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PetSmart® Powers Productivity, Analytics and Reporting with MicroStrategy 10™

PetSmart Uses MicroStrategy Mobile™ to Increase Mobility Across the Enterprise

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise software platforms, today announced that North America's leading pet specialty retailer, [PetSmart, Inc.](#), has deployed MicroStrategy 10 across its enterprise.

With about 55,000 associates, more than 1,500 pet stores in the United States, Canada and Puerto Rico, and 204 in-store PetSmart PetsHotel® dog and cat boarding facilities, PetSmart is turning to MicroStrategy's mobile capabilities to empower its workforce and inform executives. The retailer has used MicroStrategy's technology for nearly a decade and recently made the decision to upgrade to MicroStrategy 10. PetSmart launched its first internal mobile app in 2010 and now has nearly 20 internal apps built on MicroStrategy that are delivering key insights to senior leaders and associates across the enterprise.

"We deployed our first MicroStrategy Mobile app about seven years ago and since then are improving data accessibility across our enterprise," said Brian Rensing, Sr. Director, Enterprise Information Management, PetSmart. "A mobile approach to our data analytics and business intelligence strategy dramatically increases our efficiency and puts insights into the palm of our associates' hands. A wide range of users access our internal BI apps every day - even multiple times a day - including senior leaders, field associates, distribution center and store managers and associates across all functions of the company such as finance, marketing, HR and Store Ops. We are streamlining reporting with insightful and actionable data through our mobile apps and dashboards."

PetSmart's first mobile analytics app was deployed to improve data accessibility among executives and distribution center leaders. Rather than stopping at a single app, PetSmart continued to expand its use of the MicroStrategy Mobile platform and now has almost a dozen iPhone apps and five iPad apps, allowing the company to democratize data beyond executives to district managers, regional vice presidents, and field and store leaders.

"The smartest enterprises are taking control of their operations, employee engagement, sales operations and other departments by deploying mobile data analytics and business intelligence tools across their businesses," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "PetSmart is a long-time customer that we know well. Its company leadership understands that in today's competitive retail industry, employees are empowered when they have access to apps and dashboards that give them the information they need to make smarter, more informed and effective decisions. The end result can benefit the entire enterprise."

To learn more about the MicroStrategy Mobile platform, visit: <https://www.microstrategy.com/us/capabilities/mobile>.

About PetSmart, Inc.

PetSmart, Inc. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. At PetSmart, we love pets, and we believe pets make us better people. Every day with every connection, PetSmart's passionate associates help bring pet parents closer to their pets so they can live more fulfilled lives. This vision impacts everything we do for our customers, the way we support our associates and how we give back to our communities. We employ approximately 55,000 associates, operate approximately 1,500 pet stores in the United States, Canada and Puerto Rico, and 204 in-store PetSmart® PetsHotel® dog and cat boarding facilities. PetSmart provides a broad range of competitively priced pet food and pet products and offers dog training, pet grooming, pet boarding, PetSmart Doggie Day Camp day care services and pet adoption services in-store. Our portfolio of digital resources for pet parents - including [PetSmart.com](#), [PetFoodDirect.com](#), [Pet360.com](#) and [petMD.com](#) - offers the most comprehensive online pet supplies and pet care information in the U.S.

Through our in-store pet adoption partnership with independent nonprofit organizations, PetSmart Charities® and PetSmart Charities™ of Canada, PetSmart helps to save the lives of more than 500,000 homeless pets each year.

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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MicroStrategy Incorporated
Claudia Cahill, 703-270-2207
ccahill@microstrategy.com

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