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## MicroStrategy 10™ to Power Analytics and Mobility Applications at Crate and Barrel

### MicroStrategy Chosen for "Real-time, Modern BI Solution at Enterprise Scale"

#### Rollout to Begin with Store Operations, Finance and Planning & Allocation

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise software platforms, today announced that [Crate and Barrel](#), an industry-leading home furnishings specialty retailer, has chosen MicroStrategy 10 to power its analytics and mobility applications, beginning with its store operations, finance, and planning and allocation departments. Crate and Barrel switched to MicroStrategy for its data analytics needs so business users can gain real-time access to BI tools, even while they speak with customers in stores. The rollout of Crate and Barrel's mobile and analytics tools will put the power of MicroStrategy 10 in the hands of executives, merchants, analysts and store managers in 170 Crate and Barrel stores throughout the United States.

"Because MicroStrategy 10 gives us mobile functionality, real-time data access, and self-service features at enterprise scale, we can fundamentally change business reporting and the customer shopping experience for the better," said Mike Relich, COO, Crate and Barrel. "We're getting MicroStrategy 10 in the hands of our store and field managers via tablet apps so store associates have inventory and sales data precisely when customers need it. At an enterprise level, MicroStrategy 10 also moves our organization away from static reporting, with real-time, self-service tools to unlock strategic insights."

With MicroStrategy 10's self-service model, Crate and Barrel's business users can create reports on demand. They can quickly access intuitive and timely reports, and mine data for insights. Additionally, store and field managers can have more impactful conversations with employees by accessing real-time data on their mobile devices.

"Retail is a constantly moving industry that requires staying on top of consumer trends, supply-and-demand, inventory, sales, employee performance and more," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "Industry leaders like Crate and Barrel are using MicroStrategy analytics and mobility solutions to connect to multiple data sources so they can transform strategies to maximize profit and improve the overall consumer shopping experience."

To learn more about how retailers can leverage MicroStrategy 10, download [Digital Transformation of Retail with MicroStrategy 10](#).

#### About MicroStrategy Incorporated

Founded in 1989, MicroStrategy (Nasdaq: MSTR) is a leading worldwide provider of enterprise software platforms. The Company's mission is to provide enterprise customers with a world-class software platform and expert services so they can deploy unique intelligence applications. To learn more, visit [MicroStrategy](#) online, and follow us on [Facebook](#) and [Twitter](#).

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