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## MicroStrategy Kicks Off MicroStrategy World™ 2017, its 20th Annual User Conference, in Nation's Capital

**Hundreds of Inspirational Keynotes, Educational Workshops and Customer Presentations to Focus on Enterprise Analytics and Mobility Solutions**

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced the kickoff of its annual user conference, [MicroStrategy World 2017](#), in Washington, D.C. MicroStrategy World 2017 will bring thousands of product experts, thought leaders and MicroStrategy users together for three days of technology-focused discussion, with over 200 sessions and 80 customer speakers. Anyone can watch the event's general sessions [live](#), and join the conversation on Twitter with the hashtag #MSTRWorld.

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, data analytics and business intelligence (BI) are now more accessible to a wider audience of business users. The release also features new integrations with Natural Language Generation providers, allowing graphs or charts to be translated into text-based narratives. MicroStrategy experts, technology partners and customers will present on extending this functionality throughout the enterprise.

"At our widely anticipated 20th annual user conference, data professionals can learn how to use MicroStrategy to power their analytics, big data, mobile and Internet of Things applications to solve some of their toughest business problems," said Mark Gambill, CMO, MicroStrategy Incorporated. "We have put together a comprehensive set of technical sessions on how to build great enterprise analytics and mobile apps, and we'll also showcase the newest features in MicroStrategy 10.7 to help attendees stay ahead of the competition. We are really looking forward to having so many of our passionate, knowledgeable customers, technology partners and employees join us at this milestone event."

Keynote and panel speakers include: Dr. Jonathan Bickel, Director of Clinical Research Informatics, Boston Children's Hospital; Liza Masterson, AVP, BI & Reporting, John Hancock Retirement Plan Services; Andrew Callum, Senior Vice President Finance, Loblaw Companies Limited; Kris Rowley, Chief Data Officer, U.S. General Services Administration; Jim Watts, Program Manager, U.S. Transportation Security Administration; Kristin Seaver, CIO, U.S. Postal Service; Kirit Amin, CIO, U.S. International Trade Commission; and Louise Bevan, Head of Business Intelligence, Vodafone. MicroStrategy keynote speakers include Michael J. Saylor, Chairman, President & CEO; and Tim Lang, Senior Executive Vice President & CTO.

MicroStrategy experts and technology partners will help explore the latest topics in data analytics and BI in a number of technical sessions, covering such topics as adding custom and D3 visualizations, advanced analytics and R to your dashboards, building analytics applications with Google Analytics™, navigating Salesforce.com data and ragged hierarchies, deploying enterprise analytics and mobility on AWS, visualizing big data with MicroStrategy and Hadoop®, visualizing geospatial data on native and custom maps, and designing mobile analytics apps for iPad® and Android™ devices. Partner sponsors include Alation, Automated Insights, DataFactZ, DataFusion, Datastrong, InfoCepts, Informatica, Invexer, L&T Infotech, MapR, Northstrat, Obase, Pandera Systems, Paxata, Project X, Prysm, QueBIT, Sense Corp, Smartbridge, Southport Services Group, Teradata, The HADA Group, Third I, Vitara and XeoMatrix.

Customer presenters include Ahold, Allscripts, Apexus, Aspect Software, Bell Canada, South East LHIN, BMC Software, Boston Children's Hospital, Catalina Marketing Corporation, Charter Communications, Cisco Systems, City of Austin, CR Bard, DFW International Airport, Domtar, Dr Pepper Snapple Group, eBay, Enova, Epicor, Four Seasons Hotels and Resorts, Fox Entertainment Group, Franklin American Mortgage, Genesys, Giant Tiger Stores, Gordon Food Service, GT Nexus, Kindred Healthcare, Loblaws, Marsh USA, Oklahoma Department of Public Safety, Overstock.com, PetSmart, Pinnacol Assurance, PPL Services Corporation, Privia Health, Reynolds American, Road Scholar, Sanofi Pasteur, Sharethrough, SK Planet, Sony Interactive Entertainment, SPS Commerce, Staples, Sumitomo Rubber, Sutter Health, Tapjoy, T Systems, The Gathering Spot, thyssenkrupp Elevator US, Toys"R"Us, Transportation Security Administration, TrialCard, Turkcell, Turkish Airlines, Union Bank of Switzerland, U.S. Department of Transportation, Vertex Pharmaceuticals, Vodafone, Weiler Abrasives Group and Whole Foods Market.

View the full MicroStrategy World 2017 agenda [here](#).

## 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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