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Leading Brands Represent MicroStrategy and Present at Gartner Data and Analytics Summit

3M Company, Dr Pepper Snapple Group, and Reynolds American Inc. to Discuss Building Smarter Enterprises with MicroStrategy 10™

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise software platforms, today announced its customers will be in attendance at the Gartner Data and Analytics Summit taking place this week in Grapevine, Texas. At the event, MicroStrategy customers, 3M Company and Reynolds American Inc., will present their best practices on evolving enterprise data discovery, and Dr Pepper Snapple Group will showcase live mobile applications built with MicroStrategy 10.

"MicroStrategy has a rich history of helping its customers build smarter enterprises," said Michael J. Saylor, CEO of MicroStrategy Incorporated. "In the March 2017 Gartner Critical Capabilities for Business Intelligence and Analytics Platforms report, we feel the MicroStrategy platform performed exceptionally well in the use cases categories. At the Gartner Data and Analytics Summit, we're letting our customers take the spotlight to show how MicroStrategy brings mobility to analytics and transforms BI at scale."

The session, titled "How 3M and R.J. Reynolds Evolved from Simple Grids to Enterprise Data Discovery with MicroStrategy," will showcase how these customers successfully use MicroStrategy 10 to deliver self-service capabilities to end users. Attendees will learn about rolling out data discovery to new departments, boosting platform user adoption, and maintaining data governance. The MicroStrategy customer session, taking place on Tuesday, March 7 at 3:45 p.m. (CT) in room *Texas 4* at the Gaylord Texan Hotel & Convention Center, features 3M's Lead Analyst, Megan Brinkman, and Reynolds' Lead Manager of Strategy and Planning, Chris Perkins. The session will be moderated by MicroStrategy's Senior Director of Product Marketing, Vijay Anand.

Dr Pepper Snapple Group, another long-standing customer of MicroStrategy, will also be featured at the summit. Scott Redding, IT Manager of the BI Innovations team at Dr Pepper Snapple Group, will be at the MicroStrategy booth (# 323) and will showcase live demos of their MicroStrategy solutions. Featured demos include:

- | Interactive iPad applications for executives
- | Dashboard applications for sales managers
- | Supply chain applications for manufacturing facilities
- | Transaction-enabled applications for sales managers to easily communicate with other teams

To recap how MicroStrategy performed in last year's Gartner BI Bake-Off and view the capabilities demonstrated, visit our on-demand webcast here: <https://www.microstrategy.com/us/webcast/watch-microstrategy-at-the-gartner-bi-bake-off>.

More Exciting Ways to Engage with MicroStrategy

The Gartner Data and Analytics Summit is a great opportunity to [schedule a 1:1 meeting](#) with MicroStrategy executives and product experts, and learn how MicroStrategy can help provide solutions to unique business challenges. Additionally, attendees can submit their dashboards for the [MicroStrategy World™ 2017 dashboard showcase](#) competition being held at MicroStrategy World 2017 and become eligible to win a GoPro HERO5 or Apple Watch.

To hear from leading organizations about how they are digitally transforming their operations using the latest features of the MicroStrategy platform, register to attend [MicroStrategy World 2017](#), taking place from April 18 to April 20 in Washington, D.C.

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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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