



April 5, 2017

MicroStrategy World™ 2017 Speaker Line-up Includes Leading Brands Such as Coca-Cola Freestyle, Dr Pepper Snapple Group, eBay, Four Seasons Hotels and Resorts, Vodafone UK and More

Keynote Presentations to be Broadcast Live at 20th Anniversary of MicroStrategy World User Conference

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that more than 100 customer speakers, representing 80-plus customer organizations, will present their MicroStrategy best practices at MicroStrategy's 20th annual user conference, [MicroStrategy World 2017](#), being held at the Gaylord National Resort & Convention Center. To register for this event, click [here](#).

"We're thrilled to bring together more than 100 customer speakers representing some of the world's best-known brands to share their best practices and analytics successes," said Mark Gambill, CMO, MicroStrategy Incorporated. "The energy and expertise around our customer line-up has never been stronger. Join us for one of the most professionally rewarding and inspiring events in the analytics and mobility industry taking place later this month."

MicroStrategy World will bring together industry experts on data analytics and business intelligence (BI) to hear about the latest features of the MicroStrategy 10™ platform. Attendees can choose from more than 200 informative sessions, receive hands-on technical training on key topics, experience interactive demos, and network with partners and peers at numerous social events. [MicroStrategy 10.7](#)™, the newest feature release on the MicroStrategy 10 platform, will take center stage at MicroStrategy World. With a new set of APIs that allow MicroStrategy customers to build custom connectors to almost any data source and dashboard integrations with Natural Language Generation (NLG) providers, data analytics and business intelligence are now more accessible to a wider audience of business users.

In addition, attendees can gain analytics mastery, inspiration and ideas from customer experts during keynotes, interactive panel discussions and numerous customer success track sessions. A full agenda is available [here](#). Highlighted below are some of our impressive customer presenters:

Coca-Cola Freestyle

The team from Coca-Cola Freestyle will be sharing their journey with the MicroStrategy platform and will detail how the company plans to further utilize the wealth of data in the Coca-Cola Freestyle universe.

Dr Pepper Snapple Group

Learn how Dr Pepper Snapple Group is using interactive analytical apps to help ensure the company is stocking the right products in the right stores to drive sales.

eBay

Get advice from the analytics team at eBay on how to accelerate performance by managing and fine-tuning intelligent cubes with MicroStrategy and Teradata®.

Four Seasons Hotels and Resorts

Hear how BI leaders at Four Seasons drive change, enable adoption and engage users through best practices and innovative processes.

Turkish Airlines

Discover how Turkish Airlines is using near real-time analytics to fine-tune global operations. This session will also feature top web and mobile analytics applications across the organization.

Vodafone UK

In an hour-long session, Vodafone will present on its journey as a new MicroStrategy customer and the process of deploying new applications across the organization.

Whole Foods Market

Hear how Whole Foods Market automates the delivery of secure insights to their vendors using a combination of self-service analytics and Usher™.

In addition, the keynote presentations at MicroStrategy World 2017 will take place on Wednesday, April 19 at 9:00 a.m. to 11:15 a.m. (EDT) and Thursday, April 20 at 9:00 a.m. to 11:15 a.m. (EDT), and be broadcast via live video streams. Anyone can follow the live streams by visiting: <https://www.microstrategy.com/live>. You can also join the conversation on Twitter with the hashtag #MSTRWorld.

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](#).

MicroStrategy, MicroStrategy World, MicroStrategy 10, MicroStrategy 10.7 and Usher are either trademarks or registered trademarks of MicroStrategy Incorporated in the United States and certain other countries. Other product and company names mentioned herein may be the trademarks of their respective owners.

MSTR-G

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170405005653/en/>

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

Source: MicroStrategy Incorporated

News Provided by Acquire Media