 9:45 am | 224 A

As Fee for Value takes hold in healthcare, hospitals and integrated delivery networks are highly motivated toward increasing productivity and utilization—and reducing cost. Nursing and Operations leaders are constantly challenged to find the correct ratio of staff to patient volumes. But mobile predictive modeling analytics that allow volume and resource matching (inpatient and ambulatory) can solve this ongoing challenge in healthcare. Delivering mobile analytics tools to the fingertips of healthcare leadership provides the ability to proactively manage the effect of increased census on patient volumes, patient movement, labor costs, and financials. In fact, it's critical to achieving the triple aim (cost, quality, outcomes).

Attend this session to learn how organizations can:

- Deliver mobile analytics tools to address healthcare challenges

- Tackle operational opportunities in today's integrated delivery networks
- Achieve a return on their investment with MicroStrategy



Juliet Silver
Chief Strategist, Health Sciences,
Perficient

Juliet Silver is a business-focused and outcomes-driven Health Sciences Strategist, with senior-level executive consulting experience. She has 20 years of executive leadership in management consulting and IT, healthcare strategy, finance, and operations. She provides thought leadership with solid experience in all phases of strategy from initial business visioning, strategy, and roadmaps, to ROI justification through program execution. She leverages her work across industries, management consulting, and technology experience to support healthcare clients in the realization of their vision.

PARTNER: Apple in Retail

Wednesday | 2:00 pm – 2:45 pm | 221 A

Learn how retailers are delivering compelling experiences using Apple devices and software to differentiate themselves from their competition. Hear from Apple's Retail Industry Lead on how retailers are optimizing processes, engaging and informing staff members and providing excellent customer experiences with iPhone and iPad.

Apple Guest Speaker

WORKSHOP: Configure Mobile Identity and Telemetry Solutions

Wednesday | 2:00 pm – 2:45 pm | 232 ABC

This hands-on session will cover the fundamentals of creating a MicroStrategy Identity Network, designing a badge, and deploying this badge to end users. No prior knowledge of digital identity is needed; Identity Manager provides an intuitive, self-service, cloud-based application for any organization to create mobile identity badge networks in order to secure systems and applications. In this workshop, you will learn how to:

- Deploy badges that streamline and modernize authentication
- Set up digital keys and configure and register Bluetooth Beacons
- Use Usher Analytics to create a MicroStrategy dossier based on the telemetry data generated by badges

Attendees are advised to bring their own laptops and a mobile device (iOS or Android) in order to complete the workshop.



Jason Hudson
Training Consultant,
MicroStrategy

While new to the MicroStrategy team, Jason has 12 years of experience as a business intelligence professional, a love of learning, and a passion for sharing knowledge, all of which have found a perfect home in his role as a trainer. He lives near Allentown, Pennsylvania, with his wife and four children.

WORKSHOP: Secure Your MicroStrategy Applications with MicroStrategy Badge

Wednesday | 2:00 pm – 2:45 pm | 231 ABC

MicroStrategy offers a range of security features to ensure your organization's data is protected. As a secure, integrated solution, MicroStrategy Badge is a powerful method of digital authentication for safeguarding your organization's assets and systems. In this hands-on workshop, learn how to:

- Configure and implement Badge for secure, passwordless access to your MicroStrategy projects
- Use digital credentials to replace outdated authentication methods
- Leverage Badge features to make access convenient and secure for users

Tommy O'Connell
Sales Engineer,
MicroStrategy

CUSTOMER: CareFirst, Service Benefit Plan: Leveraging mobile and machine learning

Wednesday | 2:00 pm – 2:45 pm | 229 A

The way we perceive and interact with technology is undergoing a radical transformation. CareFirst's Service Benefit Plan division serves 5.4 million federal employees across all 36 Blue Cross Blue Shield Plans. It has 500+ sales and marketing agents serving federal agencies and members across the country. In this session, you'll learn how:

- CareFirst, SBP developed a custom mobile BI app to aid in agents' daily operations during open season enrollment
- They reinvented their organization's use of data and made it completely digital with MicroStrategy Mobile

- AI and machine learning is being integrated into the mobile app to empower innovations in the healthcare industry



Matt Bowman
BI Engineer,
CareFirst - SBP

Matt Bowman is a BI Engineer at CareFirst-SBP. In his current role, he is responsible for developing and delivering BI solutions using MicroStrategy for the claims processing and member enrollment business areas. Before CareFirst-SBP, he worked as a BI Consultant designing and delivering BI and big data solutions across various industries, such as media and broadcasting, finance, and retail. He holds a Bachelor's degree in Computer Information Systems from James Madison University.



Alli Manicka
Lead BI Engineer,
CareFirst - SBP

Alli Manicka serves as a Lead BI Engineer of Healthcare Analytics at the CareFirst-SBP. In her role, she is involved in the implementation of several analytic solutions using MicroStrategy and works directly with the user community to increase adoption of the BI platform. Alli has a Bachelor's in Mechanical Engineering and a Master's in Systems Engineering from University of Texas at Austin.

Citizen Developer: Elevate your analytics skills to build mobile apps

Wednesday | 3:00 pm – 3:45 pm | 222 A

Cutting-edge mobile hardware and software are intersecting, and it's changing the way that people work. Enterprises are going beyond BI to support broad enterprise mobility initiatives. With MicroStrategy, enterprise mobility means more than just mobile BI. MicroStrategy Mobile apps don't just allow users to consume data; they generate data, enable transactions, and allow business users to communicate, take action, and use data to solve problems.

Attend this session to learn how:

- MicroStrategy's code-free mobile apps help enterprises meet the demand for mobility
- MicroStrategy Mobile comes pre-populated with an array of features that are designed to help both new and experienced users rapidly design and deploy mobile apps—making app development intuitive and scalable

- To update and publish changes to custom apps without recompiling and redistributing the app



Rio Frausto
Sales Engineer,
MicroStrategy

Richard Frausto partners with companies in his region to leverage data on the MicroStrategy platform to meet their corporate goals.

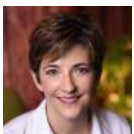
With experience in data warehousing and MicroStrategy implementations, Richard has worked in various IT roles throughout his career, with the last 18 years focused on data-centric projects and MicroStrategy solutions. Richard has served as Business Intelligence Manager and MicroStrategy Architect at various companies in retail, restaurant, and education, interfacing with all lines of business. Richard studied Business Economics at the University of California, Santa Barbara and extended his education in Data Management, Programming, IT Management and Project Management at UCLA.

MicroStrategy Badge: Security with improved UX and increased efficiency

Wednesday | 3:00 pm – 3:45 pm | 221 C

The MicroStrategy Badge provides organizations with a smartphone-based digital credential that replaces physical access badges, passwords, and tokens. With this tool, mobile devices can be used to seamlessly access enterprise systems and gateways, empowering users with business intelligence on the go. Attend this session to see how this badge can:

- Replace costly and inconvenient access solutions like key fobs and access cards
- Provide multi-factor authentication for your organization's IT assets and applications
- Record valuable information on how users interact with your facilities
- Improve user experience by providing convenient access to physical and logical resources



Meredith Esham
Product Marketing Director,
MicroStrategy

Meredith is the Product Marketing Director for MicroStrategy's Identity & Telemetry products. She is responsible for marketing the Badge and Communicator apps, along with the Identity and Telemetry SDKs, working closely with the

product management and engineering teams to develop content that communicates the value of MicroStrategy Identity & Telemetry. She has 20 years of experience in marketing, the past 10 in physical and logical security. Ms. Esham holds a B.A. from Carnegie Mellon University, an MBA from the University of Phoenix, and an M.S. in Cybersecurity Law from the University of Maryland Francis King Carey School of Law.

CUSTOMER: Coca-Cola: Digitally transforming category management with PCs, tablets, and smartphones

Wednesday | 3:00 pm – 3:45 pm | 227 ABC

How do you unify 100 different teams across 20 different companies and 50,000 retail stores? That is the challenge facing the Category Strategic Advisory (CSA) organization at The Coca-Cola Company. To delight customers, grow the company, and drive engagement in a digital world, CSA needs to get each group in the value chain on the same system. To move CCNA, bottlers, and national retail customers to the digital age, CSA needs to build a digital system that allows each team to see their own data on-demand, using a variety of devices.

Attend this session to learn about:

- The team's journey from primarily manual, Excel-based reporting into the world of a single digital platform
- How to empower all users, whether they are an analyst on a PC, a bottler with a tablet, or sales rep with a smartphone using MicroStrategy Mobile



Craig Atkinson
Senior Category Manager,
Coca-Cola

Craig Atkinson has more than a decade of experience working in the CPG industry. He has worked for Georgia-Pacific, Red Bull, and for the past four years at Coca-Cola. There, he started in the food service organization and eventually moved to the retail business working with Dollar General. He currently lives in Nashville, TN, and is a proud graduate of Georgia Tech University.



Amy Ballou
Director of Category Strategic Advisory,
Coca-Cola

Ms. Ballou is the Director of Category Strategic Advisory at The Coca-Cola Company. In this role,

Amy is partnering with MicroStrategy to build out business intelligence tools and reporting for the U.S. Coca-Cola Category Advisors to utilize with both internal and external clients. Prior to this role, Amy was the Senior Commercialization Manager of U.S. Coca-Cola Freestyle Insights and Analytics, during which she began her strategic relationship with MicroStrategy. Ms. Ballou is a consumer insights and analytics professional with over 20 years of experience transforming insights from disparate data sources into action and identifying business opportunities across multiple channels and categories. Prior to joining The Coca-Cola Company, Ms. Ballou worked for Newell Rubbermaid, Fruit of the Loom, ACNielsen/Spectra, and Harris Interactive.

Analytics on the Front Lines: Driving adoption with MicroStrategy Mobile and Library

Wednesday | 4:00 pm – 4:45 pm | 222 C

MicroStrategy enables organizations to seamlessly deploy their existing web analytics to mobile devices. With MicroStrategy Mobile and the Library app, web reports and dossiers are mobile-optimized and consumable via market-leading native mobile apps for both iOS and Android. This session will cover:

- How enterprises can discover a new way to do business with transactions, multimedia, geospatial analysis, security, and more—all delivered via a single mobile app development platform
- How to maximize existing MicroStrategy dashboards and dossiers by making them accessible on, and optimized for, mobile devices
- How to embed task-based workflows to encourage adoption



Vidisha Vedvyas
Product Marketing Manager,
MicroStrategy

Vidisha works as a Product Marketing Manager for MicroStrategy Mobile. With more than six years of experience in customer support, product management, and product marketing, she is responsible for guiding product marketing strategy and has the technical experience to maximize MicroStrategy mobile functionality for customers. Her focus areas include mobile design, new product releases for iOS and Android, EMM integrations, and mobile visualizations. Vidisha graduated with a Master's in Information Management specializing in Product Strategy and Marketing from the University of Maryland, and

has previously worked with Marriott International, Inovalon, and other start-ups.

Create Meaningful Telemetry and Identity Analytics Apps with Identity and Discovery SDKs

Wednesday | 4:00 pm – 4:45 pm | 221 C

The MicroStrategy Badge and Communicator apps are built on our Identity and Discovery SDKs, which can be used to bring powerful identity and telemetry to virtually any app. With these capabilities, organizations can create a wide variety of innovative, intelligent apps. In this session, we will:

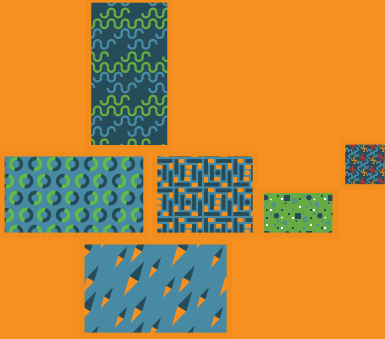
- Explore the MicroStrategy World app, which uses the Identity SDK
- Showcase how the app brings you multiple capabilities, like interactive agendas, session recommendations, and notifications
- Discuss how to leverage the SDKs for a variety of use cases



Klaus Schulte
Senior Solutions Architect,
MicroStrategy

Klaus Schulte is Senior Solution Architect and member of the Usher Field Engineering team, providing advisory assistance on pre-sales engineering and post-sales delivery of the Usher product at MicroStrategy. He is a technology specialist with more than 20 years of professional accomplishments in individual contributor roles, including program management, software development and architecture, database development and administration, and network engineering. Prior to joining MicroStrategy, Klaus spent 17 years at noventum consulting GmbH in Münster, Germany, a MicroStrategy partner.

He holds a degree in Mechanical Engineering (grade 2) and has earned numerous professional certifications such as MicroStrategy Developer, Microsoft Certified Professional Solution Developer, iSAQB® Certified Professional for Software Architecture, and a Foundation Certificate in IT Service Management.



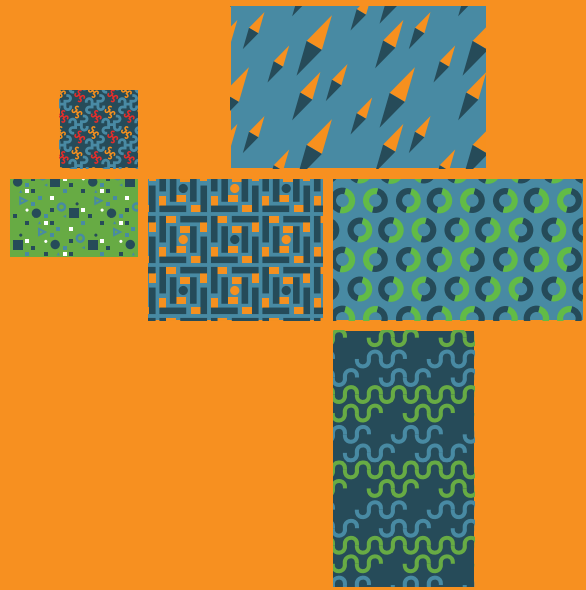
MICROSTRATEGY WORLD BLOCK PARTY

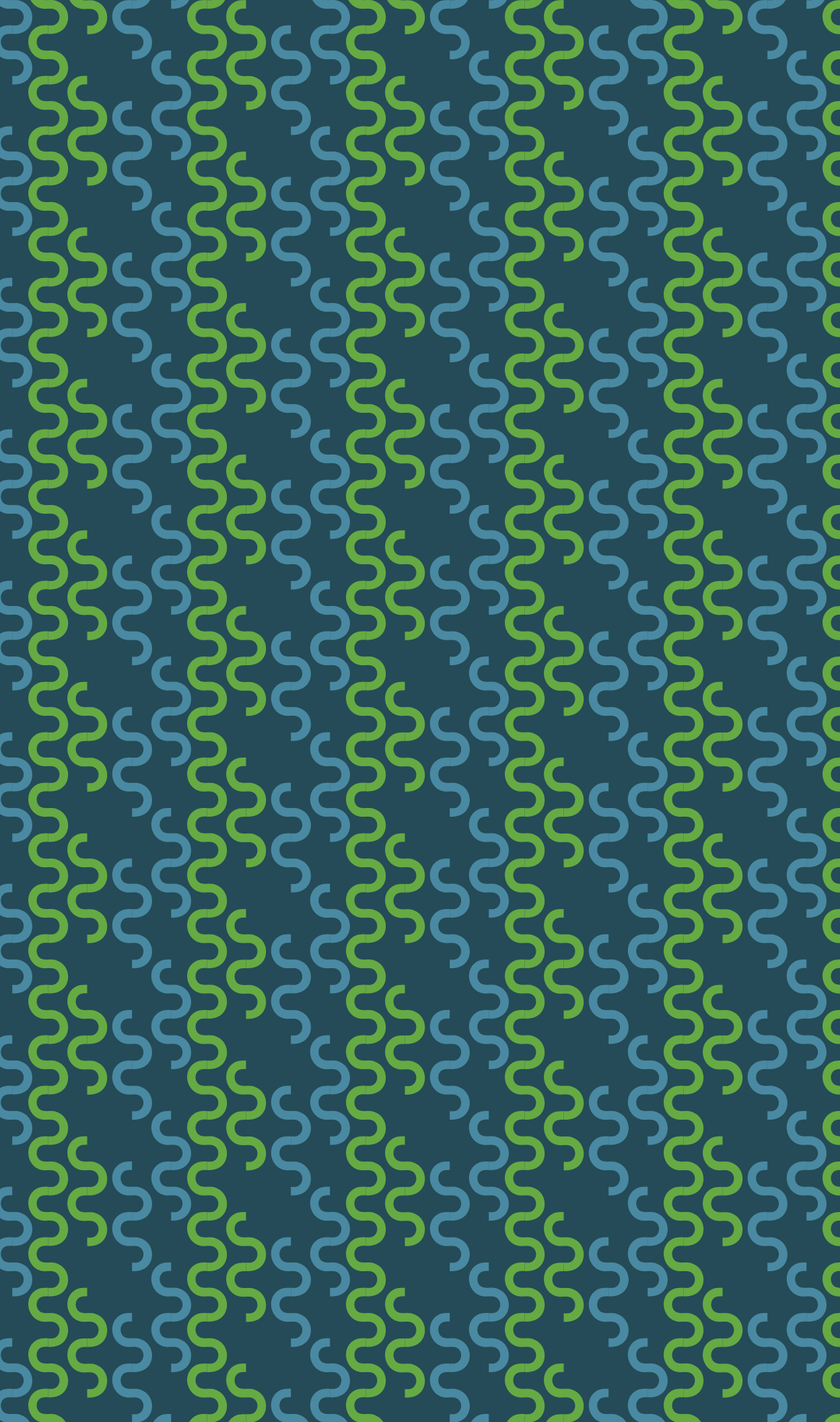
The Duce, Phoenix's
Retro-Chic Warehouse

Mingle and network with fellow World attendees at a throwback venue! The Duce is the place to be in downtown Phoenix, known for its retro décor, good eats, handmade cocktails, and plenty of games! Join in the fun and compete in a friendly corn hole tournament or show off your skills on the ping pong table. Whether you're looking forward to good music, drinks, or simple conference camaraderie, the World Block Party @ The Duce is an event you won't want to miss!

TUESDAY, FEBRUARY 5

8:00 pm – 12:00 am





HYPERINTELLIGENCE

ANSWERS THAT FIND YOU.

MicroStrategy 2019 introduces HyperIntelligence, a new category of analytics that imbues every word, object, place, room, and wall with zero-click, personalized intelligence. HyperIntelligence transforms how people access analytics, where answers find you—no clicks required. It scans every word on any webpage or application and instantly reveals HyperCards full of real-time insights as users hover over keywords. It can work with device cameras and project HyperCards onto products and objects in front of you or buildings and places nearby. Attend these sessions to learn more about how this new breakthrough in analytics can lead your enterprise to success.

TUESDAY, FEBRUARY 5

The Personalized Infowall: Using proximity-based analytics to deliver amazing experiences

Tuesday | 11:30 am – 12:15 pm | 222 A

At MicroStrategy, we believe in delivering relevant information to the user at the right time and place, whenever possible. For example, at our fitness room, employees can see their current activity status, telling them what kind of workout they need in order to reach their fitness goals. Attend this session to learn about:

- The capabilities of proximity-based analytics, as shown in demonstrations
- How it works, and the technology powering these unique solutions
- The opportunities this solution creates for various use cases and industries

Gregorio Parra
Senior Consultant,
MicroStrategy

Zero-Click Intelligence: Deploying HyperCards to your organization

Tuesday | 11:30 am – 12:15 pm | 227 ABC

HyperIntelligence has the potential to completely change the way that organizations think about data and operationalize intelligence. HyperCards, a new object available in MicroStrategy 2019, help organizations inject intelligence directly into their users' web-based workflows. By making it radically easy to deploy zero-click intelligence to every user across the enterprise, HyperCards represent a huge opportunity to drive the pervasive adoption of analytics and cultivate a more data-driven culture. In this session, attendees will learn more about:

- How to build and deploy HyperCards using Workstation
- Best practices for building HyperCards and product demos
- Top use cases and benefits



Tyler Convey
Product Marketing Manager,
MicroStrategy

Tyler Convey is a Product Marketing Manager at MicroStrategy, where he is responsible for HyperIntelligence. Tyler has been at MicroStrategy for six years and has worked in a variety of

roles across product marketing and marketing communications. In his free time, he enjoys travel, cooking, and reading history. Tyler holds a Bachelor of Arts in History from The College of William & Mary and a Master of Science in Marketing from The University of Virginia.



Nida Imtiaz
Product Specialist,
MicroStrategy

Nida Imtiaz is a Product Manager at MicroStrategy with a focus on HyperIntelligence. Her area of expertise lies in productizing new software technology beginning with concept, all the way to production. She successfully manages the product lifecycle and creates extensive content and enablement material for the field. She holds a Bachelor's degree in Electrical Engineering from BITS, Pilani-Dubai and a Master's Degree in Telecommunications Engineering from the University of Maryland, College Park.

WORKSHOP: Build and Deploy HyperCards Using Workstation

Tuesday | 2:00 pm – 2:45 pm | 231 ABC

This hands-on workshop is an introduction to HyperCards - a new capability for embedding intelligence directly into webpages and browser-based applications. In this workshop, you will:

- Design a curated dataset using trusted data that is optimized for creating a HyperCard
- Learn how to quickly build HyperCards in Workstation
- Deploy a HyperCard to a web browser
- Set user access and permissions for your HyperCards
- Link HyperCards to detailed analysis with a dossier



Josef Timchenko
Manager of Americas Education
Delivery, MicroStrategy

Joe comes from a background in economics and data modeling and holds a Master of Public Policy in Economics from Pepperdine University. He was a data analyst for Luth Research, supporting data analysis with R, SPSS, and Excel. Joe has programming expertise in SQL, Apache, and PHP. He is a MicroStrategy Certified Designer. Joe's passion for language extends outside of

programming – he speaks English, Spanish, earned a Russian Language Certification, and is learning Armenian and Portuguese.

CUSTOMER: Core Digital Media: Alexa, talk data to me

Tuesday | 3:00 pm – 3:45 pm | 229 B

Core Digital Media (CDM), a leader in online marketing platforms, is driven by metrics like no other organization. MicroStrategy has become integral to its success, putting the power of real-time data in everyone's hands. In 2018, Core Digital Media took its BI platform one step further—enabling voice BI powered by Alexa and MicroStrategy. Attend this session to:

- Learn about their journey to voice
- Hear their ideas for the future
- Learn what happens “behind the voice”



Willy Custodio
BI Manager,
Core Digital Media

Willy Custodio is the BI Manager at Core Digital Media, a leading online marketing platform. He has 15 years of data warehousing and reporting experience. Willy first became enthusiastic about BI during his tenure as a consultant at Accenture. His passion continued to grow with other organizations, including Disney and Experian. Willy has a Bachelor of Science in Physics and Computer Engineering from Ateneo de Manila University. He is married, a father of two, and resides in Orange County, California.

Real-time Face Analysis and Image Recognition Applications with MicroStrategy

Tuesday | 4:00 pm – 4:45 pm | 222 B

Real-time facial analysis systems are able to recognize the age, gender, facial expressions, and other features from users appearing in front of a camera. Combining MicroStrategy with these technologies, such as Amazon Rekognition, allows you to automatically identify people, expressions, and emotions—and take appropriate actions. This session will include a live demo to showcase these features using the MicroStrategy platform.

