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## MicroStrategy Customer Weiler Abrasives Group Wins Ventana Research's 2016 Leadership Award

### Successful Deployment of MicroStrategy Mobile™ Demonstrates Mobile Technology Best Practices

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise software platforms, today announced that Weiler Abrasives Group, a global manufacturer based in Cresco, PA, has won the 2016 Ventana Research Leadership Award in the Mobile Technology category. Weiler Corporation is a world-class industry leader and global manufacturer of surface conditioning solutions.

The Ventana Research Leadership Awards honor individuals, organizations, supporting vendors and consulting firms for their accomplishments using technology to drive exceptional results in achieving their goals and objectives, and for going the extra mile to advance the use of technology through best practices and leadership.

"Congratulations to our customer Weiler Abrasives Group for winning the Leadership Award in the Mobile Technology category and embracing MicroStrategy Mobile to help drive greater manufacturing efficiencies that improve the bottom line," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "Empowering organizations to mobilize an information system, business process, or web application with custom mobile apps facilitates intuitive discovery, precise action and incredible results."

"At Weiler, we are focused on informing our decisions with real-time data," said Bill Dwyre, Managing Director, Americas, Weiler Abrasives Group. "With MicroStrategy, we're able to look at our dashboards and see how we're performing against KPIs. This kind of insight is vital for us to uncover the highest value opportunities that grow our business. MicroStrategy has enabled us to do things that are differentiated, more efficient, and more profitable than our competitors."

### Improving the Sales Journey

Weiler was pleased by the simplicity of MicroStrategy Mobile, the speed of its deployment and the ease of use of the software. Weiler's application took only one month to deploy. Weiler went from paper-based, old reporting methods to MicroStrategy's dynamic mobile application platform, where the sales team receives up-to-date information in real-time. MicroStrategy Mobile helps improve the productivity of sales meetings because each meeting can be tailored and personalized to the customer's needs.

Weiler has equipped its sales team members with MicroStrategy Mobile on their iPads so that they can access partner sales data no matter their location. When a Weiler sales employee visits a partner site and talks about ways to grow the business in the local market, the sales employee arrives at the engagement prepared and ready to walk through actual sales results in real-time, drill into dips or spikes across products, markets or territories, and show the partner where to react quickly to close gaps.

"Point-of-sale data is the barometer of progress and being able to share that real-time insight using MicroStrategy is critically important," added Dwyre. "MicroStrategy allows us to walk through sales performance in a way that isn't available with any other company. We can target opportunities and drill into that data, showing our partner how we're helping them grow in ways that they probably didn't have insight into because their business is much larger than just our engagement with them."

To learn more about how Weiler Abrasives Group is leveraging MicroStrategy Mobile to enhance operational efficiencies and grow its business, watch this [video](#) or visit MicroStrategy's [customer page](#) to watch more customer stories.

### About MicroStrategy Incorporated

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