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MicroStrategy Announces Integration with Microsoft® R Client

Collaboration Brings Advanced, Intelligent Analytics and Machine Learning Capabilities to MicroStrategy Users

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced an exciting integration between MicroStrategy 10™ and Microsoft R Client that enables users to build and visualize machine learning algorithms. Predictive analytics and machine learning are playing an increasingly important role in the data analytics landscape, and the R programming language has become the de facto industry standard for developing statistical and data mining models. MicroStrategy makes it easy to integrate MicroStrategy Desktop™ and MicroStrategy Web™ with R, so users can easily build and incorporate advanced analytics into their enterprise reports, dashboards and mobile apps.

"We are excited to partner with MicroStrategy to bring Microsoft R into their analytics platform," said Bharath Sankaranarayan, Principal Program Manager, Microsoft. "This allows MicroStrategy and their customers to take advantage of machine learning algorithms, and a high performance computing and analytical engine that we have enabled in Microsoft R."

Users can also leverage Microsoft R Client and R Tools for [Visual Studio](#) to develop models that can be incorporated into MicroStrategy reports and dashboards. The integration between Microsoft R Client and MicroStrategy 10 can be done using the same workflow as is currently specified for the Cran-R distribution in MicroStrategy [documentation](#). Customers who use Microsoft R Client can benefit from Scale R technology and the associated functions that enable parallel execution and remote computing.

"This is an incredibly exciting collaboration that we believe will deliver so much value to our customers," said Emmanuel Richard, Vice President, Global Alliances, MicroStrategy Incorporated. "The combination of Microsoft R Client with MicroStrategy 10 harnesses the power of R, machine learning, advanced analytics and the Internet of Things, helping organizations take on challenging analytics initiatives."

"MicroStrategy has made Microsoft R runtime accessible via MicroStrategy Desktop," said Sandipto Banerjee, Vice President, Data Group & Advanced Technologies, MicroStrategy Incorporated. "MicroStrategy 10 is embracing Microsoft R to bring the power of advanced analytics, machine learning and Internet of Things to our customers, and we're pleased to unveil this enterprise-class integration."

At [MicroStrategy World™ 2017](#), Microsoft hosted a hands-on workshop called "*How to Build and Visualize Machine Learning Predictions with Microsoft Azure & MicroStrategy*" that showed users how to build a fully functional predictive data visualization built on machine learning in less than an hour using Microsoft R Open, Azure Machine Learning Model, and MicroStrategy 10. To learn more, visit our blog post [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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