Attend this session to learn:

- How MicroStrategy REST APIs integrate with external recognition services
- How to create real-time visualizations
- How to build and deploy real-time solutions with MicroStrategy

- Potential use cases for this integration with accompanying demos



Eduardo Fernández
Specialist Consultant,
MicroStrategy

Eduardo Fernández joined MicroStrategy in 2016 as a member of the Support Expert team at BBVA bank in Spain. He is focused on resolving complex errors related to self-service issues with MicroStrategy. Before MicroStrategy, he worked for over eight years with open source business intelligence tools, getting experience in a wide variety of technologies and skills like ETL, DWH, data modeling, OLAP, reporting, and dashboards. He has worked in sectors like retail, logistics, telco, and public services.

Your Voice is Your Passport: Implementing voice-driven applications with Amazon Alexa

Tuesday | 5:15 pm – 6:00 pm | 229 A

In order to make analytics more pervasive, organizations need to leverage modern technologies that empower a broader range of users, and go beyond data-savvy analysts. In this session, get an overview of how voice-controlled applications can further adoption to new levels and what's possible with MicroStrategy. Learn about integration with Alexa and best practices for using voice assistants to make analytics apps more accessible, interactive, and impactful. This session will cover:

- How to use MicroStrategy SDK capabilities to integrate with Alexa
- Demos of sample prototypes of Alexa-controlled analytics applications
- Potential use cases for Alexa, from basic administrative tasks to mission-critical executive summaries and KPIs
- How to customize and create rules to integrate specific voice-controlled tasks



Stephen Lippens
Solutions Architect,
MicroStrategy

Stephen is a Solutions Architect who specializes in pre-sales opportunities requiring MicroStrategy APIs and customization. He has nine years of mobile development experience, seven years of BI experience, and six years of MicroStrategy SDK experience. Stephen has worked in a number

of roles previously at MicroStrategy including Technical Support Engineer, Product Support Manager, and Sales Engineer. He graduated from The George Washington University with a degree in Mechanical Engineering.

CUSTOMER: Omega World Travel: “Alexa, where are my travelers?”

Tuesday | 5:15 pm – 6:00 pm | 230

Dealing with unforeseen details and complications regarding international travel can be challenging—but it doesn't have to be! Omega World Travel (OWT) uses MicroStrategy to better serve its customers when they are on the go.

Its solution empowers users with critical information and keeps track of travelers' precise locations. In addition, OWT now delivers chatbot and Alexa functionality to provide peace of mind to its customers—allowing them to quickly locate their travelers in the case of an event or disruption by simply asking Alexa.

Attend this session to:

- See a live demo of our industry-leading solution in action
- Discover how OWT integrated Alexa with MicroStrategy
- Learn how the Alexa user experience is changing the business



Nadim Hajje
Vice President, Information Technology & Data Analytics, Omega World Travel

Nadim Hajje is an industry professional with 10+ years of experience in travel, with seven years of MicroStrategy experience. He began his career at TUI Marine as Yield Manager for Sailing Yacht Charter Holiday company, Sunsail. In the past year, he has served as Vice President of Information Technology and Data Analytics at Omega World Travel, where he built Omegalytics, the company's MicroStrategy-powered solution. Omegalytics is Omega's proprietary reporting platform that provides insight into travel spend as well as savings opportunity and benchmark data. The solution was a in 2015 for the Most Innovative Product of the Year by Business Travel News. Nadim continues to innovate at Omega World Travel, where he recently developed several Alexa skills where users can ask for critical insights about travel-related data and receive an answer in less than five seconds.

WEDNESDAY, FEBRUARY 6

WORKSHOP: Build and Deploy HyperCards Using Workstation

Wednesday | 9:00 am – 9:45 am | 231 ABC

This hands-on workshop is an introduction to HyperCards - a new capability for embedding intelligence directly into webpages and browser-based applications. In this workshop, you will:

- Design a curated dataset using trusted data that is optimized for creating a HyperCard
- Learn how to quickly build HyperCards in Workstation
- Deploy a HyperCard to a web browser
- Set user access and permissions for your HyperCards
- Link HyperCards to detailed analysis with a dossier



Doug TerBush
Senior Product Marketing Manager, MicroStrategy

Doug has over a decade of MicroStrategy experience as a developer, consultant, and instructor. In various roles, he supported a variety of industry clients in health care, health insurance, and retail. He was a Business Intelligence Analyst for Electronic Arts, a leading global interactive entertainment software company. Doug is certified in Linux and dimensional modelling, and is a Certified MicroStrategy Engineer and Developer. He is dedicated to service and technology -- Doug is a US military veteran having served as an Explosive Ordnance Disposal Technician in the Army.



Brandon Martin
Sales Engineer, MicroStrategy

Brandon Martin is the Associate Solutions Engineer at MicroStrategy. He is responsible for storyboarding and building analytical solutions for Federal agencies. He also partners with the sales and technical community to build demonstrations for clients. Brandon gained in-depth knowledge of technology platforms and tools when he worked with MicroStrategy's ecosystem of technology vendors to develop go-to market solutions. His passion is to help others better understand and use technology that will improve their lives. Martin has a B.A. from Pepperdine University in Malibu, California.

CUSTOMER: ENGIE: Procurement Info Center

Wednesday | 9:00 am – 9:45 am | 229 A

ENGIE group developed an application, called Procurement Information Center (PIC) dedicated to procurement entities for data insight. It is a common platform with eight dashboards, and it gathers internal data enriched with external information to provide a 360° views on suppliers, spend, and purchasing. Mobile, usage of connectors, and custom-branding make it a modern solution. AI, machine learning, and transactions improves the quality of data and enables an interactive mode with end-users. PIC also makes use of HyperIntelligence, allowing users to access real-time data. The application also swiftly consolidates and transforms data into insights in a single solution available to the entire procurement community. In this session, you'll learn about:

- Various use cases of PIC through mobile, transactions, and dossier functionalities
- How PIC provides Modern Analytics thanks to advanced design, connectors, and machine learning/AI
- New evolutions of PIC with HyperIntelligence



Arnaud Droissart
Procurement IS Manager,
ENGIE

After a career in the world of supply chain for large industrial players and consulting, Arnaud joined the ENGIE Group in 2010. He holds various positions within the purchasing function and leads IS projects (ERP, BI) in several subsidiaries of the group. In 2016, he joined the headquarters of ENGIE and piloted the program to digitize purchases based on new uses while enhancing mobility, accessibility, and data enrichment.

CUSTOMER: Vodafone: HyperIntelligence driving Vodafone's BI Strategy

Wednesday | 2:00 pm – 2:45 pm | 222 C

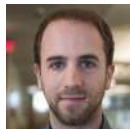
Chatbot Takeover: How to deploy AI apps fast with machine learning

Wednesday | 3:00 pm – 3:45 pm | 221 A

MicroStrategy offers a robust set of APIs that integrate with modern technologies including chatbots and other voice guided devices. This enables developers to build and deploy AI applications that leverage Natural Language Generation (NLG) and machine learning, giving

end users the ability to ask simple questions and get automated responses. Attend this session to learn how:

- Organizations can deploy chatbots across many clients to boost the adoption of analytics
- To create and deploy chatbots to MicroStrategy Library and Dossier and third-party services including Skype, Slack, and Facebook Messenger
- To train your bot and use features of Alexa for Business for full control over the deployment of the automatically created private skills on your corporate Alexa device



Christophe Touret
Software Engineer,
MicroStrategy

Christophe has been working on the Analytics SDK team for the past year. His focus is on developing custom visualizations and REST APIs and maintaining and enhancing MicroStrategy SDK products. Before that, he worked with start-ups on Android development and built REST APIs with the Google Cloud Platform. He graduated with a master-level Franco-American dual degree in Software Engineering and Management of Information Systems in May 2015.

Zero-Click Intelligence: Deploying HyperCards to your organization

Wednesday | 4:00 pm – 4:45 pm | 224 B

HyperIntelligence has the potential to completely change the way that organizations think about data and operationalize intelligence. HyperCards, a new object available in MicroStrategy 2019, help organizations inject intelligence directly into their users' web-based workflows. By making it radically easy to deploy zero-click intelligence to every user across the enterprise, HyperCards represent a huge opportunity to drive the pervasive adoption of analytics and cultivate a more data-driven culture. In this session, attendees will learn more about:

- How to build and deploy HyperCards using Workstation
- Best practices for building HyperCards and product demos
- Top use cases and benefits

**Tyler Convey**

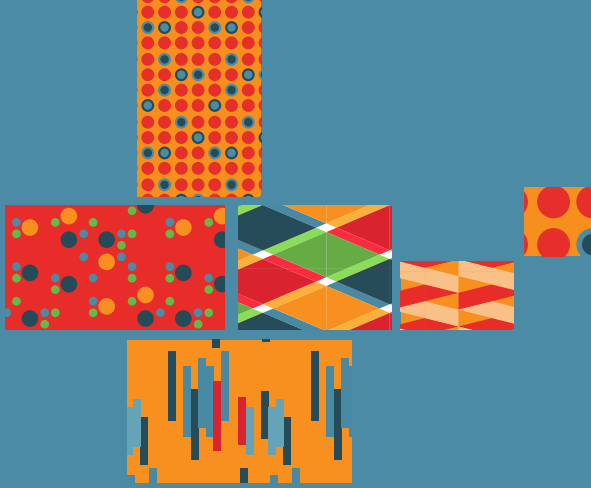
*Product Marketing Manager,
MicroStrategy*

Tyler Convey is a Product Marketing Manager at MicroStrategy, where he is responsible for HyperIntelligence. Tyler has been at MicroStrategy for six years and has worked in a variety of roles across product marketing and marketing communications. In his free time, he enjoys travel, cooking, and reading history. Tyler holds a Bachelor of Arts in History from The College of William & Mary and a Master of Science in Marketing from The University of Virginia.

**Nida Imtiaz**

*Product Specialist,
MicroStrategy*

Nida Imtiaz is a Product Manager at MicroStrategy with a focus on HyperIntelligence. Her area of expertise lies in productizing new software technology beginning with concept, all the way to production. She successfully manages the product lifecycle and creates extensive content and enablement material for the field. She holds a Bachelor's degree in Electrical Engineering from BITS, Pilani-Dubai and a Master's Degree in Telecommunications Engineering from the University of Maryland, College Park.



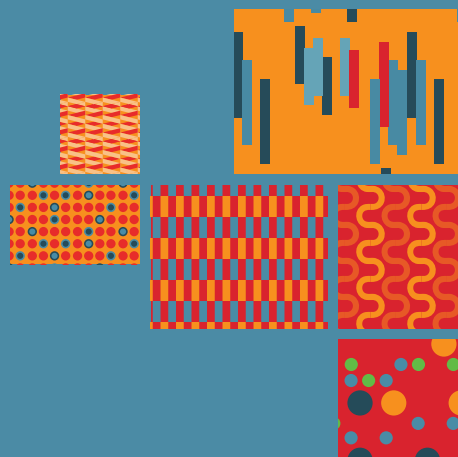
SNAP IT SHARE IT GRAB IT

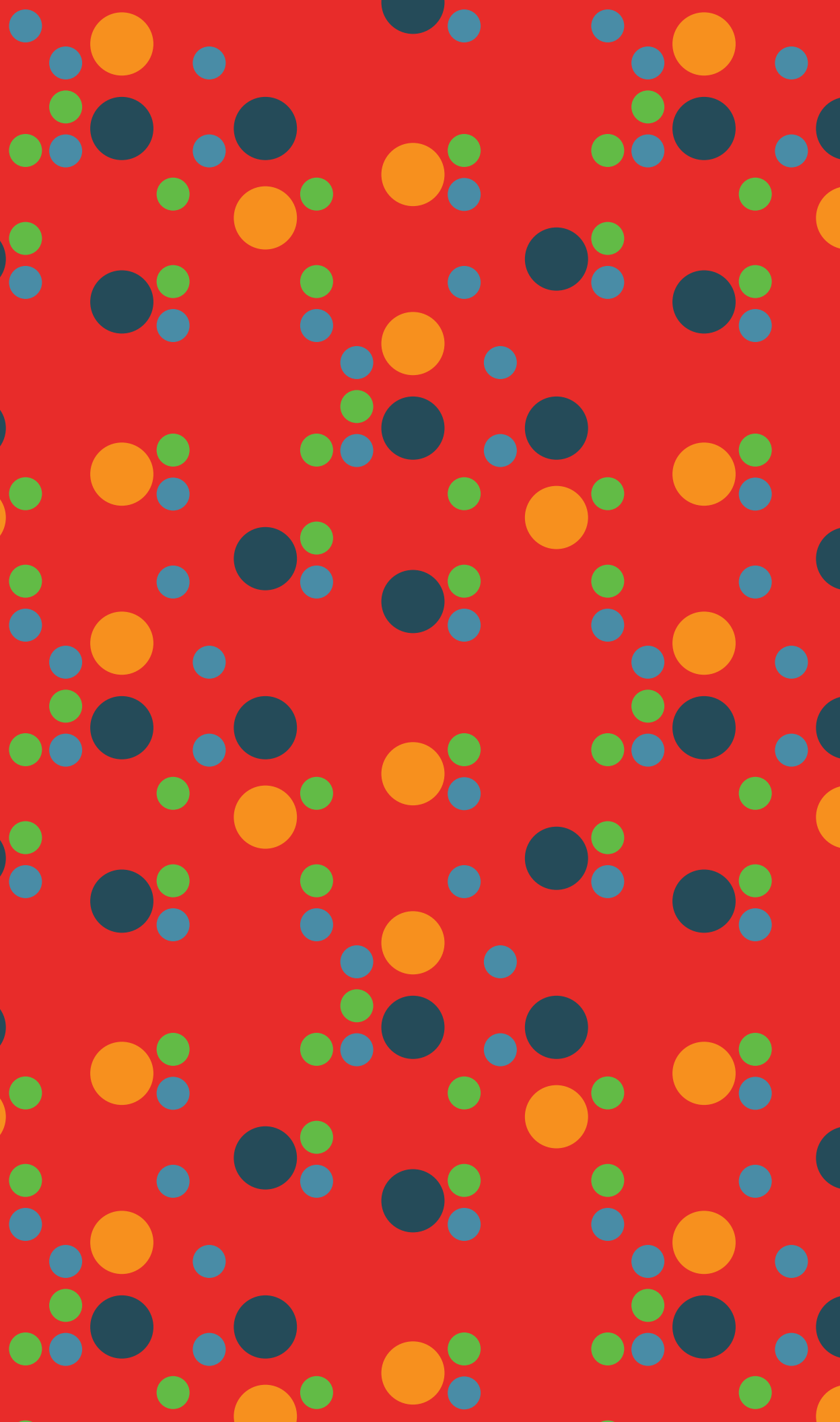
Be part of MicroStrategy World's interactive hashtag-powered flip-disc display.

Snap a photo or selfie of you or your team interacting with the display.

Share it on Twitter using the hashtag #analytics19.

Pick up a copy of your photo and see other pictures from #analytics19.





MODERN ANALYTICS

ANALYTICS FOR EVERYONE AND EVERYTHING.

The modern enterprise requires modern analytics—connected to every source, with intuitive visualizations that uses new technologies like AI and machine learning to enable smart recommendations, visual profiling, and more. With MicroStrategy, you can connect to 200 (and counting) native drivers and gateways. You can merge data with fingerprint and phonetic algorithms. You can find, recommend, visualize, and narrate significant findings with adaptive analytics. Attend these sessions to learn what's possible for your enterprise.

TUESDAY, FEBRUARY 5

Introduction to Workstation: A modern, unified console for administrators

Tuesday | 11:30 am – 12:15 pm | 222 B

MicroStrategy Workstation is a brand new addition to the MicroStrategy product line. The administrative tool is designed to help administrators and content developers quickly and easily build and maintain scalable enterprise content, manage users and groups, assign security roles, create data models, and much more. In this session, you'll see live demos showcasing the capabilities of Workstation and learn how to:

- Provision and manage MicroStrategy on AWS or Azure directly from MicroStrategy Workstation
- Connect to 100s of sources of data and publish certified, personalized content to multiple MicroStrategy environments or servers
- Create and manage users or groups and set roles and privileges
- Manage permissions and access to content (ACLs)
- How to monitor and track performance across the various applications and microservices



Abhilash Kaithavelil
Product Manager,
MicroStrategy

Abhilash Kaithavelil is a Product Manager at MicroStrategy. Over the past two years, he's been responsible for driving our next-generation analytics product for the administrators and developers persona called MicroStrategy Workstation. Overall, he has over 11 years of experience in product management, business analysis, and product development. He holds a Bachelor's and Master's degree in Computer Science.

CUSTOMER: TAP Air Portugal: Real-time analytics with MicroStrategy

Tuesday | 11:30 am – 12:15 pm | 224 B

Today, TAP Air Portugal is moving beyond legacy data systems and using real-time data to deliver the right insights to users in the right moment, on any device—so they can make better decisions when it counts. In this session, see the approach TAP Air Portugal has taken, including an overview of:

- Streaming data by complementing the data warehouse and data lake

- Using MicroStrategy to deliver dashboards on smart TVs and mobile devices
- The challenges and opportunities of combining legacy and real-time capabilities
- Best practices, pitfalls, lessons learned, and strategies for the future



Rui Monteiro
Business Intelligence & Analytics CC
Manager, MicroStrategy

Rui Monteiro is a business intelligence professional with extensive experience across a variety of sectors including finance, telecommunications, insurance, and transportation. Today, he manages the BI & Analytics Team from TAP Air Portugal, where he is highly focused on the adoption of strategic projects. He also shares his knowledge with large groups of students in his role as a teacher at Nova University in Lisbon.

What's New in MicroStrategy 2019 for Business Users and Analysts

Tuesday | 11:30 am – 12:15 pm | 226 ABC

MicroStrategy 2019 is designed to power self-service for analysts and business users. With revamped data discovery capabilities, it delivers a consistent user experience on the desktop, on the browser and even on mobile apps. Powered by modern technologies including natural language queries and smart searching options anyone can build, find and share insightful analyses in minutes—all on top of 100+ data sources. Attend this session for product demos and discover:

- How your consumers can leverage Dossier and Library to drive adoption with intuitive data discovery
- How MicroStrategy Desktop engages and empowers business users and analysts to quickly build and explore analytics content
- Intuitive collaboration capabilities with real time tagging and notifications to drive adoption across the workforce
- The full suite of data discovery capabilities for successful self-service analytics—data access, data prep, blending, visualizations, geospatial analytics, certification, and more
- Modern capabilities including natural language queries (NLQ) and natural language generation (NLG) to create dossiers and explore data with text-based narratives



Sarah Irving
Management Associate,
MicroStrategy

Sarah is a Management Associate currently working with the Product Marketing team as part of the Management Associate Rotational Program. Her current focus centers on creating content for the Data Visualization blog and supporting various efforts for World 2019. Sarah graduated from the University of Virginia with a B.S. in Commerce, concentrating in Marketing and IT and completing an advertising and digital media track.



Rachel Landers
Product Specialist,
MicroStrategy

Rachel Landers joined MicroStrategy in 2017 and is the Product Manager for Dossier authoring. Her primary focus is on self-service BI and data discovery, which includes MicroStrategy's free Desktop tool. In her role, Rachel is adamant about empowering MicroStrategy users to utilize their data to make better decisions. Rachel holds a Bachelor's degree in Industrial and Systems Engineering from Virginia Tech. In her free time, she is a self-proclaimed foodie, traveler, and pseudo-outdoorswoman.

WORKSHOP: Incorporate Predictive Analytics into Dossiers with R

Tuesday | 11:30 am – 12:15 pm | 232 ABC

This hands-on workshop is a deep dive into advanced analytics and data science capabilities for data discovery within MicroStrategy. It will focus on leveraging MicroStrategy's native library of statistical functions, predictive metrics and machine learning capabilities, as well as how to include R models in your analysis. The session is designed for data scientists looking to learn about out-of-the-box functions for advanced calculations and MicroStrategy's integration with open source tools like R. Attend this workshop to learn how to:

- Create and visualize basic and advanced metrics using natively available functions
- Leverage a variety of advanced analytical techniques such as trend analysis and forecasting through both native and third-party libraries
- Use trend lines to predict future values based on historical data, leveraging multiple out-of-the-box models
- Import R models into dossiers and share predictive findings with others



Jason Hudson
Training Consultant,
MicroStrategy

While new to the MicroStrategy team, Jason has 12 years of experience as a business intelligence professional, a love of learning, and a passion for sharing knowledge, all of which have found a perfect home in his role as a trainer. He lives near Allentown, Pennsylvania, with his wife and four children.

Admin Automation in MicroStrategy 2019

Tuesday | 11:30 am – 12:15 pm | 222 B

Administration is the most critical aspect of a BI implementation. MicroStrategy makes administration simple—by automating routine tasks for system administrators and avoids thousands of hours of manually intensive maintenance tasks to keep BI applications up and running 24/7. Automating admin tasks can save precious time and resources and lower the TCO by an order of magnitude. Attend this session to learn:

- How MicroStrategy can replace manual, multi-step administrative processes with automated workflows
- To leverage automation tools like Integrity Manager, System Manager, and Command Manager to administer and maintain elaborate analytics projects
- Business scenarios where these tools are commonly used, and product demonstrations
- How to leverage pre-configured scripts to test and automate tasks with minimal administrative effort
- To integrate third-party processes and workflows to include non-native functions in your automation scenarios



Joshua Schellhammer
Product Manager,
MicroStrategy

Joshua Schellhammer is a Product Manager for MicroStrategy who is responsible for on-premise installations, upgrades, Integrity Manager, Distribution Services, Export Engine, and the new Capacity Testing Tool. He has 14 years of MicroStrategy experience that has included support, solutions delivery, software engineering, the Customer Validation Program, and the Early Adopter Program. His current focus is the Upgrade With Confidence initiative, along with providing feature parity between Distribution Services and Narrowcast Server. Joshua holds a Bachelor's of Science in Computer Science from The Catholic

University of America in Washington, D.C. In his free time, he enjoys snowboarding, mountain biking, rock climbing, and leading a trip with Habitat for Humanity Global Village every year.

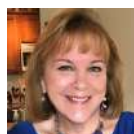
CUSTOMER: Huntington National Bank: Elevate self-service with speed-of-thought analytics

Tuesday | 11:30 am – 12:15 pm | 225 AB

Huntington, a regional bank in the Midwest, has been on a five-year journey to embrace BI and embed tailored analytics it into its sales culture. The evolution of its business partnership has moved from a highly structured, IT-driven and resource-intensive data mart to a managed and elevated self-service model that enables the business to analyze and consume their own data. Sales teams are now enabled to make proactive, real-time business decisions using MicroStrategy. As the solution continues to evolve with Dossiers and the inclusion of external data connections, it will only work to further empower teams as business segments embrace more in-depth analysis across a wide range of dimensions.

