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MicroStrategy Announces Integration with Alation

Data Catalog Integration with MicroStrategy 10™ Provides Seamless Experience for Customers Conducting Self-service Enterprise Data Discovery and Analytics

TYSONS CORNER, Va.--(BUSINESS WIRE)-- MicroStrategy® Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that MicroStrategy 10 is now integrated with Alation Data Explorer, the search and discovery interface of collaborative data company Alation. With this integration, customers have access to a data catalog directly within the MicroStrategy interface and can seamlessly conduct self-service enterprise data discovery and analytics in the MicroStrategy platform, enabling them to make faster, data-driven business decisions.

When Alation connects to an organization's data sources, it crawls and indexes data assets stored across different physical repositories, including databases, Hadoop® files and data visualization tools, to produce a rich catalog. As enterprises shift to self-service analytics environments, executives, analysts, data scientists and data stewards are increasingly becoming the primary consumers of data. MicroStrategy 10's integration with Alation Data Explorer supports this changing paradigm by providing a collaborative data catalog for data discovery and governance to a broader set of users, thereby increasing the impact and value of data. This integration leverages Alation's new software development kit (SDK) to embed its enterprise data search and discovery capabilities into MicroStrategy 10.

"We are excited by the value MicroStrategy and Alation collectively bring to business users - helping them easily navigate, search and share insights from complex and voluminous data structures like Hadoop, data lakes and data management solutions," said Emmanuel Richard, Vice President, Global Alliances, MicroStrategy Incorporated. "As the market distances itself progressively from niche, visualization-only technologies, MicroStrategy's enterprise analytics platform remains highly flexible to help organizations keep up with the rapidly changing big data landscape, and adapt to new technologies and data storage paradigms. The combination of Alation's data cataloging capacity with MicroStrategy 10 fills a critical technology gap and provides a modern big data analytics solution stack for both data consumers and BI experts."

"Access to a curated data catalog is foundational for increasing the accuracy and productivity of self-service analytics," said Aaron Kalb, head of product, Alation. "With our new SDK, Alation offers the first embeddable data catalog browser for analytical tools, and a hassle-free implementation that brings the power of a collaborative data catalog directly into the workflow of the data consumer. We're excited to be working closely with MicroStrategy and making it simpler than ever for our joint customers to discover and share data knowledge."

To see a demonstration, please visit Alation's booth (#402) at MicroStrategy World™ 2017, taking place from April 18 to April 20 at the Gaylord National Resort & Convention Center. At the event, Alation will also be presenting a session about the integrated solution entitled, "Agile Data Catalog: From Individual Knowledge to Behavior I/O," which is scheduled for Thursday, April 20 at 2:15 p.m. (EDT). To learn more about MicroStrategy and its partner community, please visit: https://www.microstrategy.com/us/company/partners.

About Alation

Alation is the first data catalog built for collaboration. With Alation, analysts are empowered to search, query and collaborate to achieve faster, more accurate insights. Alation automatically captures the rich context of enterprise data, including what the data describes, who has used it, and the relationships between the data, analysis and insights. Alation's catalog is generated and updated using automated intelligence and improved through human curation by analysts, stewards, experts and business users. Alation is funded by Andreessen Horowitz, Bloomberg Beta, Costanoa Venture Capital, Data Collective and General Catalyst Partners. Customers include eBay, Albertsons, Square, and some of the world's largest insurance and pharmaceutical firms. For more information, visit alation.com.

About MicroStrategy Incorporated

Founded in 1989, MicroStrategy (Nasdaq:MSTR) is a leading worldwide provider of enterprise analytics and mobility software. 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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