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The Gathering Spot Uses Usher® to Deliver Exceptional Services to Members

Telemetry Data Improves Business Operations and Boosts Member Experience

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that The Gathering Spot, an innovative, members-only city club, has successfully deployed Usher for greater insight into member activity and club traffic, discovering new ways to improve operational performance and sustain long lasting members. A private, modern club for professionals, creatives and entrepreneurs, The Gathering Spot provides a 24/7 work and social environment, complete with stimulating events, concierge services, integrated technology and a full-service restaurant and bar.

The Gathering Spot has relied on Usher since its planning phase, and uses Usher's data to dictate how its business is set up. By tracking when members come and go, Usher has helped guide business operations, adjust club hours, create a loyalty program that provides benefits to active members, and identify members at risk of cancelling their membership. To learn how The Gathering Spot is leveraging Usher to enhance club operations and drive its customer loyalty program, watch this [video](#).

"With direct access to member data, we are able to closely monitor member traffic and activity to better inform business decisions. For example, Usher's data made it clear that our restaurant wasn't getting much traffic during breakfast hours, but stayed busy well into the evening. With this insight, we adjusted the restaurant's hours and we were able to allocate our staff's hours more efficiently," said Regan Bercher, Membership Director, The Gathering Spot. "With a clear view into daily member traffic, we've also leveraged Usher to build a loyalty program. We offer benefits and reward points to members who are most active, and on the flip side, offer special attention to those not coming as frequently to help them find value in their membership."

"MicroStrategy recognizes the value of Internet of Things in the business realm. Tools like Usher can offer strategic insight to inform decision-making, and ultimately help organizations deliver exceptional services to customers," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "We are excited to see Usher have such an important impact on The Gathering Spot. Not only has it given users easy access to member data to make impactful decisions, but it has also introduced new ways for them to rethink and enhance the member experience."

To learn more about Usher, click [here](#).

About The Gathering Spot

The Gathering Spot is an innovative, private, members-only city club that brings together a motivated and diverse community of professionals, creatives and entrepreneurs. Members will benefit from a 24/7 alternative work and social environment, complete with stimulating events, concierge services, integrated technology and a full-service restaurant and bar. Located in Atlanta's Northyards development, The Gathering Spot capitalizes on a proximity to the city's central business districts, Downtown, Midtown, Westside and Georgia Institute of Technology. The Gathering Spot is currently accepting applications for membership. For more information or to apply, visit www.thegatheringspot.club.

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is a worldwide leader in enterprise analytics and mobility software. A pioneer in the BI and analytics space, MicroStrategy delivers innovative software that empowers people to make better decisions and transform the way they do business. We provide our enterprise customers with world-class software 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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