Attend this breakout session for:

- An open discussion on where HNB has been and where it currently stands
- A sneak peek at HNB's future plans to share live Dossiers with its business partners
- A demonstration of how map layering is used to uncover additional sales opportunities through out the banking footprint



MaryJane Slak
Assistant Vice President, Business Intelligence, Huntington National Bank

MaryJane (MJ) Slak has been using MicroStrategy for nearly 20 years in several capacities—from administrator, to developer, to liaison, to her current role as rollout and deployment lead for all OnePoint deliverables at Huntington. With over two decades of experience in the business intelligence industry, MJ enjoys the ever changing landscape of solving complicated business problems with the power of data and analytics.



Kaitlin Rader
Vice President, Senior Insights Analyst, Huntington National Bank

Kaitlin is responsible for providing executive leadership and bankers with strategic and

tactical direction using OnePoint (Huntington National Bank's MicroStrategy-powered solution) analytics to monitor product and marketing concepts, customer evaluations, and other root-cause analytics regarding effects of any given action on customers. Kaitlin is actively involved in her local community government and enjoys coaching softball, baseball, and soccer for her three young children.

WORKSHOP: Transform Administration and Application Management with Workstation

Tuesday | 11:30 am – 12:15 pm | 231 ABC

MicroStrategy Workstation is a powerful new tool for unified administration and development of MicroStrategy users, content and applications. For the first time, administrators have access to a modern client on both the PC and Mac, enabling them to easily and quickly create and manage users, assign security, certify enterprise content, build data models, and more. In this hands-on workshop, we will cover how to:

- Connect to a MicroStrategy environment in the cloud (AWS or Microsoft Azure)
- Create users/user groups in Workstation
- Assign security permissions and security filters
- Certify dossiers and publish personalized content to other users' Libraries
- Track and monitor system usage across the Topology of the environment, as well as content usage in real-time with new Platform Analytics



Richard Kapupu
Training Consultant, MicroStrategy

Richard comes from a business intelligence background, working with MicroStrategy at Bell Canada. He taught Applied Mathematics, Economics, and Business Management at a preparatory school in Swaziland before completing his masters in Electronic Business Technologies. Richard is a MicroStrategy Certified Designer and has certifications in SAP, SAS programming and statistics, PGCE, data modeling, text analytics with sentiment analysis, and an International Computer Driving License. His language skills are legendary: he speaks English, French, SiSwati, Zulu, and is teaching himself Chinese.

WORKSHOP: Visualize and Interact with Ragged Hierarchies on MDX Sources

Tuesday | 2:00 pm – 2:45 pm | 232 ABC

MicroStrategy enables users to visualize and interact with data stored as ragged hierarchies in MDX sources including MSAS and Essbase. Join us in this hands-on workshop to build, visualize, and interact with hierarchical or financial reports using MicroStrategy. In this workshop, you will:

- Access and visualize MDX data with custom hierarchies in Microsoft SQL Server Analysis Services
- Create a dossier and interact with the hierarchical or financial report, with the ability to expand and collapse levels or data within the data source
- Learn how to leverage visualize charts and leverage custom formatting to explore MDX data
- Learn about various formatting and filtering options available to help you drill into and intuitively slice and dice to find insights on ragged data



Doug TerBush

*Senior Product Marketing Manager,
MicroStrategy*

Doug has over a decade of MicroStrategy experience as a developer, consultant, and instructor. In various roles, he supported a variety of industry clients in health care, health insurance, and retail. He was a Business Intelligence Analyst for Electronic Arts, a leading global interactive entertainment software company. Doug is certified in Linux and dimensional modelling, and is a Certified MicroStrategy Engineer and Developer. He is dedicated to service and technology -- Doug is a US military veteran having served as an Explosive Ordnance Disposal Technician in the Army.

CUSTOMER: Boston Children's Hospital: Developing a self-service reporting environment

Tuesday | 2:00 pm – 2:45 pm | 223

Boston Children's Hospital (BCH) has been developing its Enterprise Reporting Group and self-service reporting environment through MicroStrategy since 2013. Today they have a clearly defined architecture controlling the back-end of their MicroStrategy platform, and a customer experience team that focus on report and dashboard creation. They have three environments (test, development, and production) to ensure

data quality, and clear procedures for upgrades, user requests, and education.

In this session, you will learn:

- How Boston Children's Hospital has built and maintained these tools
- Which processes they use for access, training, self-service, and community creation
- What challenges they currently face



Ashley Doherty

*Business Analyst,
Boston Children's Hospital*

Ashley Doherty is a Business Analyst at Boston Children's Hospital. She works extensively with the end users and leads the in-person beginner training that all users must complete to gain access to the MicroStrategy platform, in addition to leading more advanced training sessions. She coordinates with end users and developers, removes any redundant requests, and assisted in the creation of the BCH Super User group, building a strong user community.

CUSTOMER: Sonic Automotive: Saving time by automating and modernizing financial reporting

Tuesday | 2:00 pm – 2:45 pm | 228 AB

Does your company spend more time compiling data for monthly reporting than analyzing the results? Do you spend a significant amount of time maintaining excel workbooks, macros, and metric definitions? We will highlight their approach and lessons learned from converting a reporting suite from Excel & Essbase to MicroStrategy. Through their analysis and development, they aimed to modernize and automate the current reporting process to empower our business users and provide consistency across platforms. This session will cover both business requirements and application development of the following topics:

- Automatically generate base level metrics by using filters and system manager work flows
- Translate over 10,000 legacy metrics and excel calculations into controlled and consistent MicroStrategy
- Provide a tool for on-site budgeting, corporate roll-ups, and real-time budget adjustments with the help of distribution services and event triggers
- Use report service documents to replace manual, time-consuming production of a monthly operational report

- Create project efficiencies using custom subtotals, intelligent cubes, and data architecture



Cait Strong
*Finance BI Analyst,
Sonic Automotive*

As a Finance Business Intelligence Analyst at Sonic Automotive, Inc., Cait is a key member of the Business Intelligence reporting team dedicated to developing, delivering, and empowering users in BI. She is strategically aligned with the Financial Planning and Analysis business unit to support enterprise internal reporting needs through BI solutions and ad-hoc reporting. Caitlin has successfully transitioned from a business user role with a background in accounting, to a technology role providing unique and valuable perspective on projects.



Ryan Rearick
*BI Developer,
Sonic Automotive*

Ryan is a BI professional with nine years of MicroStrategy experience, serving as a developer and administrator for various projects in the retail industry. He has managed environments reporting on Oracle, Netezza, Teradata, and SQL Server data warehouses, and he has supported multiple iOS mobile applications. His current focus with Sonic Automotive has been the migration of Essbase reporting to a data warehouse solution, as well as fixed operations dashboard development and user support. A native of Pittsburgh, PA, Ryan and his family have called Charlotte home for seven years, and he has served on the Carolina's MicroStrategy User Group planning committee twice.

CUSTOMER: Red Lobster: HR applications that drive important business outcomes

Tuesday | 2:00 pm – 2:45 pm | 226 ABC

Red Lobster uses their HR application to deliver key insights about staffing, wages and leadership development, and talent deployment in all its restaurants. This app allows them to visualize key HR metrics, normalize important people-processes across the organization, and expedite people decisions. Learn about how Red Lobster performs talent planning within the application; and uses dashboards to evaluate recruiter workload and efficiency, manage its leadership talent pipeline health, and generate staffing and compensation insights that help operations leaders run more

profitable businesses. In this session, you'll learn how Red Lobster:

- Uses dashboards, reporting, and transaction services
- Uses the app to save time and simplify tasks
- Provides real time HR insights that are critical to business decisions and outcomes



Jim Hughes
*Sr. Director, Human Resources,
Red Lobster*

Jim is the Sr. Director of Human Resources for Red Lobster Seafood Company, the world's largest seafood restaurant chain. In his current role, Jim leads the Corporate Human Resources functions for the entire company. Jim previously led other areas of HR for Red Lobster, including Talent Acquisition, Workforce Planning and Succession, Employee Relations, Employment Policies and Practices, Compliance, Corporate Security, and Dispute Resolution. Jim joined the company in 2011 when Red Lobster was still a part of Darden restaurants. Jim's first role with Darden was Director of HR for the Darden Restaurant Support Center. He then became Director of HR for the Red Lobster brand in 2012, and was promoted to Senior Director prior to Red Lobster's separation from Darden in 2014. Jim also held many HR generalist and specialist positions with PepsiCo from 1996 to 2011. Jim began his career in HR with General Electric as a member of their HR Leadership Program in 1995. Jim holds a master's degree in Industrial Relations and a bachelor's degree in Business Administration, both from West Virginia University.



Matthew Thomas
*Sr. Director, Human Resources,
Pandera Systems*

Matthew Thomas is a solution leader and COO of Pandera Systems, an advanced analytics and decision automation company. He's a skilled technology leader with over 20 years of experience across manufacturing, banking, hospitality, and supply chain. Over the course of his career, he has overseen and contributed to more than fifty major analytics initiatives, including migrating clients off of antiquated systems and into strategic BI platforms. His recent focus has been on advancing business functions and optimizing operations both internally and externally. Prior to joining Pandera Systems, Matthew served as a strategic consultant and architect for some of

the largest hospitality and telecommunications companies in the United States. Matthew has also developed information management strategies that help organizations leverage massive data volumes to drive positive outcomes.

PARTNER: Exasol: Modernize your data legacy

Tuesday | 2:00 pm – 2:45 pm | 221 B

For many MicroStrategy customers, there is phenomenal excitement and growth around the power of data and insights. Today, businesses need to stay ahead of the data game by ensuring they have the most advanced and high-performing database. Implementing a data modernization strategy increases agility and performance, while enabling advanced analytics. Attend this session to:

- Learn how Exasol is one of the leaders in the hybrid analytics database solution space
- Discover what the future holds for those seeking data modernization
- See why many existing MicroStrategy customers like Adidas, Monsoon, and Pioneer have chosen Exasol to fuel their data modernization



Florian Wenzel
Solution Engineer,
Exasol

As a solution engineer at Exasol I am part of a company that develops the world's fastest database for analytics and data warehousing. Before coming to Exasol I worked as a postdoctoral research associate at the Chair for Databases and Information Systems at the University of Augsburg (Germany) where I obtained my doctoral degree (Dr. rer. nat.) in 2015. My research has led to several publications at database and AI conferences such as ECAI and VLDB, as well as to peer-reviewed demo applications.

PARTNER: Data Meaning: Real-time data, enhanced visualizations, and document templates

Tuesday | 2:00 pm – 2:45 pm | 221 C

The need for visualizing and analyzing real-time data is now more important than ever. Users today expect to interact with information in elegant, intuitive ways thanks to a myriad of consumer-grade applications. In this session, attendees will see live demonstrations of how to enable the ingestion of streaming, rapidly changing data—even while it is still rendering.

Attend this session to learn about:

- Visualizing streaming data using D3
- Demos of the most popular D3 visualizations, including mapping colored by thresholds
- A MicroStrategy Document Template created to jump-start and/or standardize your documents
- Why these templates can save hundreds of development hour



Hector Vazquez
Vice President of Solutions
Data Meaning

As the Vice President of Solutions at Data Meaning, Hector Vazquez brings more than 18 years of technology leadership experience with a highly successful track record of bridging technology and business worlds. Hector leads Solutions development across Data Meaning's portfolio of business intelligence OOTB and customized solutions designed to help commercial entities fulfill their business objectives.



Caio Gouveia
Managing Partner
Data Meaning

As co-founder of Data Meaning Services Group, Caio has provided leadership and guidance to over 500 business intelligence projects in the past 12 years. Prior to that, Caio worked at MicroStrategy Information Technology Department where he was responsible for the internal MicroStrategy applications as well as the Democenter. During the past two MicroStrategy World events, Caio led a team of engineers to build the conference app.

PARTNER: Deloitte's Tech Trends 2019: Beyond the digital frontier

Tuesday | 2:00 pm – 2:45 pm | 221 A

Deloitte's tenth annual Tech Trends report details the top trends—from advanced connectivity and serverless computing to intelligent interfaces—that, over the next 18 to 24 months, will likely offer new avenues for pursuing strategic ambitions. Special to this year's 10th edition: Tech Trends reflects on a decade of disruptive change and demystifies the future of digital transformation. The report includes perspectives across industries and case studies from companies who are putting these technologies to work. Please join us as co-author of this annual report, Scott Buchholz takes us through an overview of this year's trends.



Scott Buchholz, Emerging Technologies Research Director and Government & Public Services CTO, Deloitte Consulting LLP

A leader and visionary with over 25 years of experience in technology innovation and implementation, Scott's focus is helping clients transform the way they deliver their missions and businesses through technology. He has deep experience in architecture and has led many complex technology-enabled business transformations across multiple domains.

In his role as CTO for Deloitte Consulting LLP's Government and Public Services (GPS) practice, he advises government organization on technology innovation, trends and transformations. He also leads the GPS CIO Program, supporting current and future IT executives by providing advice and insights on how to evolve their organizations to improve performance, effectiveness and efficiency. As the Emerging Technologies Research Director, Scott helps identify, research, and champion the technologies that are expected to have a significant impact on enterprise IT across industries and geographies. He sponsors Deloitte's annual Tech Trends report, Deloitte's flagship research publication which identifies trends that are likely to disrupt businesses in the next 18 to 24 months. Scott earned undergraduate degrees in Computer Science and Applied Math from Northwestern University.

Analytics for the People: Empowering departmental teams with trusted self-service

Tuesday | 2:00 pm – 2:45 pm | 224 B

Deploying self-service analytics where analysts and end users are confident and can trust information is critical in driving adoption. Absence of a framework for data governance can create analytical silos that lead to disruptive challenges. However, MicroStrategy enables organizations to empower business users and analysts with intuitive data discovery while maintaining governance and IT oversight. This session will cover:

- The various styles, drivers, influencers, and models of self-service analytics
- An overview of the self-service and data discovery functionality available in MicroStrategy
- Tips for successfully deploying a self-service framework in your organization

- How to promote business user data mashups into the system of record using the watermarking capability to certify dossiers
- Best practices for IT teams to work with business counterparts to empower analysts and drive the creation of trusted content
- Success stories that illustrate how existing MicroStrategy customers have rolled out self-service analytics to business users
- Product demonstrations for business users that cover data access, data preparation, visualization, certification, and collaboration



Vijay Anand
Vice President of Product Marketing, MicroStrategy

Mr. Anand is a Vice President of Product Marketing with MicroStrategy Inc. and is responsible for leading the Product Marketing group for Analytics, Data Discovery and High Performance. Mr. Anand has over ten years of experience and has served in several capacities, including roles in consulting, engineering, and marketing. His current focuses are enterprise analytics and security, self-service analytics, data discovery, SaaS business analytics, cloud intelligence, and high performance BI.

A graduate of Duke University, Mr. Anand has previously worked with General Electric, TATA Consulting Services, and other start-ups.

Monitoring Made Simple: New real-time platform analytics

Tuesday | 3:00 pm – 3:45 pm | 225 AB

MicroStrategy 2019 introduces a new real-time telemetry solution called Platform Analytics. Platform Analytics captures and presents real-time usage data from the platform, enabling administrators to understand activity on reports, dossiers, projects, and so much more. Platform Analytics helps administrators to manage and monitor their MicroStrategy environments with out-of-the-box dossiers that provide information on key metrics and usage statistics. This session will cover:

- An introduction to Platform Analytics – what it is, how it works, and what it captures
- An introduction to Platform Analytics – how it works, what data is captured, and how it compares to Enterprise Manager
- How administrators can use Platform Analytics to troubleshoot, actively monitor, and track the health of the system

- The architecture of Platform Analytics and options available to gain real-time insights on platform usage
- Live product demonstrations



Dana Morris
Vice President, Product Management, Platforms, MicroStrategy

Dana Morris joined MicroStrategy in January 2018 and currently serves as Chief Product Owner for the MicroStrategy Tools worldwide delivery team. In this role, he is responsible for driving product strategy, design, engineering, and quality assurance for the tools used by the Platform Administrator and the Business Analyst users of the MicroStrategy platform. Prior to joining MicroStrategy, Dana spent 20 years in leadership positions in the software division of IBM, spanning all aspects of software delivery, including quality assurance, design, engineering, and product management. Across these roles, Dana has worked on an array of technology disciplines, including full text search, text analytics, content management, big data, machine learning, and cloud.

Transformational Strategies for Finance

Tuesday | 3:00 pm – 3:45 pm | 221 B

Join Phong Le, MicroStrategy CFO & COO, Zach Kehayov, Group Director of Finance for Coca-Cola North America, and other executives for a discussion on how analytics and mobility can be used to transform finance departments from data stewards to digital disrupters. Attend this session to:

- Hear about ways to democratize data, partner with the business, and promote transparency throughout the entire organization
- Get an overview of the process, including key roles, systems, and the dynamics of governance, power, and transparency
- Learn how to apply successful strategies to your own organization



Phong Le
Senior Executive Vice President, Chief Operating Officer, & Chief Financial Officer, MicroStrategy

Phong has served as Senior Executive Vice President & Chief Financial Officer since August 2015. Prior to joining MicroStrategy, Mr. Le served as the chief financial officer of XO Communications, a privately-held telecommunications company, from August 2014

to August 2015. From March 2010 to August 2014, Mr. Le held senior positions at NII Holdings, a NASDAQ-listed telecommunications company, including vice president of financial planning and analysis, vice president of strategy and business operations, and vice president of strategic finance. Prior to that, Mr. Le worked in the consulting practice at Deloitte from 1998 to 2010, where he held various positions, including senior manager. Mr. Le holds a B.S. in Biomedical Engineering from The Johns Hopkins University and an M.B.A from the Sloan School of Management at the Massachusetts Institute of Technology.



Zach Kehayov, Group Director of Finance for Coca-Cola North America, Coca-Cola North America

As lead of the Coca-Cola North America (CCNA) Performance Intelligence Center within the Finance Controller’s Group, Zach is a strong and experienced team leader with proven abilities to structure work efforts and manage diverse teams to deliver results. He has the competence and passion to educate and bring along others in the process of delivering highly technical and complex planning, forecasting, and reporting solutions. Zach has over 10 years of experience in the pursuit of finance transformation, process improvements and strategic digitization initiatives at Coca Cola. He has been recognized for delivering several innovative solutions and capabilities to CCNA finance which have resulted in tangible productivity for the organization.



Jacob Mathew, Controller and Sr. Manager for Financial Reporting, Forecasting & Analytics, Cisco

Jacob Mathew is the Controller and Sr. Manager for Financial Reporting, Forecasting & Analytics at Cisco. He leads the finance transformation efforts within Cisco’s Corporate Finance division - building out analytic capabilities to serve the CFO and the finance executive team, as well as their various functional organizations. Most recently, Jacob led the soup-to-nuts build of a enterprise “AppStore” for finance based on the MicroStrategy 10 platform, which serves all of Cisco Finance with a wide array of business insights and analytical capabilities. With all of this information in a single place, the entire finance team now has instant access to the key financial metrics that matter most to them.

The transformation also changed many manual flat-file-based processes into automated processes which reduced errors, shortened the time to data availability, enabled deeper insights, and increased time for financial analysis vs. data preparation and reconciliation. Jacob also transformed Cisco's annual restatement process from the ground up, building a scalable, repeatable process and global platform for 'fiscal year re-alignment' of \$50B of Cisco's annual bookings. Jacob holds an MBA from the College of William & Mary in Virginia, as well as a Bachelors in Engineering. His career spans roles in sales operations, pricing, finance, and engineering. He has been involved in global product roll-outs for 20+ Fortune 500 corporations, and his experience ranges from large global enterprise initiatives to start-ups. Jacob is based out of Cisco's worldwide headquarters in Silicon Valley, CA.

CUSTOMER: Epicor: Delivering pervasive analytics across the supply chain

Wednesday | 4:00 pm – 4:45 pm | 226 ABC

Epicor deploys broad scale DWaaS and collaborative analytics-as-a-service solutions for planners and managers across all levels of the automotive parts distribution channel. Their next generation analytics need to reach into the hour-by-hour and even minute-by-minute activities of field sales reps, store managers, and automotive repair techs to take their solutions to the next level. Attend this session to learn how Epicor and MicroStrategy are working together to make this vision a reality.



Rod Bayless
Sr. Director, Industry Analytics Solutions, Epicor

Rod Bayless leads Epicor's Industry Data Analytics business unit to deliver broad-scale solutions that combine data across entire channels or industry levels.

What's New in MicroStrategy 2019 for Developers, Architects, and Admins

Tuesday | 3:00 pm – 3:45 pm | 226 ABC

MicroStrategy 2019 combines easy-to-use self-service with enterprise-grade security, performance and scale. It offers IT users, including developers, architects and administrators hundreds of new features on top of the previous platform release (10.4) to build and manage critical

applications that power the Intelligent Enterprise. This session will cover:

- New functionality across all MicroStrategy products including Desktop, Web, Mobile, and Server
- MicroStrategy Workstation, and how teams can deploy and manage enterprise analytics applications with the new and modern administrative interface
- New Platform Analytics for real-time telemetry usage and monitoring
- New connectors available to relational data sources, big data sources, files, cloud systems, other BI tools, and more
- New APIs available out-of-the-box to customize and embed your applications into portals and other applications
- Hierarchy reporting to visualize and interact with ragged hierarchies
- New features available with MicroStrategy on AWS, and how it delivers instant access to a complete enterprise platform in the cloud
- Overview of new APIs to develop custom applications and integrations



Ani Jain
Senior Product Marketing Manager, MicroStrategy

Ani Jain works as a Senior Product Marketing Manager for MicroStrategy Analytics. With more than 12 years of experience, Ms. Jain has held different roles in the organization in customer support, consulting, competitive intelligence, product management and product marketing. Her current focuses are in the areas of embedded BI, enterprise assets, self-service analytics, and enterprise analytics. Ms. Jain graduated from University of Maryland with a BS in Computer Science and has previously worked at Towers Perrin and World Wrestling Entertainment.

WORKSHOP: Develop Custom Visualizations to Enrich Any Analysis

Tuesday | 3:00pm–3:45pm | 231 ABC

MicroStrategy allows you to easily extend the existing Visualizations gallery to include new custom Javascript-based visualizations, like D3 or Google Charts, to paint a perfect picture of any dataset—highlighting granularities that grids and other common graph options fail to reveal. Today's open source world presents a broader range of options like the Sankey Diagram, Sunburst chart and more. This session will cover how developers

can build custom visualizations with the visualization builder available with MicroStrategy. In this hands-on session, attendees will learn:

- How to quickly and easily create the file and folder structure of a custom visualization plug-in with the visualization builder
- How to include new properties and formatting options available with each custom visualization
- Ideal business scenarios and requirements for leveraging these custom visualizations
- How to download external JavaScript plugins from a public gallery of pre-configured options into MicroStrategy authoring tools



Tiffany Gonzalez
Training Consultant,
MicroStrategy

Tiffany is a Business Intelligence Training Consultant for MicroStrategy. She graduated from NC A&T SU with a BS in Computer Science. After graduation, Tiffany earned a teaching license at UNC Charlotte to be certified to teach in North Carolina. She later pursued a master's and graduated with honors from Strayer University with an MBA concentrating in Information Systems Management. Tiffany has a unique combination of business, education, and technical experience, which she has gained through providing technical support for a major VoIP company, working as a systems analyst, owning and operating her own company for seven years, and teaching/training. Tiffany currently resides in Charlotte, NC, with her husband of 10 years, two children, and Shih tzu.

CUSTOMER: Dallas Fort Worth International Airport: Leveraging BI for parking and transportation

Tuesday | 3:00pm–3:45pm | 224 A

In an environment where business intelligence and analytics is increasingly vital, data automation is a key to success. While DFW Airport is still building and expanding their capabilities, they have successfully used MicroStrategy to improve their Parking Business Unit. In this session, attendees will learn about:

- How the DFW Parking Business Unit leverages Dossier to measure against competitive sets and new modes of transportation
- Use cases for data mining
- How DFW Airport integrated Python with MicroStrategy

There will also be a Q&A at the end of the session.



Jannette Benefee
Parking Revenue and Business Management Assistant Manager,
Dallas Fort Worth International Airport

Jannette Benefee is the Parking Revenue and Business Management Assistant Manager at Dallas/Fort Worth International Airport. She is responsible for revenue management, project management, business intelligence, and also functions as a technical liaison for IT business solutions implementations for business users. She has 20 years of experience in the airport industry and has an inclusive leadership style. Her accomplishments include playing a key role in the development and implementation of BI dashboards and reports as a Business User to measure revenue performance, operations, quality assurance, and process improvement. In addition to managing the overall performance of general parking revenue, she is developing a more holistic view that includes operations and revenue from parking and transportation. Jannette also serves as a Board Member for Women in Parking and is a member of the International Parking Institute, the Texas Parking and Transportation Association, and is a Certified Scrum Product Owner.



Robert (Biff) Belew
Business Intelligence Project Lead,
Dallas Fort Worth International Airport

Robert (Biff) Belew is the Business Intelligence Project Lead at DFW Airport. He is responsible for a team of six internal employees and about 40 consultants. The BI Team manages the MicroStrategy BI Tool, Informatica ETL, Mobile Dashboards, acquisition of new data, and the training of new users. Biff has served in this role for seven years and in IT for over 15 years. He is a member of the Dallas MicroStrategy Users group and a PMP in good standing. He is also on the Senior Advocacy Board for the City of Duncanville and has been a volunteer soccer coach for over eight years.

CUSTOMER: Paraná State Finance Secretariat: Democratizing data with self-service BI

Tuesday | 3:00pm–3:45pm | 222 C

The democratization of data access was a great challenge in Brazilian tax administration. First, because transactions, invoicing, and bookkeeping are all digital, so the amount of data generated is

staggering—making it imperative for tax auditors to access this data to do their jobs. Second, security is a deep concern in the region due to fear of data misuse, corruption, and other unethical behavior. To address these issues, SEFA built a new analytics infrastructure with data integration tools and a BI platform to make data securely available to auditors.

Attend this session to learn how SEFA:

- Expanded self-service BI with an ambitious mentoring program
- Affected a cultural change with respect to data security
- Recovered millions due to MicroStrategy reports and special programs
- Increased the efficiency and productivity of tax auditors across the board



Marlon Leibel
Tax Auditor,
Paraná State Finance Secretariat

Mr. Liebel is a tax auditor with more than 20 years of government experience in the Paraná State Finance Secretariat, with 19 years in Tax Collecion General Office. He has a Bachelors Degree in Management (1990-1994), a Specialist Degree (lato sensu) in Public Management (1996), and a Masters Degree (stricto sensu) in Engineering (2002-2004), as well as a Specialist Degree in Theory and Operation of a Modern National Economy (2012) from The George Washington University.



Glauco Pires
Tax Auditor,
Paraná State Finance Secretariat

Mr. Pires is a tax auditor with more than 20 years of government experience in Paraná State, the fifth largest economy in Brazil. He was responsible for the IT Division from 2000 to 2002. From 2007 to 2011 he was the project leader on the state's electronic invoicing, a project that was part of a nationwide endeavor involving all Brazilian states and the Secretariat of the Federal Revenue of Brazil. Since 2011, Mr. Pires has been in charge of the rebuilding of Analytics in the State Finance Secretariat and since 2017 he became the Head of (the newly created) Analytics Division. He has a Bachelors Degree in Economics (1990-1994), a Specialist Degree (lato sensu) in Government Planning (1997) and a Masters Degree (stricto sensu) in Administration (2002-2004).

CUSTOMER: Conifer Health Solutions: What's possible in year one with MicroStrategy

Tuesday | 4:15 pm – 5:00 pm | 224 B

Conifer Health Solutions has doubled down on the power of data to provide insights within the hospital revenue cycle. Although Conifer was already an industry leader in using data to provide the best performance for healthcare providers, they have seized the opportunity to expand their offerings with ConiferCore® Business Intelligence. This session will give you an inside look at how they are creating a full stack solution to integrate data from multiple technologies involved in the revenue cycle. In the first year of the project, Conifer deployed a data lake, predictive analytics, mobile applications, and self-service reporting, using MicroStrategy as a key component. Throughout the session, they will share key lessons learned of what worked, what didn't, and what will work better next time.

Attend this session to learn:

- What's possible in the first year of an end-to-end analytics project
- How Conifer used MicroStrategy resources to accelerate their progress
- How to create value sooner with legacy data sets while you are building out your data warehouse
- The key parts of change management



Matt Kelley
Director of Analytics and Reporting,
Conifer Health

Matt Kelley is the product owner for Conifer Health's Business Intelligence application. He is a certified Lean Six Sigma Black Belt and has applied his process and statistics knowledge to Conifer's Hospital Revenue Cycle Management operations for the past five years. Prior to Conifer, he worked on the pharmacy side of healthcare at McKesson and Express Scripts. There he managed several process improvement projects related to data quality. He also led the team responsible for optimizing the effectiveness of patient interactions via phone, email, direct mail, and the adoption of e-commerce. Matt's career started with six years as a Captain in the US Army. He was an ROTC scholarship awardee and graduated from the Illinois Institute of Technology with a BA in Political Science. Conifer Health Solutions, based in Frisco Texas, helps hospitals and physician groups achieve better patient, financial and operational outcomes.



Kenny Wade
MicroStrategy Architect,
Conifer Health

Kenny Wade is the MicroStrategy Architect at Conifer Health. He has been building and architecting solutions with MicroStrategy since version 7.2 (2001), navigating the explosive feature growth seen in the 15+ years of expanding MicroStrategy product functionality. Kenny has extensive experience in implementing large BI projects for multiple companies across multiple industries, including Telecom, Financial Services, and Health Care. He attended the University of Oklahoma as a National Merit Scholar, graduating in 1999 with a BBA in Management Information Systems.

CUSTOMER: Nedbank: Big data recipes for success

Tuesday | 4:15 pm – 5:00 pm | 230

In the financial sector, technological innovation is often met with resistance - but without innovation, institutions can quickly fall behind.

From novel machine learning strategies to virtual and augmented reality, join this session to discover ten recipes Nedbank has cooked up to integrate cutting edge technologies into business intelligence solutions to maximize value derived from Big Data.



Simon Marland
MicroStrategy Architect,
Nedbank

Simon Marland is the Executive head of (BIS) Business Intelligence Solutions - Nedbank Retail & Business Banking. BIS is partially responsible for idea generation, design and implementation of new tools and applications, with a lot of focus in the Digital innovation space and virtual reality. The teams within BIS comprise of approximately 240 people with a vast range of channel, product, data, technical, analytical & financial skills and competencies.

Give Your Dashboard Total Makeover: Best practices for data visualization

Tuesday | 4:15 pm – 5:00 pm | 229 A

Struggling with lackluster data visualizations? Attend this session to learn some best practices and easy tips to make each of your charts and

graphs shine. You'll learn how to make even the most complex visualizations easy to read—and impress your colleagues with your dashboard skills. This session explores:

- How to best pair charts and graphs to effectively communicate key takeaways
- The design elements that affect chart and graph interactivity on a MicroStrategy Dossier
- Color schemes and formatting elements that create effective dossier design
- Examples of good and bad dossier design



Yousef Karim
Product Marketing Analyst,
MicroStrategy

Yousef is a Product Marketing Analyst at MicroStrategy. He has been with the company for three years and began his career with MicroStrategy in Business Development, where he worked extensively with both the Sales and Marketing departments. His current focuses revolve around Enterprise Analytics, Data Discovery/Self-Service Analytics, and MicroStrategy's Academics Program. Mr. Karim graduated from Virginia Commonwealth University with a B.A. in English Literature.

Internationalization: How global companies can efficiently deliver analytics in multiple languages

Tuesday | 4:15 pm – 5:00 pm | 222 A

The MicroStrategy Internationalization Services helps organizations easily deliver localized information to any user, avoiding redundant redesign efforts. Translations are stored as part of the metadata repository and are leveraged when an account is configured to use a particular language. Attend this session to learn:

- Best practices for implementing internationalization
- Methods to support and upkeep multiple local translations within a single metadata
- Success stories from customers who have deployed MicroStrategy in different languages
- Workflows that enable developers to easily enter translations for individual metadata objects
- How to use the Metadata Repository Translation tool to extract and load translations for many objects at once



Antoliano Larrosa
Sales Engineer, UK,
MicroStrategy

Antoliano Larrosa is a passionate and focused Sales Engineer intent on building lasting customer relationships. Based in London, he constantly strives to make customers successful with the MicroStrategy Analytics platform. Antoliano holds an MBA from Paris, an MSc in Computer Science from Italy, and a Master's in Pedagogical Aptitude from Spain, among others. He loves traveling, sports, health, technology, psychology, and business.

The New MicroStrategy Desktop: Getting started with data discovery for departmental business users

Tuesday | 4:15 pm – 5:00 pm | 228 AB

MicroStrategy 2019 delivers a completely revamped version of MicroStrategy Desktop. This tool makes it incredibly easy for anyone to access 100+ data sources using Natural Language Queries and build and share insightful analyses. This session will cover:

How anyone can get started with data discovery in minutes with our powerful, free tool

- How business analysts can quickly and easily install Desktop to perform powerful actions for data discovery
- How dossiers go beyond traditional dashboards by bringing together data from across the business into intuitive, interactive analytics experiences
- What's new and improved in the latest version of Desktop and why you should be excited about it
- Live product demonstrations for business analysts that cover data access, data preparation, visualization, and sharing



Rachel Landers
Product Specialist,
MicroStrategy

Rachel Landers joined MicroStrategy in 2017 and is the Product Manager for Dossier authoring. Her primary focus is on self-service BI and data discovery, which includes MicroStrategy's free Desktop tool. In her role, Rachel is adamant about empowering MicroStrategy users to utilize their data to make better decisions. Rachel holds a Bachelor's degree in Industrial and Systems Engineering from Virginia Tech. In her free time, she is a self-proclaimed foodie, traveler, and pseudo-outdoorswoman.

The Platform for Sales: Transformation strategies with MicroStrategy CSO Kevin Norlin

Tuesday | 4:15 pm – 5:00 pm | 221 A

In today's highly competitive sales environment, it's imperative that sales leadership teams have the right tools in place to optimize operations, maximize performance, understand their customers, and increase the productivity and effectiveness of their sales reps. Kevin Norlin, MicroStrategy Senior Executive Vice President of Worldwide Sales, brings deep expertise in this field. Attend this session to:

- Hear Kevin discuss his experience leading global sales organizations to success by empowering salespeople with actionable intelligence
- Learn strategies for enabling salespeople to go beyond traditional tasks and function as a driving force for financial profitability as well as customer success
- Get an overview of key roles, processes, and tools to help ensure success



Kevin Norlin
Senior Executive Vice President,
Worldwide Sales, MicroStrategy

Kevin Norlin is Senior Executive Vice President, Worldwide Sales at MicroStrategy. In this role, Mr. Norlin leads the sales organization globally. Before joining MicroStrategy, he was at NCR where he led its Worldwide Financial Services Sales Organization, overseeing a portfolio of \$3.2B in revenue and over 550 employees in more than 170 countries. Prior to NCR, Mr. Norlin held sales leadership roles at HP Enterprises, Dell Software, Quest Software, Sun Microsystems, and IBM. Mr. Norlin holds a B.A. from Louisiana State University.

Tools to Upgrade with Confidence: Capacity testing and enhanced integrity manager

Tuesday | 4:15 pm – 5:00 pm | 225 AB

With the new annual cadence of platform releases, it becomes more vital for MicroStrategy customers to take note of best practices for upgrades. Attend this session to learn how to implement improved data validation, achieve better performance, and identify discrepancies faster. MicroStrategy 2019 delivers improvements to Integrity Manager for better data quality. In addition, for the first time ever, MicroStrategy introduces the new Capacity Testing Tool that helps verify performance gains while upgrading. This session will cover:

- The enhancements made to Integrity Manager for better data comparisons
- An overview of the Capacity Testing Tool and how it can be used to tune environments for optimal performance
- Demos of the Capacity Testing Tool and Integrity Manager



Joshua Schellhammer
Product Manager,
MicroStrategy

Joshua Schellhammer is a Product Manager for MicroStrategy who is responsible for on-premise installations, upgrades, Integrity Manager, Distribution Services, Export Engine, and the new Capacity Testing Tool. He has 14 years of MicroStrategy experience that has included support, solutions delivery, software engineering, the Customer Validation Program, and the Early Adopter Program. His current focus is the Upgrade With Confidence initiative, along with providing feature parity between Distribution Services and Narrowcast Server. Joshua holds a Bachelor's of Science in Computer Science from The Catholic University of America in Washington, D.C. In his free time, he enjoys snowboarding, mountain biking, rock climbing, and leading a trip with Habitat for Humanity Global Village every year.

CUSTOMER: BMC: The enterprise information hub at BMC

Tuesday | 5:15 pm – 6:00 pm | 227 ABC

Large enterprise data warehouses are complex and have hundreds, if not thousands of tables and views. At BMC, MicroStrategy serves as the information management hub for all data sources, providing a business-defined metadata layer to streamline this complex enterprise warehouse.

To provide users with the proper certified data, you must create predefined data sets for consumption. These prebuilt, certified data sets allow information consumers to leverage a drag and drop interface to quickly and easily build reports and dashboards, increasing usage of the platform, and creating an environment where a single source of the truth is available for all information consumers at BMC.

Attend this session to see how BMC is leveraging MicroStrategy, along with live demos of MicroStrategy mobile applications, reporting services dashboards, and some

key dossier applications developed by different areas of the business.



Jeffrey Gheen
Director of Business Intelligence,
BMC Software

Jeff Gheen leads a global data warehouse and analytics team at BMC Software that supports over 6,000 employees and customers across the globe. Jeff has worked in the data warehousing and analytics space for over twenty years in numerous roles. Prior to joining BMC Software, he worked as an independent consultant implementing BI solutions for large financial institutions. He also worked as a professional services director for a large BI vendor, where he helped clients implement solutions across CPG, retail, and financial services.

CUSTOMER: BIA: Acquire and integrate artificial intelligence/deep learning insights

Wednesday | 4:00 pm – 4:45 pm | 224 A

An MIT Technology Review (April 2018) revealed that the top three desired business outcomes from artificial intelligence (AI) and deep learning are to improve and/or develop new products and services, to achieve cost efficiencies and streamline business operations, and to accelerate decision-making. The biggest challenges are finding those with the right skills and integrating AI and deep learning insights into current processes. Business Intelligence Analytics (BIA), a MicroStrategy partner, has developed an AI/Deep Learning solution using MicroStrategy's R-Integration capabilities that allows companies to easily integrate Deep Learning into current analytic solutions. With MicroStrategy, you can import your own dataset, run through Deep Learning algorithms and visualize your results in an easy to use interactive Dossier. Use cases can range from healthcare (predicting high cost cases, predicting re-admissions) to retail (predicting customer purchasing behavior) to real estate (predicting housing prices) and beyond. Attend this session to learn:

- How to use the MicroStrategy's R-integration pack to deploy Deep Learning models
- How to integrate these insights into easy to use dossiers



Charlotte Marciel
*Founder Managing Partner,
 Business Intelligence Analytics*

Charlotte Marciel has 20 years of experience in business intelligence and analytics, both in the business and in Information Systems. She is a MicroStrategy lead and architect in data warehouse and mart implementations. She has expertise in SQL, data architecture, data visualization, and advanced analytics applications. Joseph Hawkins is a creative and dynamic financial forecaster and statistical analyst. He is skilled in R and MicroStrategy, and has in-depth experience in financial models, quantitative and valuation models, budgeting, pricing models, life cycles, deep learning, and machine learning. He created an innovative corporate Incurred But Not Reported (IBNR) time series forecasting model/tool.



Joseph Hawkins
*Founder and Chief Scientist,
 Business Intelligence Analytics*

Joseph Hawkins is a creative and dynamic financial forecaster and statistical analyst. He is skilled in R and MicroStrategy, and has in-depth experience in financial models, quantitative and valuation models, budgeting, pricing models, life cycles, deep learning, and machine learning. He created an innovative corporate Incurred But Not Reported (IBNR) time series forecasting model/tool.

Conversing with Your Data: Using natural language to boost self-service analytics

Tuesday | 5:15 pm – 6:00 pm | 225 AB

Self-service analytics that delivered data discovery with point-and-click or drag-and-drop options, has evolved to include natural language queries to generate new visualizations. This advancement is bound to move the needle, and will empower more users across the organization. By leveraging natural language, MicroStrategy can help fill the gap between human communication and computer understanding—letting users ask questions or type business terms in order to find insights. MicroStrategy can also make data, charts, and dashboards more accessible to more people by providing textual descriptions and interpretation. This session will cover:

- How MicroStrategy, through its partnerships with Automated Insights and Narrative Science,

produces intelligent narratives that describe the analytics users are viewing

- The process of incorporating these new plugins into dossiers from the Visualization Library
- New NLQ (Natural Language Querying) capabilities that allows analysts to type business questions to automatically generate the most appropriate chart or graph
- Product demos covering various use cases



Zhili Cheng
*Senior Product Owner,
 MicroStrategy*

Zhili is a Senior Product Owner in MicroStrategy's technology department. He leads an engineering team that designs, implements, and tests the MicroStrategy Dossier Authoring tool. Mr. Cheng has nine years of experience working with MicroStrategy, including MicroStrategy OLAP services, Architect, Cloud, iOS Mobile, Web Report Services, Web Visual Insight, and, most recently, Dossier Authoring.

The Platform for HR: Transformation strategies with MicroStrategy CHRO Rich Cober

Tuesday | 5:15 pm – 6:00 pm | 221 C

Human Resources departments are tasked with managing a company's largest expense and biggest asset—its employees. To compete in today's environment, HR organizations must aggressively attract new talent by employing sophisticated recruiting tools and offering competitive compensation and benefits packages. They also must focus on retaining top performers and guiding them towards key leadership roles in the future. A leader in the field, MicroStrategy Executive Vice President and Chief Human Resources Officer Rich Cober has a demonstrated history of leading transformational talent management strategies and operational initiatives. Attend this session to learn about:

- Rich's roadmap to HR transformation, including key roles, processes, and tools
- How to embrace a data-driven approach to hiring, talent development, organization health, and employee wellness
- How data-driven HR can make your organization more competitive and intelligent



Rich Cober
*Executive Vice President & CHRO,
MicroStrategy*

Rich Cober is MicroStrategy's Chief Human Resources Officer. In this role, Rich is responsible for global talent strategy and execution in support of MicroStrategy's 2,500 global employees. Rich earned his Ph.D. in Industrial/Organizational Psychology from the University of Akron, has published his research in the areas of employee recruitment, hiring, and performance management in academic journals, had research findings cited in the popular press, and is a regular presenter and chairperson at professional conferences. Rich was awarded the Society for Industrial and Organizational Psychology's (SIOP) Early Career Contributions award in 2014. Prior to joining MicroStrategy, Rich worked for Marriott International where he held senior HR leader roles responsible for HR Analytics, Talent Management Tools, and HR Business Partnership. Prior to that, Rich worked as a consultant for Booz Allen Hamilton. Across roles, Rich has advised senior stakeholders on People Strategy issues and building organizational capability through the use of innovative talent practices and tools.



Ferny Bengali
*Vice President of Applications,
MicroStrategy*

Ferny Bengali is the VP of Applications, working for the CIO. She manages all internal software applications that MicroStrategy departments use: HR, Finance, Sales, IT, and more. She has been working in IT for over 15 years and was in finance and recruiting prior to that. When she's not working, Ferny enjoys spending time with her husband, Owais, and their two children. Ferny also enjoys reading, trying new restaurants, spending time with friends, and vacationing.

WEDNESDAY, FEBRUARY 6

CUSTOMER: Delta Community Credit Union: Lending insight at DCCU

Wednesday | 9:00 am – 9:45 am | 222 C

DCCU will be showcasing their robust self-service analytics, which emerged as a result of a tight partnership between two departments. This analytics solution has saved the company hours of inefficient, manual work per day for production,

regulatory, and examination purposes. Reports are also more accurate and they help users obtain the answers they need in minutes. Attend this session to learn how:

- IT and business partnered to provide self-service analytics for a \$5 billion asset portfolio
- Executive dashboards gave their Chief Lending Officer visibility into important KPIs
- A 50+ page report became fully automated and saved staffing resources in all lending business units



Kemper Fitc
*AVP, Lending Performance Analytics,
Delta Community Credit Union*

Kemper is the AVP of Lending Performance Analytics (LPA) and has several years of Financial Service Industry experience spanning various roles and responsibilities in operations and analytics. Kemper came to Delta Community Credit Union in 2014 and has helped build the LPA department from the ground up to its current team size of eight analysts. In his present role, Kemper supports the reporting and analytics needs of the Chief Lending Officer and the entire lending department that consists of commercial, consumer, residential, and purchased/participated lending divisions. Kemper is has been married for 15 years and spends most of his spare time in travel baseball with his 9-year-old son Cooper.



Su Rayburn
*VP of Information Management and
Analytics, Delta Community Credit Union*

Sujatha (Su) Rayburn has worked in data and analytics for over 15 years. Su has put her expertise to work by building and leading cross industry teams in the successful implementation of innovative data analytic solutions. She is currently responsible for Enterprise Information Management & Analytics Strategy and Execution at Delta Community Credit Union. At DCCU, she created and implemented the Business Intelligence program to enable the CU to be more data-insights driven. Prior to DCCU, Su was responsible for providing valuable insight and leadership while governing key data assets at Equifax. Su is a regular contributor and speaker at leading industry, trade conferences and webinars and was featured as an Agile Business case study at the TDWI Executive and Teradata Partner

conference. She is a member of the Teradata Executive Advisory Council.

Hierarchy Reporting: Visualizing data from ragged hierarchies on MDX data sources

Wednesday | 9:00 am – 9:45 am | 221 B

MicroStrategy enables users to visualize and interact with data stored as ragged hierarchies in MDX sources including MSAS and Essbase. With out of the box capabilities to access, visualize and explore ragged hierarchies, MicroStrategy supports the most popular use cases for financial or hierarchical reporting. This session will cover latest features available for hierarchy reporting and the best practices for hierarchy report design, formatting, and visualization, along with live product demos. You'll also learn how to:

- Build hierarchy reports based on data models that include ragged hierarchies from MSAS or Essbase
- Leverage interactive options to expand or collapse rows of data, with the ability to interactively filter, slice and dice balanced and unbalanced hierarchies
- Access and wrangle data from MDX sources with pre-constructed ragged hierarchies



Ian Mayor
Product Management Director,
MicroStrategy

Ian Mayor is a Product Management Director at MicroStrategy, where he is responsible for integration between the MicroStrategy platform and SAP solutions. He has been working in the BI and analytics industry for over 15 years and has spent the majority of that time devoted to helping customers deliver innovative BI solutions on top of BW and other SAP technologies. He has a degree in Computer Science from the University of British Columbia and is currently based in Paris, France.

Seamlessly Injecting Predictive Analytics and Machine Learning into Dossiers

Wednesday | 9:00 am – 9:45 am | 228 AB

Whether you're new to data science or a seasoned veteran, this session is the perfect refresher on the world of advanced analytics. You'll learn how to leverage MicroStrategy's extensive built-in function library, out-of-the-box data mining algorithms, and native R analytical engine to expand the depth and scope of your analysis without leaving the MicroStrategy interfaces.

Topics will include:

- The MicroStrategy approach to advanced and predictive analytics
- Powerful capabilities delivered by the unique MicroStrategy platform architecture, designed for maximum extensibility
- The industry-leading native R analytical engine that lets you deploy powerful R analytics just like all other MicroStrategy metrics
- How to integrate models from third-party tools like SAS and IBM/SPSS with MicroStrategy support of the Predictive Model Mark-up Language
- Exciting changes for the MicroStrategy R Integration Pack in 2018



Rick Pechter
Principal Solutions Architect,
MicroStrategy

Rick is a Senior Director at MicroStrategy. During his 19-year tenure at the company, he has held a variety of roles including managing the Pacific Technology Center in San Diego, and heading up the architecture, design, and implementation of MicroStrategy's advanced analytics and data mining functionality. He authored the MicroStrategy R Integration package for the open source R project and made significant contributions to the Predictive Model Markup Language (PMML), the industry's de facto standard for data mining interoperability.

Today, Rick's main focus is on customer adoption, helping organizations successfully inject analytics into their BI applications. He's worked with hundreds of customers around the world representing a wide variety of industries and sectors, from universities and government agencies to Fortune 500 companies.

Before joining MicroStrategy, he started his career as a hardware engineer at Teradata where he managed hardware and software engineering teams focused on massively parallel enterprise-class computer systems. Rick lives in San Diego with his family where he enjoys bicycling and skiing.

What's New in MicroStrategy 2019 for Business Users and Analysts

Wednesday | 9:00 am – 9:45 am | 226 ABC

MicroStrategy 2019 is designed to power self-service for analysts and business users. With revamped data discovery capabilities, it delivers a consistent user experience on the desktop, on the browser and even on mobile apps. Powered by

modern technologies including natural language queries and smart searching options anyone can build, find and share insightful analyses in minutes—all on top of 100+ data sources. Attend this session for product demos and discover:

- How your consumers can leverage Dossier and Library to drive adoption with intuitive data discovery
- How MicroStrategy Desktop engages and empowers business users and analysts to quickly build and explore analytics content
- Intuitive collaboration capabilities with real time tagging and notifications to drive adoption across the workforce
- The full suite of data discovery capabilities for successful self-service analytics—data access, data prep, blending, visualizations, geospatial analytics, certification, and more
- Modern capabilities including natural language queries (NLQ) and natural language generation (NLG) to create dossiers and explore data with text-based narratives



Rachel Landers
Product Specialist,
MicroStrategy

Rachel Landers joined MicroStrategy in 2017 and is the Product Manager for Dossier authoring. Her primary focus is on self-service BI and data discovery, which includes MicroStrategy's free Desktop tool. In her role, Rachel is adamant about empowering MicroStrategy users to utilize their data to make better decisions. Rachel holds a Bachelor's degree in Industrial and Systems Engineering from Virginia Tech. In her free time, she is a self-proclaimed foodie, traveler, and pseudo-outdoorswoman.



Sarah Irving
Management Associate,
MicroStrategy

Sarah is a Management Associate currently working with the Product Marketing team as part of the Management Associate Rotational Program. Her current focus centers on creating content for the Data Visualization blog and supporting various efforts for World 2019. Sarah graduated from the University of Virginia with a B.S. in Commerce, concentrating in Marketing and IT and completing an advertising and digital media track.

CUSTOMER: Co-operative Retail: Bakery production forecasting in dynamic retail

Wednesday | 2:00 pm – 2:45 pm | 223

Bakery production forecasting in a convenience store is tricky. Footfall is highly volatile and sensitive to changes in weather, and there is limited shelf space and storage capacity and not enough production volume to have dedicated staff baking throughout the day. The Co-op is the UK's largest food convenience retailer, and they've used MicroStrategy and data science to replace paper-based systems with digital products and data-driven decision making. Through this journey, they've created a solution that significantly outperformed the market-leading 3rd party solution while delivering significant labor savings. It has been crucial to turning a declining food category into one with real sales growth in our stores.

This session will cover how the Co-Op developed forecasting and production algorithms in R and turned them into an easy-to-use business solution with MicroStrategy, alongside the mobile BI products that put data and analytics in the hands of our colleagues in stores and in the field.



Dan Taffler
Head of BI,
Co-operative Retail

Dan is Head of the Business Intelligence team at Co-op Retail, the UK's 5th biggest overall food retailer and biggest convenience retailer. Coming from a Management Accounting background, Dan has over 15 years of experience in data and analytics as well as building and developing multi-disciplinary analytics teams.

CUSTOMER: Fiesta Restaurant Group: Enabling self-service analytics with MicroStrategy

Wednesday | 2:00 pm – 2:45 pm | 224 A

Fiesta Restaurant Group, Inc., owns, operates, and franchises the Pollo Tropical and Taco Cabana restaurant brands, with over 300 restaurants in the US and abroad. Fiesta experienced various challenges that spanned people, processes, and technology related to business intelligence and analytics. To address them, they initiated a program to implement an enterprise-wide business intelligence solution. Self-service analytics was a crucial success factor in the success of this program, since a large part of the analytics

and insights for the organization were driven by the finance and performance analysis team. Attend this session to learn how MicroStrategy is paving the way for the future of self-service analytics at Fiesta. You'll learn:

- How Fiesta succeeded in building an enterprise-wide analytics program with MicroStrategy
- How they enabled self-service analytics
- Best practices for a successful MicroStrategy program



Ryan Nowlin
CIO, IT,
Fiesta Restaurant Group, Inc.

Ryan has over 25 years of IT experience across a broad range of industries and disciplines, with the last 12 years focused on restaurant technology strategy. In his current role as the Chief Information Officer for Fiesta Restaurant Group, parent of 350 international fast casual restaurants Taco Cabana & Pollo Tropical, Ryan led the digital transformation of the organization—from the restaurants through the corporate offices—via an innovative hybrid cloud strategy. Previously, he served in a similar capacity with another well-known fast casual restaurant chain including the implementation of all-new corporate and restaurant technology platforms from the ground up. Prior to his work in the restaurant industry, Ryan spent more than a decade consulting with various organizations in the financial services, healthcare, and hospitality industries on matters of information security, business intelligence, infrastructure, and overall technology strategy. Ryan earned his Bachelors of MIS from the University of Phoenix and his Masters of Business Administration from Southern Methodist University. He is also a devout hockey fan and skates as frequently as his travel schedule allows.

Jacob de Haro
Business Intelligence Manager,
Fiesta Restaurant Group, Inc

Jacob came to Fiesta Restaurant Group from the financial services industry with over 16 years of business development experience. In his role as Manager of Business Intelligence at Fiesta, Jacob leads all efforts to capture and structure volumes of available data, isolating key drivers and presenting insights in a compelling and consumable fashion to the business. His daily responsibilities involve working directly

with business leaders and the business analyst community to understand and prioritize opportunities where data and analytical insights can provide significant business value. He also collaborates with stakeholders to validate assumptions, and potentially organize and develop requirements.

PARTNER: DataFactz

Wednesday | 2:00 pm – 2:45 pm | 229 B

CUSTOMER: Standard Chartered Bank: Introducing the voice-enabled web app “Coogoo”

Wednesday | 2:00 pm – 2:45 pm | 224 B

With more than 1,200 branches across 70 countries, it's critical for senior leadership at Standard Chartered Bank to be empowered with the data and insights needed to run on business. They need to fully understand their operational data, but they often lack the time and technical dexterity to quickly navigate complex dashboards and reports to find relevant metrics.

Advancements in Natural Language Processing (NLP) is key to solving this challenge, and SCB has started to providing end users with this technology. Today—with NLP integrated with the organization's data lakes—the company's executives can simply ask for data and information and receive answers audibly, no clicks required.

Attend this session to learn how SCB:

- Built a solution that leverages MicroStrategy's platform capabilities
- Is transforming the user experience for data insights with NLG
- Uses metadata integration to empower end users with trusted information



Hemanth Prabakaran
Head of Data, Business Integration & Analytics, Standard Chartered Bank

Hemanth is currently Head of Data, Business Integration & Analytics, at Standard Chartered Bank, Singapore. He has over 14 years of experience in enterprise data management , technology strategy, and architectures, helping organizations reorganize to meet the demands of a rapidly changing business landscape. Hemanth is an data enthusiast who enjoys putting his skills to work to visualize big data, extract actionable

insights, and create meaningful narratives. He has helped to design and implement advanced data analytics projects at companies including Standard Chartered Bank, Credit Suisse, and Maersk Line.

PARTNER: Automated Insights and the Final Frontier in Sales Analytics: Using NLG to complete the last mile in BI

Wednesday | 2:00 pm – 2:45 pm | 221 B

Perficient and Automated Insights are making the incorporation of data into sales teams' day-to-day radically easier. Using natural language generation (NLG) technology, sales teams are empowered with analytics that deliver clear, actionable intelligence, resulting in better business outcomes. In this session, we'll share how an innovative combination of NLG and MSTR technologies converts business data into action-oriented information that's quick and easy for busy sales teams and executives to consume within the workflows and applications they already use every day.



Locky Stewart
*Strategic Partnerships & Alliances,
Automated Insights*

Locky has been working in the field of NLG for a decade in product development, innovation, business development, and now strategic alliances. At Automated Insights, he oversees the technology partnership with MicroStrategy, coordinating product development and go-to-market initiatives of the companies' joint projects. Outside of NLG enablement, Locky is an avid gardener and scotch enthusiast.



Roberto Trevino
*Director of Program Innovation,
Perficient*

Roberto is the Director of Program Innovation at Perficient, pioneering the development of innovative solutions. With experience architecting business intelligence solutions for the retail, financial, education, food, and energy sectors, he is responsible for leading the planning, development, and materialization of data-driven solutions. A seasoned engineer and web developer by trade, Roberto has over a decade of experience developing and leading software and data solutions teams.

PARTNER: InfoCepts: Effective storytelling with data and next-gen analytics

Wednesday | 2:00 pm – 2:45 pm | 221 C

InfoCepts has enabled hundreds of customers to tell clear, insightful, and actionable stories using their data. They have created a methodology to identify and tell stories that lead to better business. With their data storytelling methodology, you can tell engaging and compelling data stories with the aid of fundamental data visualization principles. This methodology will empower you to improve your message and business workflows in the most productive way possible.

Attend this session to gain a new perspective on business analytics and learn:

- The importance of context, key themes, and the target audience in data storytelling
- How to determine the most effective visualization to communicate a message to your intended audience
- How to recognize and eliminate visual clutter and direct your target audience's attention to the most important parts of your data story
- How advanced analytics, or next-gen functionality, such as predictive analytics, "what-if" analysis, natural language generation (NLG), and sentiment analysis can take your data to the next level

Jorge Jimenez *Head of BI Practice, InfoCepts*

Jorge Jimenez heads the BI Practice at InfoCepts and brings over 20 years of experience in the field of BI consulting. Jorge is responsible for the overall development and broadening of the BI practice knowledge at InfoCepts. Throughout his professional life, Jorge has worked on successful MicroStrategy project deliveries in the financial, retail, pharma, and software development industries among others, both in traditional on-premise as well as cloud-based models. Jorge has successfully managed cross-functional, geographically dispersed engineering teams and delivered on several mission-critical initiatives for internal and external customers with multimillion-dollar budgets. In his previous role at MicroStrategy, Jorge headed Cloud and Service Delivery functions. Jorge has a strong desire to bring data-driven, 360-degree organizational rationality to operational business processes.

What's New in MicroStrategy 2019 for Developers, Architects, and Admins

Wednesday | 3:00 pm – 3:45 pm | 224 A

MicroStrategy 2019 combines easy-to-use self-service with enterprise-grade security, performance and scale. It offers IT users, including developers, architects and administrators hundreds of new features on top of the previous platform release (10.4) to build and manage critical applications that power the Intelligent Enterprise. This session will cover:

- New functionality across all MicroStrategy products including Desktop, Web, Mobile, and Server
- MicroStrategy Workstation, and how teams can deploy and manage enterprise analytics applications with the new and modern administrative interface
- New Platform Analytics for real-time telemetry usage and monitoring
- New connectors available to relational data sources, big data sources, files, cloud systems, other BI tools, and more
- New APIs available out-of-the-box to customize and embed your applications into portals and other applications
- Hierarchy reporting to visualize and interact with ragged hierarchies
- New features available with MicroStrategy on AWS, and how it delivers instant access to a complete enterprise platform in the cloud
- Overview of new APIs to develop custom applications and integrations



Ani Jain
*Senior Product Marketing Manager,
MicroStrategy*

Ani Jain works as a Senior Product Marketing Manager for MicroStrategy Analytics. With more than 12 years of experience, Ms. Jain has held different roles in the organization in customer support, consulting, competitive intelligence, product management and product marketing. Her current focuses are in the areas of embedded BI, enterprise assets, self-service analytics, and enterprise analytics. Ms. Jain graduated from University of Maryland with a BS in Computer Science and has previously worked at Towers Perrin and World Wrestling Entertainment.

CUSTOMER: UHG Brazil: Healthcare dossiers for population management and value-based payment

Wednesday | 3:00 pm – 3:45 pm | 224 B

UnitedHealth Group Brazil (UHG Brazil) is the largest private healthcare delivery system in Brazil, with more than six million members. UHG Brazil set out to identify relevant gaps in care—such as a lack in preventative testing or too many ER visits in a short time—with data analytics. To ensure accuracy and fast analyses, they collected relevant clinical and administrative data from 18 sources into a single data warehouse in their Clinical Data Warehouse (CDW) initiative. This year, it's slated to gather data from over eight millions members, a thousand data elements, and more than twenty subject areas.

In this session, you'll learn how MicroStrategy enabled UHG Brazil to:

- Build a patient-centric database and dossiers to provide timely and accurate analytics
- Monitor patient health over time to anticipate complications and avoid unnecessary treatments
- Reduce 30% of ER visits, keeping clinical indicators normal
- Address serious problems with reimbursement models and incentivized better practices



Henry Szejder, *Director of
Analytics And Artificial Intelligence,
United Healthcare Group Brazil*

Dr. Szejder has been with Amil for 17 years and is currently responsible for the Analytics and AI developments for clinical intelligence. He helps build necessary infrastructure and tools to support decision making in both clinical and population health management areas, from data collection through evidence-based medicine tools to data warehousing and data sharing. Dr. Szejder holds an MD specializing in Internal and Respiratory Medicine, an MBA in Executive Management/Healthcare from Getulio Vargas Foudantion (FGV-RJ), an MSc degree in Healthcare Economics from Federal University of Rio de Janeiro (UFRJ), and is getting his PhD in the same area (with an emphasis in cost-effectiveness analysis) from Universidade do Estado do Rio de Janeiro (UERJ). He has specialized in Data Warehouse and Data Mining at PUC-RJ, currently teaches at Universidade Estadual do Rio de Janeiro (UERJ), holds a

researcher position at UFRJ, and is an invited professor at Universidade de São Paulo (USP). Dr. Szejder is married with 3 children and resides in Rio de Janeiro.

Real-Time Analytics with MicroStrategy

Wednesday | 3:00 pm – 3:45 pm | 221 B

What is Real Time Analytics? Is it just about getting the data? At the right time? Or automating actions taken to solve problems? This session will cover:

- High level definition of Real Time Analytics and all its flavors
- Typical Real Time Architecture and how to best work with Streaming and MicroStrategy
- How to use custom code to enable streaming visualizations and take real time actions



Stephen Lippens
Solutions Architect,
MicroStrategy

Stephen is a Solutions Architect who specializes in pre-sales opportunities requiring MicroStrategy APIs and customization. He has nine years of mobile development experience, seven years of BI experience, and six years of MicroStrategy SDK experience. Stephen has worked in a number of roles previously at MicroStrategy including Technical Support Engineer, Product Support Manager, and Sales Engineer. He graduated from The George Washington University with a degree in Mechanical Engineering.



Anthony Maresco
Principal Solutions Architect,
MicroStrategy

Anthony is a Big Data Solutions Architect in Sales Engineering helping customers architect MicroStrategy systems in Big Data Environments. He has over 30 years of experience architecting, designing, integrating and innovating components and systems across a broad-range of technologies and industries in the data and analytics space. He has 17+ years in various engineering and sales roles in MicroStrategy focused on integration, architecture, design and development with information technologies including SQL, MDX, Web Services, Cloud, ERP, CRM, Big Data and Streaming. Anthony is a graduate of Cornell University and has previously worked at Teradata and as an Independent Consultant.

WORKSHOP: Visualize Geospatial

Data with Maps

Wednesday | 3:00 pm – 3:45 pm | 232 ABC

Come get familiar with MicroStrategy's geospatial capabilities! This hands-on workshop will focus on analyzing location data on geography maps and custom shape files. We'll cover interactive options for geospatial analytics and highlight the use of maps to enrich data discovery with interactive dossiers. In this workshop, you will:

- Learn how to use out-of-the-box geospatial mapping capabilities from Mapbox
- Identify trends, growth drivers, and outliers on maps by leveraging geospatial analytics on sample data
- Create maps to interact with multiple layers of information on a single visualization
- Use markers and thresholds to increase map interactivity
- Learn about custom mapping options to plot location data



Anahi Serrano
Senior Training Consultant,
MicroStrategy

Anahi brings experience from her diverse teaching background to her passion as a MicroStrategy Educator. Anahi is a MicroStrategy Certified Designer. Her leadership and teaching abilities extend to her free time as the assistant director of her church choir.

CUSTOMER: Saudi Telecom Company: Data-driven transformation with MicroStrategy

Wednesday | 4:00 pm – 4:45 pm | 229 B

STC is a Saudi Arabia-based telecommunications company that offers landline, mobile, internet services, and computer networks. The company is an industry leader in using analytics to run its business. In this session, STC will detail the company's milestones in its journey toward the Intelligent Enterprise; how it currently uses data today to empower decision makers; and upcoming strategic directives on its roadmap that utilize the breadth and capabilities of the MicroStrategy 2019 platform.

Attend this session to learn more about:

- Why STC chose MicroStrategy as its strategic enterprise reporting platform
- How MicroStrategy 2019 will power next generation capabilities in telecom

- Critical achievements and how they have impacted the business

Abdullah Al-Anazi

*Head of Business Intelligence,
Saudi Telecom Company*

Mr. Abdullah Al-Anazi is the Head of Business Intelligence at STC. He orchestrates the company's data analytics strategy and drives the overall direction of the BI department. Abdullah led the team that chose MicroStrategy as STC's enterprise reporting platform.

Documents vs. Dossiers: How to choose the right application style

Wednesday | 4:00 pm – 4:45 pm | 225 AB

MicroStrategy offers a range of interfaces and tools that help designers present information via multiple styles, from grid reports to dossiers, and pixel-perfect documents. Both dossiers and documents are powerful methods for exploring and presenting data and for visualizing trends, but how do you decide which one is more apt for your use case? In this session, we will cover:

- The benefits and trade-offs between pixel-perfect Report Services Documents and drag-and-drop-based Dossiers for ad-hoc analysis
- The different skillsets needed to create each, and how each method works for different end users
- The factors that make one method stronger than the other, depending on the use case, and an overview of different widgets, graphs, and selectors available with both options
- How to discern which method will better engage users based on technical requirements and business goals



Matthew Hannagan
*Principal Consultant,
MicroStrategy*

Matthew is a Principal Consultant in the United Kingdom and has been with MicroStrategy since 2008. During this time, he has led teams in the design and delivery of enterprise scale applications for the healthcare, telecommunications, and retail industries. Matthew has been at the forefront of the blending of dashboards and documents in development and implementation lifecycles, and conducts his own research on social and economic data using MicroStrategy and ESRI Maps.

Automated Distribution: A deep dive into publishing personalized analytics to thousands

Wednesday | 4:00 pm – 4:45 pm | 224 B

Distribution Services with MicroStrategy enables users to share personalized reports and dossiers with others and automate deliveries through event-, time-, and alert-based schedules. In this deep dive session, you'll see product demonstrations, hear customer success stories, and learn the advanced concepts behind Distribution Services. The session will cover dynamic subscriptions, scheduling delivering, bursting options, and more. In this session you will learn about:

- Distribution capabilities with the Server that help you automate the delivery of dossiers, reports, and documents to thousands of users without any coding or scripting
- Leveraging security filters and role-based ACLs to deliver personalized, secure reports to end users
- Automate content object delivery via time- and event-based schedules and threshold-based alerts
- Best Practices for bursting, to optimize the delivery of analytics to large audiences



Joshua Schellhammer
*Product Manager,
MicroStrategy*

Joshua Schellhammer is a Product Manager for MicroStrategy who is responsible for on-premise installations, upgrades, Integrity Manager, Distribution Services, Export Engine, and the new Capacity Testing Tool. He has 14 years of MicroStrategy experience that has included support, solutions delivery, software engineering, the Customer Validation Program, and the Early Adopter Program. His current focus is the Upgrade With Confidence initiative, along with providing feature parity between Distribution Services and Narrowcast Server. Joshua holds a Bachelor's of Science in Computer Science from The Catholic University of America in Washington, D.C. In his free time, he enjoys snowboarding, mountain biking, rock climbing, and leading a trip with Habitat for Humanity Global Village every year.

Geospatial Analytics: Mapping your way to success

Wednesday | 4:00 pm – 4:45 pm | 222 C

By layering data onto maps, organizations can effectively compare KPIs across geographies, giving them a holistic picture of operational performance across regions or space. With MicroStrategy, you can incorporate geography maps and custom shape files to enrich data discovery and find answers using geospatial analytics. This session will cover:

- The various options for geography maps with MicroStrategy covering ESRI, Mapbox and Google Maps
- The new Geospatial Services offering that delivers vector-based maps powered by Mapbox
- New mapping capabilities, including dynamic display of layers based on zoom levels, mapping support for 150+ countries down to the postal code, dynamic clustering, and more
- How to apply thresholds, markers, and shapes—with color and size gradients—to make data trends clearly visible
- MicroStrategy's native integration with ESRI, which delivers access to maps without configuration, and alternate options with Google Maps and Visual Crossing
- Best practices for designing dashboards with maps, as with product demos
- Preparing, enriching, and wrangling location data for geospatial analysis on maps



Suchita Verma
Product Manager,
MicroStrategy

Suchita Verma is a Product Manager at MicroStrategy with a focus on visualizations and maps. She is passionate about making data analytics easy and accessible to all. She holds a Bachelor's degree in Electrical and Electronics Engineering from Manipal Institute of Technology, India, and a Master's degree in Business Management from University of Virginia.

CUSTOMER: Premier Healthcare: Governed data discovery for all

Wednesday | 4:00 pm – 4:45 pm | 228 AB

With targeted reporting solutions aimed at nearly every persona in an organization, data analysts themselves are often left in the cold, relying on second-hand reporting or their own data

exploration and analysis outside of the BI platform to derive insights.

To synthesize new insights, data analysts need the ability to explore, combine, and calculate new data, and to create their own views and reporting on the fly, and more.

In this session, learn how Premier Healthcare has extended our analytic solution workflow to include the often under-served data analyst through a branded version of MicroStrategy Visual Insight (now Dossier), providing:

- Self-service access to governed data
- Premier-managed accelerators - data sets, dashboard templates, complete dashboards—to speed value and learning
- Ability to import external data and blend with governed data
- A folder/security framework that protects Premier-managed accelerators but allows data analysts the ability to “do their own thing” ... all WITHIN the BI platform



Steve Cornett, Principal Solutions Architect, Informatics & Technology Services, Premier Health Care

Steve Cornett is a Principal Software Architect reporting to Premier's Chief Technology Officer and charged with architecture oversight for all data mart and business intelligence technologies involved in Premier's product offerings – including MicroStrategy and other third party and custom tools. Steve has 20+ years of experience working across multiple industries to deliver high quality business intelligence, web, and mobile BI solutions. Prior to joining Premier, Steve led BI, data warehouse, and MDM teams at Lowe's, Time Warner Cable (now Spectrum), and Lexmark International. Steve holds a B.S. degree in Computer Science from the University of Kentucky College of Engineering.

CUSTOMER: Visiting Nurse Service of NY: Deploying a custom R package to make forecasts in MicroStrategy

Wednesday | 4:00 pm – 4:45 pm | 223

Visiting Nurse Service of New York developed a custom R package to deploy time series models to MicroStrategy. The package was built to deploy advanced forecasting of KPI's. These statistical models make forecast by leveraging historical data, seasonality, and custom predictors. It was

designed to be accessible to the BI developer with a simple metric specification passed to an R function. Their data scientist team enabled the function call to return prediction intervals and in addition to the mean forecasts and capture them in multiple MicroStrategy metrics. In this session, you'll learn about:

- Why observed data can be unreliable when monitoring KPIs
- How R packages can be deployed to apply advanced statistical techniques to MicroStrategy metrics
- A proposed a framework for monitoring forecasts with the MicroStrategy datamart report



Harivony Rakotoarivelo
*Senior Data Scientist,
Visiting Nurse Service of New York*

Harivony Rakotoarivelo is a Biostatistician by training with experience in Public Health. She is currently a Senior Data Scientist with Visiting Nurse Service of New York. She works closely with the business to discover insights that feed into building an actionable strategy to support business goals. In particular, she mines patient data to help design care management strategies that drive long-lasting patient care improvement.



Carlin Brickner
*Director of Data Science,
Visiting Nurse Service of New York*

Carlin Brickner, DrPH, is a biostatistician and the Director of Data Science at Visiting Nurse Service of New York. His research interests include the development of predictive models, how they can be deployed to support clinical and operational decision making, estimating transient effects and the onset of acute events in observational data, and how health care policies and payment incentives can be used to impact health care delivery.

WORKSHOP: Build an Interactive Dossier for Powerful Data Discovery

Wednesday | 4:00 pm – 4:45 pm | 232 ABC

This workshop will introduce you to MicroStrategy Dossier, a completely revamped experience to author and consume analytics by compiling insights into analytical “books” that are intuitive for every type of user. In this hands-on workshop, you'll get step-by-step instructions on how to build a dossier to set you on a path for powerful, trusted data discovery. You will also learn about

the consumer experience and collaboration options, as well as interactive capabilities for data discovery, data preparation, and enterprise BI. In this workshop, you'll learn how to:

- Author a dossier and create an interactive analytical book with reports and dashboards with powerful self-service capabilities including natural language queries
- Interact with data on visualizations leveraging multiple options for slicing and dicing data with filters, selectors and other options to find insights faster
- Publish and share a dossier via web and mobile
- Use MicroStrategy Library to instantly access and search for personalized information with recommendations
- Use new, built-in collaboration features to share insights and discuss findings by tagging users and sending real-time notifications



Tiffany Gonzalez
*Training Consultant,
MicroStrategy*

Tiffany is a Business Intelligence Training Consultant for MicroStrategy. She graduated from NC A&T SU with a BS in Computer Science. After graduation, Tiffany earned a teaching license at UNC Charlotte to be certified to teach in North Carolina. She later pursued a master's and graduated with honors from Strayer University with an MBA concentrating in Information Systems Management. Tiffany has a unique combination of business, education, and technical experience, which she has gained through providing technical support for a major VoIP company, working as a systems analyst, owning and operating her own company for seven years, and teaching/training. Tiffany currently resides in Charlotte, NC, with her husband of 10 years, two children, and Shih tzu.

**Visit us at the MicroStrategy Pavilion
in the Exhibit Hall to sign up for any
or all of our three service offerings.**

UPGRADE ADVISORY

Speak with an expert who will evaluate your configuration and recommend the best approach to upgrading.

HYPERINTELLIGENCE START UP

Implement a HyperCard solution that injects trusted analytics directly into applications and websites.

INTELLIGENT ENTERPRISE ASSESSMENT

Take one more step toward becoming the ultimate data-driven organization with this evaluation and consultation.

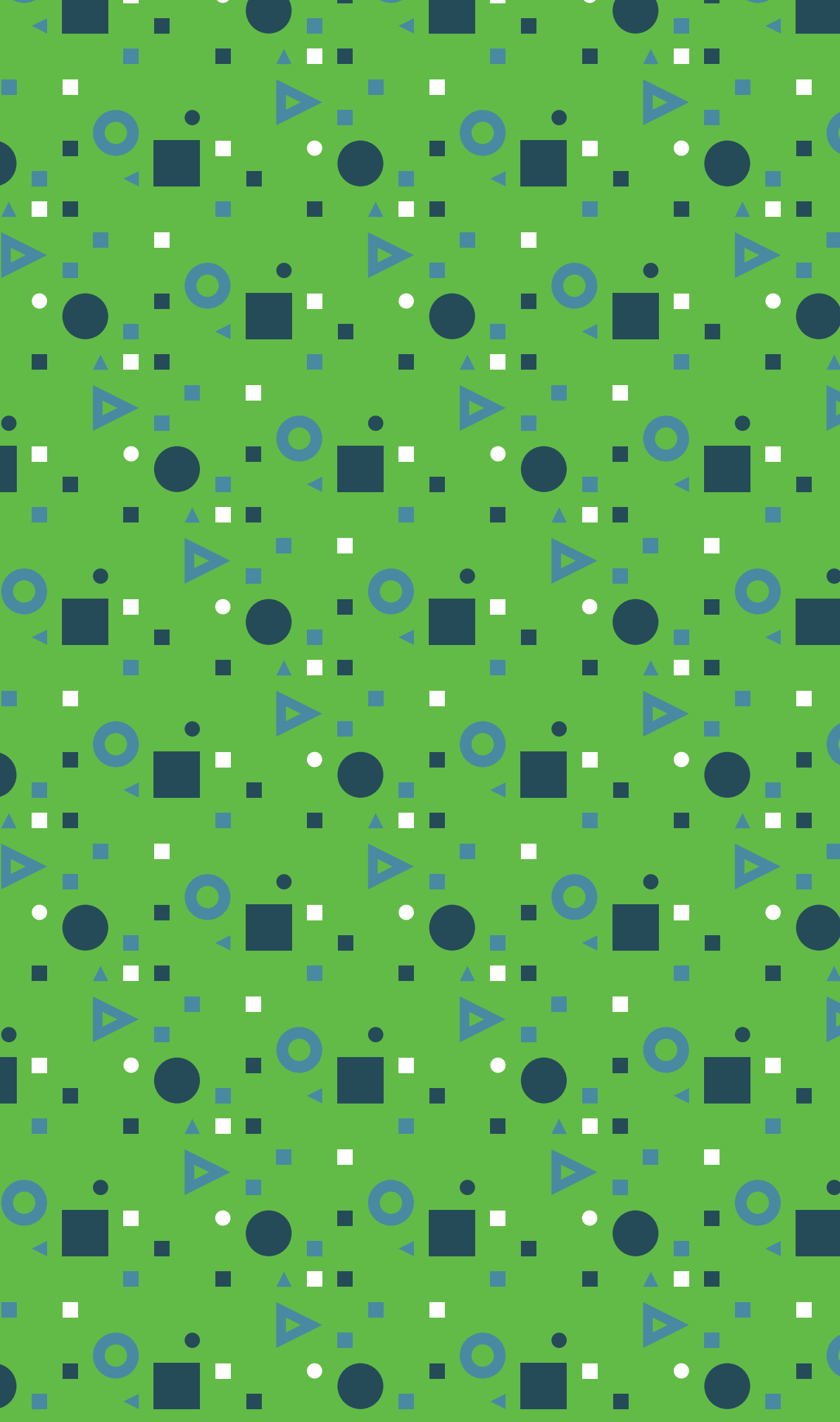


“MicroStrategy Consulting has profoundly changed the way we think about upgrading our enterprise platform. Their team of experts worked hand-in-hand with us to lay the groundwork for a seamless upgrade experience. We feel fully prepared to upgrade to MicroStrategy 2019 and take advantage of all the new functionality available in the platform.”

—Jamey Scott

Director of Analytic Data Operations, Lowe's





ENTERPRISE PLATFORM

HIGH-PERFORMANCE APPLICATIONS AT SCALE.

The MicroStrategy platform is all about turning insight into impact. It's built to blend and analyze all your data and leverage your third-party systems and existing investments. It lets you deploy powerful applications at scale and deliver a single version of the truth across your organization. It's the foundation for a new generation of Enterprise Intelligence—learn how you can make it work for your organization.

TUESDAY, FEBRUARY 5

CUSTOMER: Alliance Data: Battle of the BI stars

Tuesday | 11:30 am – 12:15 pm | 229 A

This presentation will walk through a fair and robust evaluation process by which Alliance Data was able to reach consensus on MicroStrategy as the enterprise BI Tool. Given the initial biases towards the existing tools such as Tableau and PowerBI, there were initial doubts that a consensus could be achieved. Attend this session to learn about:

- Alliance Data, their BI tool landscape, and the issues they faced
- The importance of capturing business use cases and defining clear business requirements for tool evaluation
- The steps taken to create an un-biased numeric ranking of BI vendors across the defined business requirements by leveraging independent market research
- The process for creating a weighted scorecard for evaluating the top ranked vendors based on a standard use case demonstration of their capabilities
- The key factors in evaluating the five-year total cost of ownership for the top three BI vendors
- How Alliance Data executed a proof of concept with well-defined success criteria



Brock Dietrich
*Senior Manager Information Delivery,
Alliance Data*

Brock Dietrich has been at Alliance Data for 19 years, with his first 10 years in the Credit Risk Analytics organization before moving into a variety of Information Technology roles. This unique background has allowed him to synthesis business needs with technical capabilities to deliver trusted solutions for the organization.



Renee Fronk
*Senior Manager of BI Operations,
Alliance Data*

Renee Fronk has been at Alliance Data for ten years as an IT Technical application manager. She supports MicroStrategy, SAS, Microsoft BI, and Tableau. She has a total of 14 years of experience using MicroStrategy across three different companies beginning with MicroStrategy 7.

CUSTOMER: Cisco Systems: Enabling c-level financial insights with BI

Tuesday | 4:15 pm – 5:00 pm | 229 B

This session is for change agents in finance at all levels who want to transform their organizations using MicroStrategy. Come learn about the Cisco journey and how the company has deployed an internal enterprise BI app store that gives finance executives access to key insights—transforming how they work. Through discussion and live demos, the session will cover:

- Setting the stage with an analytics platform, then identifying and overcoming business challenges
- Enabling key financial metrics like Bookings, Gross Margin Walk, Headcount & Opex, Deferred and Recurring Revenue, Backlog, etc.
- Deploying self-service for executive management with security and performance in mind
- Executing a seamless upgrade
- Next steps in the Cisco Journey



Dixit Shah
*Finance Manager,
Cisco Systems*

Dixit Shah is Finance Manager of Finance Operations at Cisco. He supports management reporting initiatives at Cisco's Corporate Finance division by building capabilities to serve the finance executive team and their various functional organizations. Most recently, Dixit led the effort of building new Finance BI capabilities ground-up that evolved into a finance enterprise "app-store" based on the MicroStrategy 10 platform, which serves all of Cisco Finance with a wide array of business insights and analytical capabilities, making it a game-changer for the Cisco Finance organization. He also helped transform Cisco's annual goal-setting process, which included goal sheet audits and tracking from the ground up, building a scalable, repeatable process for 17000+ agents worldwide. Dixit holds a B.A. in Finance and Information Systems from the Mihaylo College of Business and Economics in California. His career spans roles in finance and sales coverage, compensation, and crediting. Dixit is based out of Cisco's Center of Excellence campus in RTP, NC.

CUSTOMER: KFC (UK): A successful transformation to a single enterprise intelligence platform

Tuesday | 4:15 pm – 5:00 pm | 226 ABC

In early 2015, KFC (UK) embarked on a journey to revolutionize their use of information in pursuit of becoming a truly data-driven enterprise. In this session, the initiative's project leader Chris Matthews will detail how the organization worked in partnership with MicroStrategy and how they were able to outsource much of the development and management of the MicroStrategy platform in keeping with their 'minimal HQ resource' business model. Chris will provide an open and honest account of the false start and other challenges along the way, as well as their many successful achievements over the three-year period. He will go on to discuss how the program continues to evolve in line with the changing business landscape.

Attendees of this breakout session will learn:

- Colonel Sanders' Secret Recipe for an Intelligent Enterprise (leveraging MicroStrategy as the company's single Intelligence Platform).
- An overview of a three-year transformation, and how this solution will continue to evolve.
- How using MicroStrategy's Global Delivery Center for rapid deployment has delivered a reliable and effective delivery model.



Chris Matthews
BI and Corporate Technology Manager, KFC (Great Britain)

After a career spanning over a decade at KFC in various roles, including application development, Chris Matthews is now responsible for BI within the UK operation. In this role, Chris and his team collaborate with KFC's European and international operations and the BI team's numerous beneficiaries, which include the group's multiple franchisees. KFC has recently changed its business model almost exclusively to franchisee-owned networks of outlets and are similarly outsourcing and pushing infrastructure and operations to the cloud. Chris has been, and continues to be, instrumental in the planning and execution of these initiatives. In what little spare time he has, Chris is a husband, a father of a young family, and an accomplished triathlete.

CUSTOMER: Wunderman Health: Real-time system monitoring

Tuesday | 4:15 pm – 5:00 pm | 224 A

Wunderman Health uses MicroStrategy to serve the business intelligence needs of its 25+ clients. To ensure system performance and assist in user troubleshooting, Wunderman Health needed a near real-time way to monitor system usage and performance. They were able to develop a way to achieve this with MicroStrategy applications.

Attend this session to learn how:

- They use Enterprise Manager, Command Manager, System Manager, and Dossiers to provide near real-time system usage and performance monitoring
- To use these out-of-the-box MicroStrategy applications with no SDK or custom coding
- To automate other administrative tasks and processes



Bruce Schiek
Director, Business Intelligence, Wunderman Health

Bruce is the Director of Business Intelligence at Wunderman Health, a healthcare marketing firm and OEM partner of MicroStrategy. He has almost 20 years of reporting and business intelligence experience on several platforms and has worked in the utilities, finance, and healthcare industries. Bruce and his family live in Northern California.

Derek Darrow
Senior Business Intelligence Architect, Wunderman Health

Derek Darrow is a Saint Louis native who initially worked in public accounting for Arthur Andersen. He now has over 15 years of experience in SQL database administration and development. For the past eight years he has been using the MicroStrategy toolset to build various BI applications that integrate with the SQL environment to reduce both developer and end user tasks.

Best Practices to Optimize Intelligence Platform and Deliver High Performance

Tuesday | 5:15 pm – 6:00 pm | 221 B

Thousands of leading organizations worldwide rely on the MicroStrategy platform to deliver reliable and high-performing BI applications under the most demanding use cases. In this session,

we will outline ways to tune and optimize the MicroStrategy Intelligence Server by monitoring and analyzing performance diagnostics and logs, so your organization can deliver high performance on mission-critical enterprise applications. Attend this session to learn:

- Different methodologies for troubleshooting and optimizing platform performance
- Commonly used settings and governors to tune performance
- Options available for logging and tracking performance within the platform, both in Windows and Linux
- Administering cubes and caches to deliver better performance.

**Enterprise Platform/Proven Methodology*



Siva Natarajan
*Technical Program Director,
 MicroStrategy*

Siva Natarajan is a passionate Technical Program Director at MicroStrategy with over 19 years of experience in business intelligence and data analytics. He has extensive knowledge of the MicroStrategy Intelligence Server and Query Engine, licensing, and the interaction of MicroStrategy products with over 20 different kinds of databases and their ODBC architectures. Siva has held several managerial and leadership positions at MicroStrategy in the past seven years.

Siva obtained a Ph.D. in Chemical Engineering from Texas Tech University and has a natural flair for numbers. He regularly indulges in performing acts of mathematical wizardry wherein he rapidly computes complex arithmetic operations in his head, including cube-roots and fifth-roots of up to 20-digit numbers. He recited 7,000 decimal digits of the mathematical constant π from memory and received accolades for this achievement. Siva also enjoys singing and playing the guitar.

CUSTOMER: Fannie Mae: A conversion journey from Spotfire to Alteryx and MicroStrategy

Tuesday | 5:15 pm – 6:00 pm | 226 ABC

The CMRA group at Fannie Mae provides analytics directly to traders over challenging data infrastructure, including real-time production databases, historical data archives, and third-party data over different database vendors. They have recently converted from Spotfire, an old Client-Server reporting tool, to an Alteryx/MicroStrategy

reporting infrastructure in a very short period of time. Attend this session to learn:

- How Fannie Mae transitioned from Spotfire to Alteryx/MicroStrategy
- What challenges they faced during this journey
- General tips and lessons for enterprises making similar changes in their data analytics

Srujan Proddutturi
*Engineer, BI Center of Excellence
 Fannie Mae*

Srujan Proddutturi is an engineer at Fannie Mae’s BI Center of Excellence. He has more than 15 years of data warehouse and BI experience using MicroStrategy—as well as other tools including SAP BusinessObjects, Tableau, and Spotfire. His successful track record includes several projects covering project design/development, SME support, infrastructure setup, upgrades, and conversion projects. Srujan has a Master’s degree in Information Systems from Stratford University.

WEDNESDAY, FEBRUARY 6

CUSTOMER: Gilead Sciences: Getting the most from your MicroStrategy environment

Wednesday | 9:00 am – 9:45 am | 223

Enterprise platforms are constantly under pressure to show the continued growth and adoption of systems while maintaining flat operational costs. This is especially true when scaling to multiple teams around the globe—innovation, mature operations, and support processes across different business units are critical for success. In this session, Gilead Sciences will discuss how to implement dev-ops in a MicroStrategy environment. You’ll also learn how dev-ops plays a role in analytics and how the MicroStrategy platform command line utilities can be used to automate tasks. The specific topics include:

- Automating administration tasks
- Dev-ops tools to accomplish tasks
- Performance monitoring with enterprise manager by combining system metrics with usage metrics



Ajay Poondla
*Associate Director, IT,
 Gilead Sciences*

Ajay Poondla is an Associate Director in IT at Gilead Sciences. He has years of experience in design,

development, administration, and implementation of analytics solutions across different business processes. His work involves using the Gxp and SOX processes, sizing and performing capacity planning for systems, fine tuning system processes, and guiding teams to leverage the platforms efficiently. He works on several platforms, including OBIEE, Spotfire, BI Apps, Hyperion MicroStrategy, DRM, Informatica, Qualification, Dell Boomi, Denodo, and Oracle SOA FMW.

**CUSTOMER: Centene Corporation:
How to increase adoption and
drive tool usage consistency**

Wednesday | 9:00 am – 9:45 am | 224 AB

Centene Corporation has built an in-house, multi-level education program to teach users how to be self-sufficient with business intelligence tools. In this session, you'll learn how they created this support system with minimal costs and increased adoption rates.

Attend this session to learn how to:

- Design different class levels
- Build a useful, efficient knowledge base that drives adoption
- Improve collaboration across all users



Connie Brown
*Director, Information Technology,
Centene Corporation*

Connie is at IT Director at Centene Corporation. Her focus is on BI Suite education for MicroStrategy, Teradata, SAS, SQL, Enterprise Data Warehouse, and Denodo. She is responsible for global dashboard development, environment administration, large scale projects, and extensive business partnerships. She has previously worked as a Senior IT Manager and as a Business Intelligence Specialist.

Chad Wainscott
*Manager, Information Technology,
Centene Corporation*

Chad Wainscott is an IT Manager at Centelligence Customer Support. Chad is the MicroStrategy and SAS platform owner for Centene and his team is responsible for platform administration, stability, security, and best practices.

Best Practices for Big Data: Visualizing billions of rows with rapid response times

Wednesday | 9:00 am – 9:45 am | 225 AB

MicroStrategy lets business users and departmental teams quickly connect to, prepare, and visualize information stored in big data environments. Attend this session to learn more about:

- Best practices for achieving high performance on big data at each level of your environment
- Tuning Hadoop environments for high performance
- Options for leveraging aggregates to speed up your response times
- Leveraging MicroStrategy memory and tuning features to boost response times for large user populations



Anthony Maresco
*Principal Solutions Architect,
MicroStrategy*

Anthony is a Big Data Solutions Architect in Sales Engineering helping customers architect MicroStrategy systems in big data environments. He has over 30 years of experience architecting, designing, integrating, and innovating components and systems across a broad range of technologies and industries in the data and analytics space. He has over 17 years of experience years in various engineering and sales roles in MicroStrategy focused on integration, architecture, design, and development with information technologies including SQL, MDX, Web Services, cloud, ERP, CRM, big data, and streaming. Anthony is a graduate of Cornell University and has previously worked at Teradata and as an independent consultant.

CUSTOMER: UBS: How a financial institution uses MicroStrategy

Wednesday | 2:00 pm – 2:45 pm | 227 ABC

Learn how UBS uses MicroStrategy to monitor banking data and generate dashboards/reports that address three key goals: (1) transparency for senior management, (2) sales/product reporting, and (3) process improvements that allow business analysts to focus on what's important: growth. This session will give an overview of UBS's journey, and focus on:

- The goals and process of their transformation
- The challenges they faced
- How they built their BI solution
- Plans for the future



Scott Cooke
Executive Director,
UBS

Scott Cooke joined the UBS in 2009 as Head of Banking Business and Strategic Analysis. Prior to this, he held numerous roles across finance/accounting, supporting many product areas in Wealth Management. Mr. Cooke joined UBS Financial Services in 1999 within Wealth Management America's finance department, where he was responsible for accounting functions in product areas and divisions within Wealth Management including banking, trading, advisory, national sales, insurance, marketing, and branch network. In January 2004, he became the WMA Banking Group Controller, providing financial reporting, business analytics, and consulting services for the WMA Banking Group. Mr. Cooke serves his community as a volunteer coach for his children's local sports teams. He received his Master of Business Administration in Finance from St. John's University in 1996. He earned his Bachelor of Science degree in Business from St. John's University in 1992. He resides in New York with his wife and two children.

**CUSTOMER: Builders FirstSource:
Leveraging agile analytics to perfect
a BI factory using MicroStrategy**

Wednesday | 3:00 pm – 3:45 pm | 230

Builders FirstSource, a \$7 billion Fortune 500 company with over 14,000 employees, is leveraging MicroStrategy to deliver fast, scalable analytics with a proven process. Discover how this enterprise started empowering its entire organization with a comprehensive suite of in-memory guided analytics, self-service, data discovery—all in less than 6 months. This breakout session will cover how Builders was able to achieve such results, in such a short time period.

Attendees will learn:

- Key components to the company's transformation, specifically for executive sponsors, product owners/manager, architects, and developers
- How Builders was able to scale and transform its enterprise BI program
- How the company was able to leverage MicroStrategy in an effective manner to successfully achieve its goals



August Baker
Senior BI Solutions Architect,
Builders FirstSource

August is the lead architect for the DART business intelligence program at Builders FirstSource, a \$7B Fortune 500 company with over 14,000 employees. The DART program is an initiative focused on consolidating data from 100+ sources—delivering foundational sales and financial analytical capabilities to 1,000 associates to support corporate operations in over 600 US locations. From a proof-of-concept to implementation in just a few months' time, August's experience in BI, analytics, and the MicroStrategy platform has accelerated the pace of business transformation at Builders FirstSource.

Gary Murphy
VP of Business Data and Analytics,
Builders FirstSource

Gary is the VP of Business Data and Analytics at Builders FirstSource, Inc. In various leadership roles, Gary has helped transform IT operations at Builders FirstSource, first supporting 120+ technologies and driving application standardizations and best practices. Assigned as the IT lead to oversee the acquisition and integration of their largest competitor, ProBuild, Inc. (based in Denver) in 2015, Gary has most recently established a Data Governance Office that will serve as the critical oversight body for the delivery of analytical MDM objectives at Builders. He is currently focused on delivering right-time analytical applications to 1,000 associates within the organization, consolidating data from 100+ sources.

**CUSTOMER: Alsea: Evolving from traditional BI
to the Intelligent Enterprise**

Wednesday | 3:00 pm – 3:45 pm | 225 AB

Alsea is the leading restaurant operator in the quick service, coffee shop, casual and family dining segments in Latin America and Spain. It has a diversified portfolio, with brands such as Domino's Pizza, Starbucks, Burger King, Chili's, California Pizza Kitchen, P.F. Chang's, The Cheesecake Factory, and many more, operating more than 3,500 units and has more than 70,000 employees in México, Argentina, Chile, Colombia, Brazil and Spain. Join Alsea's CIO Salvador Aponte as he shares his vision and experience on the evolution of BI at Alsea, as the organization moves towards a more Intelligent Enterprise based on analytics and data

science, and how to overcome some of the most important challenges in the restaurant industry.



Salvador L. Aponte
CIO,
Grupo Alsea

Salvador Aponte has been part of Alsea's management team since 2012. Born in Mexico City, he is an Engineer in Cybernetics and Computer Science from La Salle University. He has a postgraduate degree from the IPADE and a Master's Degree in Business Planning and Systems from La Salle University. Salvador has 39 years of professional experience in several industries and global companies, and has held the position of CIO for the last 22 years with 18 countries in his charge.



Victor Aguilera
Application Subdirector
Grupo Alsea

Executive with extensive experience in different companies in the financial, food and beverages, telecommunications, retail, among others. Promoting change processes enabled by technology leading the information management function, being a link with various business functions and the areas of information technology. Leader of business transformation projects as enablers of the business operating model. With a solid knowledge and leadership of work teams, for implementation projects of the operational core, both banking and industrial; Quality, Integration, Management and Data Governance; Master Data Management, Big Data and Enterprise Architecture, skills in project management and building synergies with the business. Highly focused on results, analytical, innovative and competent in managing time and resources to maximize productivity.



OPEN ARCHITECTURE

DEPLOY IN MINUTES. EMBED EVERYWHERE.

MicroStrategy offers a platform made open with a comprehensive API layer that makes it easy to leverage third-party systems, tools, and modern technologies. Tap into everything from visualization galleries like D3 to Amazon Alexa, chatbots, and R Advance Analytics—and deliver applications for any business need. In these sessions you'll learn about MicroStrategy APIs and the possibilities they offer to enterprises like yours.

TUESDAY, FEBRUARY 5

The Art of Possible with MicroStrategy REST APIs

Tuesday | 11:30 am –12:15 pm | 221 B

MicroStrategy offers a robust set of REST APIs that opens the powerful platform to a variety of technology ecosystems and possibilities, to make it easy to embed, integrate, and extend analytics capabilities. Attend this session to learn how:

- MicroStrategy works with other technology ecosystems and offers easy ways to extend its capabilities
- The REST APIs allow organizations to build powerful third-party applications that tap into system-of-record, governed data
- Organizations can embed data content and logic to automate administrative tasks
- Organizations can leverage a broad number of APIs within MicroStrategy to build powerful data-driven applications

Laurent Lee A Sioe

*Principal Solutions Architect,
MicroStrategy*

Laurent Lee-A-Sioe is Principal Solutions Architect at MicroStrategy. He entered MicroStrategy in 2000 in the France Consulting division, where he advised large organizations in their Analytics deployment. Laurent continued as a Sales Engineer in 2006 before becoming SE Manager starting in 2010, with various Europe positions. He ensured the matching of the MicroStrategy solution with the needs of the Customers and Prospects. Since 2019, Laurent is Principal Solutions Architect, based in Hong-Kong, where he is driving innovation topics for APAC. During his career, Laurent acquired a large expertise around Analytics, Mobile, Cloud and Big Data, and has contributed to many innovative projects, including vocal assistants, smartbots, smart city and APIs. Laurent holds a Masters degree from the French engineering school ESME Sudria, with a specialization on Information Systems.

CUSTOMER: Maersk: A transformational journey with MicroStrategy

Tuesday | 11:30 am –12:15 pm | 223

Maersk has recently embarked on a major transformation to meet market and industry requirements of the future, while retaining its position as a global integrator of container logistics. During this session, Maersk will speak to

the challenges and opportunities experienced over the last two years as they have moved from a waterfall-based to an agile-based methodology. The presentation will also cover the company's migration from an on-premise based enterprise deployment to an Azure Cloud-based deployment.

Attend this session to learn more about:

- The changes that this transformation had on global development
- How the product- and governance model changed to better support an agile organization
- How Maersk empowered its business users with self-service capabilities



Andrew Rhodes

*Senior IT Manager, Technical
Infrastructure Engineering,
Maersk Technology*

Andrew has been in the Information Technology field for 22 years working with technologies like Oracle, MicroStrategy, Ab Initio, and other tools primarily in the data warehousing and business intelligence areas. His work experience covers retail, healthcare, clinical research, consulting, and logistics. Prior to joining Maersk, Andrew led the team responsible for a market leading MicroStrategy-based business intelligence application targeted at pharmaceutical supply chain management and related healthcare analytics. Andrew is a native of Charlotte, NC and holds a Bachelor of Arts in Political Science from Vanderbilt University. He currently works out of the Maersk North America office in Charlotte.



Jakob Riis Bentsen

*Head of BI Transformation, BI Products,
Maersk Technology*

Andrew has been in the Information Technology field for 22 years working with technologies like Oracle, MicroStrategy, Ab Initio, and other tools primarily in the data warehousing and business intelligence areas. His work experience covers retail, healthcare, clinical research, consulting, and logistics. Prior to joining Maersk, Andrew led the team responsible for a market leading MicroStrategy-based business intelligence application targeted at pharmaceutical supply chain management and related healthcare analytics. Andrew is a native of Charlotte, NC and holds a Bachelor of Arts in Political Science from Vanderbilt University. He currently works out of the Maersk North America office in Charlotte.

CUSTOMER: Scout24 AG: Creating a data-driven culture with MicroStrategy and cloud

Tuesday | 2:00 pm – 2:45 pm | 222 C

State-of-the-art technology and effective organizational structures are insufficient to transform an enterprise into a data-driven business—data must be ingrained in the very culture of the enterprise. Scout24 is the biggest German platform for those who search for and offer information on real estate, cars, and financial planning. They recently migrated from DWH (Oracle) to Cloud (AWS), and one of their primary goals was to create a federal landscape of data producers and consumers with just enough rules to ensure seamless cooperation without severely impeding autonomy.

Attend this session to learn how Scout24:

- Built a shared-responsibility data landscape that increased efficiency and scalability
- Defined responsibilities for data publishing, quality, metrics, and the implementation of the business logic layer
- Overcame technical and adaptive challenges during their migration to Cloud



Krystyna Kurinna
Teamlead Data Access Services & Solutions, Scout24 AG

Krystyna Kurinna is a Team Leader in Data Access Services and Solutions at Scout24 AG. She works to ensure that every business user has the best services and solutions to create sustainable and scalable analyses. She has a PhD in Mathematics from Doneck University in Ukraine.

PARTNER: Fivetran and Cloud Data Warehousing: It's time to rethink your data architecture

Tuesday | 2:00 pm – 2:45 pm | 222 A

It's time to modernize your data stack and make the move to the cloud. But for your analytics team to become truly agile, migrating your data warehouse isn't enough. In this session, attendees will learn how to revitalize their analytics architecture in a cloud-first environment and dramatically improve their data team's agility.

Attend this session to explore all of the benefits of adopting a cloud analytics environment, including:

- Reducing the long-term risks that normally persist with ETL
- Avoiding vendor lock-in from all your data-creating tools

- Scaling data resources up and down quickly and at any time
- Leveraging tools and data ingestion systems unique to the cloud



George Fraser
CEO, Fivetran

George Fraser is the CEO and a co-founder of Fivetran, a fully managed data pipeline built for analysts. Fivetran technology is part of a modern cloud data stack that supports agile analytics and enables data-backed decisions across organizations.

OEM: Increasing adoption of applications with analytics

Tuesday | 3:00 pm – 3:45 pm | 221 C

The MicroStrategy platform offers a comprehensive solution that covers everything an OEM partner needs to be successful. From customization choices to multi-tenant deployment options, open frameworks, and an architecture that supports reusability, scalability, and performance, the platform is designed to cater to the unique needs of every business. In this session, you'll see examples of successful OEM implementations and learn how:

- MicroStrategy supports the full spectrum of multi-tenant architectures, from complete isolation to complete sharing
- Organizations can secure data and provide a highly personalized experience to every tenant
- To directly embed enterprise-grade analytics into portals or white-label web and mobile applications
- To automate manual tasks with sophisticated automation and administration tools



Alex Jorna
Senior Sales Engineer, OEM MicroStrategy

Alex Jorna is a Senior Sales Engineer at MicroStrategy who works with companies in the SMB and OEM space. Alex has been with MicroStrategy almost 11 years and supports customers in various verticals and across different industries. Alex originally got involved with MicroStrategy as an OEM partner while developing a BI solution for their ERP customers. Alex has about 29 years of industry and BI experience reaching across country lines, database platforms, and analytical reporting toolsets.

**CUSTOMER: Thirty-One Gifts:
Leveraging MicroStrategy on AWS
to deliver sales field analytics**

Tuesday | 3:00 pm – 3:45 pm | 230

In this session, Thirty-One Gifts presents the objectives and outcomes of implementing MicroStrategy on AWS to deliver an analytic application to 2500 distributed field sales leaders. This session will detail the implementation process, including the objectives, assumptions, challenges, successes, and lessons learned.



Christopher Newland
*Senior Manager, Business Intelligence,
Thirty-One Gifts*

Christopher A. Newland is Senior Manager, Business Intelligence at Thirty-One Gifts, where he has worked for the last seven years. He was responsible for the initial implementation of MicroStrategy at Thirty-One Gifts, where it has now become the main analytics platform for the company.

**CUSTOMER: Reynolds American Inc: An
introduction to Amazon Cloud**

Tuesday | 3:00 pm – 3:45 pm | 227 ABC

BI usage has grown at increasing speeds at Reynolds American, and MicroStrategy has remained rooted at the center of their analytics journey. In the cloud, Reynolds can have flexible architecture opportunities to scale their environment, spin up testing nodes, and deliver better performance. By taking advantage of Amazon's native features, they reduced costs and delivered creative infrastructure solutions to problems previously out of their grasp. This session will cover:

- How Amazon's cloud offers opportunities to shift and mold MicroStrategy architecture to meet client needs
- Reynolds' perceived benefits from a clustered environment with a centralized management platform for monitoring using Amazon's Console and CloudWatch
- Minimizing costs to deploy a suitable testing environment using Amazon Machine Images
- Using Infrastructure as Code through Amazon's CloudFormation to reproduce systems for testing and expansion at the click of a button



Mason Wood
*Analyst/PM,
Reynolds American Inc*

Robert has been an IT Analyst at Reynolds American for two years with a focus on moving their architecture to the cloud. He has supported MicroStrategy from an Administrative perspective and worked to deliver a stable reporting environment capable of delivering reports across the United States. His team focuses on acquiring, transforming, and delivering data across the organization to a variety of client areas.

**Injecting Identity and Telemetry into
Third-Party Platforms for New Insights**

Tuesday | 4:15 pm – 5:00 pm | 221 C

Enterprise systems, sensors, and applications generate data that is often stored in disparate systems. MicroStrategy lets you bring this information together, combining real-time and historical data, while incorporating sophisticated analytics—and present the outcome with beautiful visualizations. In this session, learn how to:

- Integrate telemetry and identity into applications
- Generate valuable identity intelligence within your enterprise
- Blend real-time telemetry data into every analysis to develop 360-degree views of your organization



James Letsky
*Vice President of Operations,
MicroStrategy*

Jim Letsky is the Vice President of Operations for MicroStrategy's Identity & Telemetry business. With more than 20 years of analyzing, developing and managing complex business operations in a variety of market verticals, he brings a breadth of experience to the enterprise identity and telemetry business. As one of the key executives on the Usher team, Jim is responsible for growing and positioning the MicroStrategy Identity & Telemetry business in the marketplace, field deployment of the solution, and working internally with the product management and engineering teams to ensure that development priorities reflect market demand. Prior to MicroStrategy, Jim served for 21 years in the United States Marine Corps, and held several leadership positions at companies in the financial services and technology industries.

WORKSHOP: Embed Custom Dossiers into Third-Party Apps with REST APIs

Tuesday | 4:15 pm – 5:00 pm | 232 ABC

MicroStrategy enables developers to embed analytics into branded applications to improve the value of their offerings. MicroStrategy offers a robust set of capabilities with REST APIs to support the ability to customize and embed applications.

Attend this workshop to learn:

- An overview of MicroStrategy REST APIs and the documentation available to customize and embed dossiers
- How to develop an HTML page to embed and host dossiers
- How to develop REST API calls within the MicroStrategy REST API Explorer page
- How to embed and customize an interactive dossier within a portal



Richard Kapupu
Training Consultant,
MicroStrategy

Richard comes from a business intelligence background, working with MicroStrategy at Bell Canada. He taught Applied Mathematics, Economics, and Business Management at a preparatory school in Swaziland before completing his masters in Electronic Business Technologies. Richard is a MicroStrategy Certified Designer and has certifications in SAP, SAS programming and statistics, PGCE, data modeling, text analytics with sentiment analysis, and an International Computer Driving License. His language skills are legendary: he speaks English, French, SiSwati, Zulu, and is teaching himself Chinese.

CUSTOMER: Onyx CenterSource: The journey from on-prem to AWS cloud

Tuesday | 4:15 pm – 5:00 pm | 222 C

As part of a large data center migration, Onyx needed to move their MicroStrategy platform off premises and onto cloud to reduce project scope and complexity. As a result of this transition, their development team can now schedule when the AWS server is on or off without waiting for the infrastructure team, saving them time. They can also quickly deploy environments, which has been useful for support research. They can also shut

down environments when they are not being used. During this session, you'll learn:

- How the team addressed the challenges they faced during this transition
- The benefits they discovered of using cloud instead of on-prem
- Why careful documentation was vital to the success of this project



Jim O'Neill
BI Developer,
Onyx CenterSource

Jim has been working in analytics for 19 years. He has witnessed the evolution of analytics and BI first hand in the past two decades. He will be teaching a high school class in visual analytics next year. Jim also enjoys maintaining his farm, which includes chickens, bees, a donkey, and a dog, with his wife and four children.

CUSTOMER: Tourvest Travel Services: Our data journey

Tuesday | 4:15 pm – 5:00 pm | 223

Tourvest is Southern Africa's leading integrated tourism group with a workforce of more than 5,000 employees across travel management companies, hotels, restaurants, and more. The company set out to pursue a strategy of Digital Transformation (Project Unicorn) using MicroStrategy as an Intelligence Platform as it worked to become a more Intelligent Enterprise.

Tourvest has proven itself a leader in this digital frontier—delivering insights to its teams and customers that were previously unknowable. They are in the process of embedding travel analytics into their customer booking tool, delivering average fares, out-of-compliance bookings, top travelers, and missed savings—all in a single interface. To automate statements and submit budgets, it built a financial tool that harnesses unique security features of MicroStrategy. And it deployed chatbots that allow customers to use WhatsApp to ask questions about their financial data.

Attend this session to learn about:

- Using MicroStrategy for Embedded Analytics
- Ensuring high adoption of applications
- Increased customer demand for real-time analytics
- Use of MicroStrategy Partners and Consulting services
- Future plans to empower all users with chatbots



Yentyl Govender
*Manager of Business Intelligence,
Tourvest Travel Services*

Yentyl is a chartered accountant who spent four years in auditing before joining Tourvest as an Information Architect. Over the past two years at Tourvest, he has been responsible for driving user adoption of Tourvest's MicroStrategy-powered solution.



Scholtz Fourie, Chief Financial Officer and Chief Information Officer, Tourvest Travel Services

Scholtz is the CIO and CFO of Tourvest Travel Services. He is a chartered accountant, holds a law degree, and has a wealth of experience working with data from a business user and technical perspective. Scholtz has been instrumental in driving the Tourvest's vision of an Intelligent Enterprise and is responsible for innovation within the business from a technology perspective.

Art of the Possible with MicroStrategy and Google

Tuesday | 5:15 pm – 6:00 pm | 223

Google has hundreds of products. From B2C (Search, Maps) and B2B2C (Ads, Analytics) to B2B (Google Cloud Platform and Google Suite). Let's have a deep dive on everything MicroStrategy can bring to the Google landscape with a major focus on B2B:

- How to leverage Google Cloud Platform for Hosting, Data and Machine Learning
- How to combine Google Suite and MicroStrategy at the core of your operations with HyperIntelligence and Drive connector
- A quick tour integrating few other point solutions such as Google Analytics, Maps and Dialogflow.

Jean Fantaisie
*Senior Sales Engineer,
MicroStrategy*

WORKSHOP: Deploy on AWS or Azure in just 20 minutes with the MicroStrategy Cloud Console

Tuesday | 5:15 pm – 6:00 pm | 231 ABC

With MicroStrategy, you can deploy a fully configured enterprise analytics project in the cloud in less than 30 minutes. Join us for a hands-on workshop where you'll learn how to deliver

secure analytics on AWS or Microsoft Azure to teams of any size. In this workshop, you will:

- Use Workstation to spin up your own MicroStrategy cloud instance
- Deploy your environment on either AWS or Azure
- Learn how to manage and administer your cloud environment
- Find out how you can assign security, manage user groups, upgrade environments, schedule and automate routine tasks, and more



Mette Miller
*Training Consultant,
MicroStrategy*

Mette brings her extensive experience in business intelligence training and education to MicroStrategy, having worked as an international Technical Trainer for a data analytics start-up, a higher education sales associate, and a multilingual tutor. She graduated magna cum laude with degrees in Communication Studies and Spanish. She is a MicroStrategy Certified Master Analyst and has Spanish language certifications from the Pontificia Universidad Catolica de Valparaiso, Chile and Universidad Nacional de Costa Rica. In her free time, Mette volunteers at her local church working in the Austin community with education, childcare, mentorship, and food supply initiatives. Before finding her calling in technical training, Mette was a TV and film screenwriter in Los Angeles.

CUSTOMER: Rx Drug Mart: The BI journey of a retail pharmacy startup

Tuesday | 5:15 pm – 6:00 pm | 224 B

Rx Drug Mart deployed MicroStrategy in the cloud in less than three weeks in the cloud. They also launched mobility and dashboards while growing their network over 50%. In this session, you'll see how this rapidly growing Canadian pharmacy transformed its planning, BI, and retail operations with MicroStrategy. Come learn how this rapidly growing Canadian Pharmacy startup has leveraged MicroStrategy to transform its planning, BI and retail operations while positioning its self to be the fastest growing pharmacy chain in Canada. Learn how:

- MicroStrategy enables growth, provides insights, and empowers Rx Drug Mart to compete and succeed in a fiercely competitive marketplace

- A single view of the business allows them to react to changes and enables employees to drive better performance
- To manage data governance, quickly deploy in the cloud, minimize IT costs, while maintaining agility
- Rx Drug Mart builds and rolls out dashboard in seconds with Dossier and Library



Thomas Leung
*Director of Business Analytics,
Rx Drug Mart*

Thomas Leung joined Rx Drug Mart in 2018 after a 10-year career with Loblaw Companies Limited. During his career, he has worked with supply chain, finance, analytics, and business intelligence. He has also worked on several major M&A projects with a concentration on data and analytics. At Rx Drug Mart, Thomas is responsible for business analytics, including business intelligence, data, and analytics.



Chris Gardner
*VP of Central Operations,
Rx Drug Mart*

Chris Gardner joined Rx Drug Mart in 2017 after a 23-year career with Shoppers Drug Mart. During his career, he held senior positions in central operations, merchandising, pricing, promotions, acquisitions, IT, and regional operations. He also played an integral role in franchise relations, store operations, financial planning, system operations, and performance optimization. At Rx Drug Mart, Chris is responsible for central operations, category management, merchandising, vendor management, pricing, business intelligence, and IT.

WEDNESDAY, FEBRUARY 6

Deploying MicroStrategy on the Cloud with AWS or Microsoft Azure

Wednesday | 9:00 am – 9:45 am | 221 A

With MicroStrategy, organizations have the flexibility to deploy their analytics platform on the cloud services platform of their choice. New in MicroStrategy, administrators can now use a centralized provisioning portal to easily deploy MicroStrategy on Azure, in addition to MicroStrategy on AWS. Attend this session to learn more about:

- The management console to deploy MicroStrategy on AWS and MicroStrategy on Azure

- How you can securely migrate your existing BI environment to the cloud or from one cloud service provider to another
- How you can easily use different cloud platforms to support a multi-cloud architecture
- Automation and administration options to manage and maintain the environment for high reliability



Andrew Mears
*Product Manager,
MicroStrategy*

Andrew Mears is the Product Manager for MicroStrategy Enterprise Cloud, including MicroStrategy on AWS and Azure. Mr. Mears has held roles in the organization in technical support, consulting, and MicroStrategy managed cloud. He leverages his customer facing experience to bring a customer-centric approach to designing Cloud products. He graduated from the University of Maryland with a B.S. in Accounting and from GWU with an M.S. in Information Systems.

CUSTOMER: Freddie Mac: An innovative approach with MicroStrategy Transaction Services

Wednesday | 9:00 am – 9:45 am | 227 ABC

In the world of diginomics driven by Fintech and Mortgage Services, Freddie Mac has business teams asking for information on the effectiveness of product offerings as soon as a product is launched so they can monitor and improve the product offering on a continual basis. They launched the Automated Collateral Evaluation (ACE) monitoring web application. ACE is an innovative solution for performing Quality Control reviews with integrated best practices in data management, UI design, and business intelligence reporting. Freddie Mac built this solution in just six weeks with MicroStrategy; traditionally, web applications take approximately three months to develop. ACE QC application provides a common platform for performing multiple business functions, such as analyst reviews, manager reviews, and consolidated reporting. In this session, you'll learn:

- Why Freddie Mac needed to develop a monitoring app
- How to develop an end to end web application in six weeks

- How to create a workflow for data entry, multi-level reviews, and reporting with Transaction Services and Developer



Lakshmi Purushothaman
*Risk Analytics Director,
Freddie Mac*

Lakshmi Purushothaman has over 20 years of progressive experience in the Business and Information Technology industry, obtained by working in various vertical industries including financial services, telecommunications, CPG, media, and insurance. She has led teams in both data strategy as well as data service application design and implementation. Currently, she is responsible for developing and managing business information systems for Single Family Credit Reporting Analytics (CAR). She is instrumental in bringing the Big Data Practice for the CAR team to design and implement innovative solutions to support analytics and data science work.

Jin Kang

*Risk Analytics Director,
Freddie Mac*

Jin Kang is a Risk Analytics Manager at Freddie Mac on the Credit Analytics & Reporting team. Jin has over fifteen years of progressive experience in report and dashboard development used to support credit and customer management. Currently, Jin and her team are responsible for building out a reporting framework for multiple data sources, maintaining monthly reporting processes, trouble-shooting data issues, and supporting users.

CUSTOMER: Sainsbury's: A single version of truth from board to shop floor

Wednesday | 9:00 am – 9:45 am | 229 B

Sainsbury's is on a journey to take advantage of the vast amount of data it collects to deliver value and competitive advantage to the organization across all aspects of the business. In the past twelve months, the applied data and analytics team (ADA) has consolidated reporting and improved the delivery of key information to stakeholders via MicroStrategy visualizations. To do this, they identified manual processes, assessed vast amounts of distributed information, and prototyped solutions to address challenges. The team successfully deployed a mobile app as a

POC and rolled it out to 10,000 users, saving retail staff 55,000 hours and finance employees 800 hours per year. Attend this session to learn how Sainsbury's:

- Automated daily reports to senior execs with cloud and Snowflake
- Decided on a set of KPIs to track
- Scaled a mobile POC of 50 up to 10,000 users



Stephen Ryder-Downes
*Data Visualization and Automation
Manager, Sainsbury's*

Stephen has worked in data and analytics within the retail industry for over 15 years, leading teams of analysts to implement visual and mobile data solutions in both luxury and FMCG brands. Stephen's main area of interest is in helping non-technical business users turn ideas into insightful and interactive visual dashboards.



Keith Guthrie
*Head of Data Visualization and
Automation, Sainsbury's*

Keith has worked in data and analytics for over 10 years, and has experience in banking, telecommunications, media, and now retail. His background is in maths and analytics, and his passion is in enabling more informed decisions with data. Keith has led and managed teams of analysts delivering data solutions, enabling business stakeholders to understand their customers and present them with relevant and attractive offers. Keith believes that good visualizations and presentation of data can enable businesses to make better choices for their customers and shareholders.

CUSTOMER: Genesys: How to run MicroStrategy on Kubernetes

Wednesday | 2:00 pm – 2:45 pm | 222 A

Genesys uses MicroStrategy to provide Contact Center analytics to our customers, both in cloud and on premise. To provide a consistent approach for hundreds of deployments, eliminate installation and initial configuration hiccups, and enable almost zero downtime blue/green upgrades, Genesys delivers MicroStrategy inside Docker containers, with container orchestration managed by Kubernetes. Attend this session to learn:

- Lessons learned while implementing this process
- Techniques used to leverage Kubernetes with MicroStrategy

- How and why you might want to deploy MicroStrategy with Kubernetes



Dmytro Samborsky
*Director of Reporting Engineering,
Genesys*

Dmytro Samborsky is Director of Reporting Engineering at Genesys. Dmytro has over 19 years of experience in software development, including 14 in BI and database technologies. In his current role as Director of R&D, he leads several teams responsible for reporting and analytics solutions as part of the Genesys Customer Experience Platform, used by more than 5000 companies around the globe to power their customer interactions. Dmytro holds a Masters Degree in Applied Mathematics from National Technical University of Ukraine (KPI).

PARTNER: Microsoft

Wednesday | 2:00 pm – 2:45 pm | 230

PARTNER: AWS

Wednesday | 2:00 pm – 2:45 pm | 228 AB

PARTNER: Sense Corp and Accelerated Analytics: Seeing results faster

Wednesday | 2:00 pm – 2:45 pm | 222 B

Do you have the right platforms in place to turn data into valuable insights? Are you using actionable insights to make timely, data-driven business decisions that optimize revenue? Choosing the right combination of technologies to form value-add solutions from today's ever-changing tool set can easily feel daunting. Attend this session to learn how, with the right tools and plans, you can achieve accelerated analytics. Whether you are just beginning to build scalable analytical platforms or you are ready to utilize advanced analytics, you will walk away with a clear solution on how to accelerate analytic results for your organization.

This session will cover topics including:

- Successful results-driven analytics strategies from real-world customers
- Demos on how to take on the three V's of big data (Volume, Velocity and Variety) using Apache Spark as an advanced distributed analytical engine
- How to leverage rapidly scalable cloud-based infrastructure (AWS)



Brian Fleenor
*MicroStrategy Practice Lead and
Solution Architect, Sense Corp*

A highly effective technology professional with 10+ years of broad BI experience, Brian's passion is to help clients become Intelligent Enterprises—organizations that have data-driven decision support at all levels. As a MicroStrategy-certified professional, Brian is fluent in development and deployment of the full suite of products and serves as Sense Corp practice lead for MicroStrategy. In this role, Brian works with clients to help them utilize the full capabilities of this powerful platform and works with staff at all levels to ensure they have the skills to navigate all the tools available, as well as the ability to sustain use going forward.

PARTNER: Percipient and Artificial Intelligence: A deeper look at the next wave of digital transformation

Wednesday | 2:00 pm – 2:45 pm | 225 AB

Artificial intelligence is poised to rapidly disrupt and transform industries much in the same way digital transformation has impacted our world. Gartner estimates that only 4% of enterprises have invested and/or deployed artificial intelligence in their organizations, with 21% of CIOs actively planning or experimenting with AI. In this session, we will take a deeper look at artificial intelligence, further defining the nebulous concept, highlighting capabilities, and identifying opportunities to introduce artificial intelligence to your customers and move beyond a PoC.

Attend this session to learn best practices for:

- Building your organization's roadmap to AI
- Scaling small tests into meaningful capabilities
- Overcoming roadblocks experienced by most organizations



Christine Livingston
*Director, AI Solutions,
Percipient*

Christine leads the artificial intelligence practice for Percipient, combining a background in analytics, unstructured content management, and case management to design and deliver transformative AI solutions. Her engineering background aids her analysis of complex business problems and ability to develop innovative cognitive applications. Christine and her team help clients uncover

hidden insights, identify trends, enhance existing applications, and scale their expertise. Among her achievements at Perficient, she created an award-winning artificial intelligence center of excellence and participated in a panel with IBM CEO Ginni Rometty to share her knowledge on AI solutions and strategy. She also demonstrates her thought leadership through speaking engagements at various industry conferences.

CUSTOMER: Xero: The economies and opportunity from migrating analytics to the cloud

Wednesday | 3:00 pm – 3:45 pm | 223

Two and a half years ago, Xero, a leading global cloud-based accounting software platform for small and medium-sized businesses, migrated its data and analytics platform to AWS. This breakout session will cover why Xero chose AWS when deploying to the cloud, the economies and opportunity that Xero is realizing from this move, and some of the key challenges managing a cloud-based data and analytics platform. The discussion will center around business agility, innovation and people; cost optimization; and security compliance and operational resilience.

Attend this breakout session to learn:

- How to move a data and analytics platform to the cloud
- How Xero overcame challenges and discovered opportunities during its migration
- How Xero successfully leveraged MicroStrategy on AWS



Tim Mole
*General Manager, Data Services,
Xero*

Tim leads a data services team tasked with supporting Xero's global business with high quality analytics, business intelligence, data, and automation. Tim has 25 years of technical and management experience, a passion for developing high performing teams, and successful track record of delivering better business outcomes through data and analytics solutions.

CUSTOMER: Tengizchevroil: Ensuring Safer Motor Vehicle Operations for a Fleet of 5000

Wednesday | 3:00 pm – 3:45 pm | 229 B

Tengizchevroil (TCO) is a joint venture between Chevron, ExxonMobil, KazMunayGas, and LukArco, and it aspires to be the safest, most efficient, and

most profitable oil and gas enterprise in the world. With a fleet of more than 5000 vehicles, safety is a top priority—leading the organization to launch its Motor Vehicle Safety (MVS) project to increase standards and reduce rates of vehicle incidents. The solution analyzes GPS/telemetry data from the fleet to deliver insights using a combination of real-time streaming advanced analytics algorithms and structured business intelligence dashboards. This has dramatically reduced the time spent analyzing data from weeks down to hours and minutes.

Attend this breakout session to learn how:

- TCO architected and implemented MicroStrategy on top of a real-time Azure data lake, capturing 5 million records a day for a fleet of 5000 vehicles in order to ensure safer and incident-free operations
- The MVS project is being built utilizing best practices in agile cloud methodology
- Driven with a digital imperative to leverage data as an asset, the project is making data available and consumable across numerous points of use to enable pervasive intelligence
- The change in approach to decentralized analytics is enabling faster innovation, lowering costs through operational excellence, and reducing corporate risk while keeping people safer behind the wheels of motor vehicles



Bekmurat Spayev
*Data Scientist,
Tengizchevroil*

Bekmurat has worked in various capacities of the IT field with a computer science degree from Purdue University. His present assignment as one of the first data scientists in Tengizchevroil. He has developed in various programming tools to implement data science related solutions. In Tengizchevroil, he has been responsible for delivering advanced analytical solutions to help solve multiple challenges in the oil and gas industry. Prior to Tengizchevroil, Bekmurat was a software developer in a Kazakhstan national oil company and as well as at Purdue University where he delivered a mobile application for monitoring oil rate flow on wells in a field and storing data in the organization's central repository.



Daniel Barragan
*Business Intelligence Advisor,
Tengizchevroil*

Daniel has been architecting/building BI-related solutions at Chevron for 10+ years. A California native, Daniel is currently on international

assignment in Kazakhstan as the Business Intelligence Advisor to Tengizchevroil. During his time there he has been the technical lead of multiple large BI solutions and responsible for the creation of the current analytics strategy. Daniel has been responsible for growing MicroStrategy over the last 3 years and has been working to increase organizational capability in the national workforce. Prior to Chevron, Daniel was a solution architect/developer for a west coast regional restaurant chain, worked at multiple internet startups, and started his career with Hewlett-Packard. In total Daniel has over 20 years of industry experience developing and architecting software solutions. Daniel received his B.S. in Computer Engineering from Santa Clara University in 1999.

CUSTOMER: Bidfood South Africa: Solving the self-service adoption riddle

Wednesday | 4:00 pm – 4:45 pm | 227 ABC

Join Bidfood on a BI deployment journey. From 2015 to today, Bidfood has been utilizing MicroStrategy to innovate with new technologies like mobile apps, bots, and more. You'll learn how Bidfood developed a mobile sales app that transformed sales management and the way they received customer data. Spurred by this success, they built a data warehouse that resulted in unprecedented user uptake. In April 2018, Bidfood embarked on a self-service strategy to enable users with an agile, user-friendly interface to replace spreadsheets. With users completing their own analyses, report requests dropped from 750 to just 100. Today, they are building the Norbit Bot AI integration, which will link sales staff to the BI environment through WhatsApp Communication and MicroStrategy API connectors.

Attend this session to learn how:

- To empower users with adoption programs, training tools, and power users
- They gained 200+ mobile users and 700+ web users
- They will integrate and ETL external data sources in the future



Jonathan Ross
BI Developer,
Bidfood South Africa

Jonathan Ross is a Business Intelligence Developer at Bidfood in South Africa with years of experience in the food and beverage industry. He is skilled in digital strategy, reporting and analysis, and fast-moving consumer goods (FMCG). He previously worked as a Bidfood Manager and

Sales Representative.



Stefan Harbron
Founding Director,
Expeditus

Stefan Harbron is the Founding Director of Expeditus, a MicroStrategy partner. He leads Expeditus in creating profitable solutions in a variety of industries. With more than 18 years' experience, he has an absolute passion for all things BI and technology innovation. Before Expeditus, he led the MicroStrategy services organization in South Africa in sales and revenue growth by building strategic alliances that created viable projects with new and existing clients. Previously, he honed his technical skills as a MicroStrategy Sales Engineer.

Moving Your On-Prem Deployment to the Cloud

Wednesday | 4:00 pm – 4:45 pm | 223

When considering a move to the cloud, organizations need to look at factors like TCO, security, and performance. This session will examine the benefits of migrating your BI environment and discuss different options for deploying MicroStrategy on the cloud. Attend this session to learn more about:

- The tradeoffs between traditional and cloud-based BI deployments
- Why leading organizations are moving to the cloud
- How you can get up and running with MicroStrategy in as little as 30 minutes
- Success stories of enterprises who have gained a competitive edge by migrating to the cloud



Robert Carey
Senior Manager, Cloud Services
MicroStrategy

Robert Carey is a Senior Manager of Cloud Services and has twenty years of experience leading BI initiatives. He has led MicroStrategy's cloud team since its inception in 2011. Robert is an expert in cloud migrations, leading over 70 migrations in his tenure with MicroStrategy, and holds a Master's degree in Business Administration from Virginia Tech.

PROVEN METHODOLOGY

ENTERPRISE PROJECT SUCCESS. BY DESIGN.

Delivering on the promise of the Intelligent Enterprise requires more than exceptional technology; it also requires exceptional technique. Take advantage of a collection of proven methodologies—all pre-packaged within a set of 12 Intelligence Programs. Deploy transformative mobile applications, publish a single trusted view of your enterprise data with federated analytics, and establish a framework for any analyst to rapidly build new applications that scale securely by design. Establish an Intelligence Center—a team of expert architects and administrators to properly maintain the platform and intelligence processes. Access a global network of MicroStrategy experts, trainers, and support engineers to guide you on your journey to a more Intelligent Enterprise.

TUESDAY, FEBRUARY 5

12 Programs for Your Journey Towards a More Intelligent Enterprise

Tuesday | 11:30am–12:15pm | 221 C

Getting ready to launch new initiatives in 2019? Our expert consultants can help you accelerate your next project through 12 tailored programs. From POC to production, we'll help you avoid common organizational and technological challenges, so your organization can get results faster. Attend this session to learn how we can help you:

- Deploy integrated mobile applications throughout your enterprise
- Establish federated analytics with order and agility
- Design and deploy collaborative enterprise applications



Mohamed Abouelseoud
Vice President, Enterprise Support,
MicroStrategy

Mohamed is the Vice President of Enterprise Support with over eight years of experience with MicroStrategy. Mohamed started his MicroStrategy career in 2010 as a consultant, working with several customers on building analytics and mobility solutions, implementing data strategies, and managing their environments. He then moved into management, managing the San Francisco 1/Bay Area Consulting Business Unit, working with several large technology, retail, healthcare, and financial customers. Mohamed is currently leading the Enterprise Support program, where he is helping customers worldwide adopt the latest features of the platform and ensure they are following MicroStrategy's best practices. Prior to MicroStrategy, Mohamed worked as a BI consultant and software engineer, focusing on data architecture and data preparation.

PARTNER: Perficient: Enabling the Intelligent Enterprise

Tuesday | 2:00 pm – 2:45 pm | 229 B

The Intelligent Enterprise is the ultimate data-driven organization. It anticipates constantly changing challenges and turns them into opportunity. MicroStrategy provides a range of tools and capabilities to meet this need head on. But how do you get there? What steps do you take

to get on the path and achieve results? What best practices should you follow to avoid the minefields create a scalable and insightful intelligent enterprise? Perficient will outline how to create the Intelligent enterprise and lay out what you can do to achieve higher value as quickly as possible.



Steve Thompson
Director, MicroStrategy Practice,
Perficient

Steve Thompson is a Director in Perficient's MicroStrategy Business Intelligence practice responsible for solution delivery, and has spent over 20 years in the MicroStrategy community. Prior to his time at Perficient, Steve co-founded Southport Services Group, a leading partner in the MicroStrategy community. He also spent six years at MicroStrategy in a number of consulting and management positions. At Southport, Steve managed the delivery of services within the accounts and oversaw solution design for innovative MicroStrategy solutions in a variety of industry verticals. At MicroStrategy, Steve oversaw the strategic direction and ran the day-to-day operations of MicroStrategy's premium consulting offering, which was designed to ensure customer success through proactive technical intervention and the provision of best practice advisory services. Steve received a BA in Mathematics and Economics from the University of Michigan and an MA in Economics from the University of Pennsylvania.



Mike Porter
Managing Principal, Strategic Advisory
Team, Perficient

Michael Porter is the Managing Principal of Perficient's Strategic Advisors Team. He leverages over 20 years of experience to help clients understand and take advantage of the value provided by digital technologies. Michael has supported many digital technology implementations for some of the world's largest companies and regularly speaks at industry and partner events on a wide range of digital transformation topics.

Migrating from SAP BusinessObjects to MicroStrategy 2019

Tuesday | 3:00 pm – 3:45 pm | 221 A

Are you searching for a streamlined process to migrate your legacy SAP BusinessObjects tools

to an enterprise-ready intelligence Platform? MicroStrategy has developed a comprehensive set of best practices, tools, and processes that deliver effective conversions and accelerate business benefits. Attend this session to:

- See how to optimize the design of your best legacy reports to leverage MicroStrategy 2019 capabilities
- Learn how to reduce the number of your legacy reports by as much as 80%
- Reduce your conversion and future maintenance costs



Robert Davis
Vice President of Product Management, International, MicroStrategy

Rob Davis is Vice President of Product Management, International for MicroStrategy. He has over 17 years of experience in the data and Business Intelligence industries and has held senior product management, development, consulting, support, and customer success positions at Business Objects, SAP, and Tableau. Rob is passionate about helping organisations glean value from their data while helping people to overcome their natural fear of using data effectively in their day to day jobs. Rob holds a Ph.D. in Elementary Particle Physics from the University of Alberta in Edmonton, Canada.



Prasanna Anantharaj
Senior Technical Program Manager, MicroStrategy

How to Get the Most Out of Your Annual Intelligent Enterprise Assessment

Tuesday | 5:15 pm – 6:00 pm | 222 B

So, you have MicroStrategy—but how do you know you're making the most of your investment? The Intelligent Enterprise Assessment is an annual pulse check that helps you benchmark your current practices, understand optimization opportunities, and plan the steps to take to achieve the next milestones on your strategic roadmap to become an Intelligent Enterprise. Attend this session to learn how to:

- Prepare for and participate in your complimentary engagement each year
- Maximize the insights you receive
- Rapidly implement the strategic, business, and technical recommendations from expert MicroStrategists



Collin Nicholas
Senior Technical Program Manager, MicroStrategy

Collin Nicholas leads strategy and execution for the Intelligent Enterprise Assessment initiative at MicroStrategy. A technology professional with over 8 years' experience, he has expertise in the spectrum of MicroStrategy capabilities, features, and services. Prior to joining the Enterprise Support program team as a Senior Technical Program Manager, Mr. Nicholas progressed through the product support organizations at both MicroStrategy and FICO, specializing in enterprise architecture design, configuration and performance tuning, and operational process automation.

Mr. Nicholas graduated from Central Connecticut University with a B.S. in Mechanical Engineering. He played Division 1 soccer throughout his collegiate career, culminating in an NCAA Sweet Sixteen appearance in 2007. In his spare time, he plays social league soccer and golf, enjoys woodworking, and is known by friends as a grill master for his signature ribeye reverse-searing technique.

WEDNESDAY, FEBRUARY 6

Best Practices When Upgrading From 9X/10X to MicroStrategy 2019

Wednesday | 9:00 am – 9:45 am | 222 A

To make upgrading your platform seamless, you need to ensure that your data is still valid, achieve better performance, and identify changes faster. In MicroStrategy 2019, several enhancements have been made to ensure a smoother upgrade and a better performance. Improvements have been made in Integrity Manager with better data comparison for all objects, and enhanced logging lets you easily identify existing jobs that will be affected by data engine changes. MicroStrategy is also introducing the Capacity Testing Tool to verify performance gains when upgrading, to correctly size and tune enterprise environments to reach their full potential. This session will cover:

- SQL enhancements in the platform
- Enhancements made to Integrity Manager for better data comparisons
- An overview of the Capacity Testing Tool and how it can be used to tune environments
- A demo of the Capacity Testing Tool and Integrity Manager

Best Practices for Building an Intelligence Center

Wednesday | 4:00 pm – 4:45 pm | 221 B

The journey towards the Intelligent Enterprise begins with small, departmental initiatives. But as the scale and sophistication of deployments increase, it will require a team of expert architects to properly maintain the platform and intelligence processes. Why? Because delivering powerful analytics and mobile apps to thousands of constituents while maintaining enterprise-grade levels of performance, reliability, and security is a challenging endeavor. Attend this session to:

- Get an overview of the challenges posed by large-scale intelligence initiatives
- Learn the techniques and best practices for establishing an Intelligence Center (MicroStrategy Center of Excellence) within your organization
- Get to know each role in the Intelligence Center, and how they contribute to success



Antoliano Larrosa
Sales Engineer, UK,
MicroStrategy

Antoliano Larrosa is a passionate and focused Sales Engineer intent on building lasting customer relationships. Based in London, he constantly strives to make customers successful with the MicroStrategy Analytics platform. Antoliano holds an MBA from Paris, an MSc in Computer Science from Italy, and a Master's in Pedagogical Aptitude from Spain, among others. He loves traveling, sports, health, technology, psychology, and business.

