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MicroStrategy World™ 2018 to Feature Impressive Line-up of Speakers from Global Brands

More than 150 Sessions to Showcase Customer Best Practices & Real-life Use Cases of Analytics, Big Data, Mobility, Security, IoT & Machine Learning

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that more than 50 customer speakers, representing leading global organizations, will present at MicroStrategy's 21st annual user conference, MicroStrategy World 2018, being held from January 15 to January 17, 2018 at The Cosmopolitan of Las Vegas. To register for this event, click [here](#).

"We're thrilled to bring together this incredible group of customer speakers representing some of the largest brands and companies in the world to share their best practices and explain how MicroStrategy drives success for their business," said Mark Gambill, CMO, MicroStrategy Incorporated. "This is our most impressive speaker line-up to date. Anyone in business intelligence and analytics will not want to miss the expertise and advice shared by these speakers."

In addition, keynotes, interactive panel discussions and numerous customer success track sessions will offer attendees the opportunity to learn new ideas and gain inspiration from our customer experts. A full agenda is available [here](#). Highlighted below are some of the event's impressive customer presenters.

ABN AMRO Bank N.V.

ABN AMRO Bank N.V. will share practical design tips on how to improve the design and effectiveness of visualizations, dashboards, and reports.

AllianceBernstein

AllianceBernstein will introduce SIMON, a point-of-sale, MicroStrategy-based mobile application that its users leverage as a customer-facing tool to enrich client engagement. In this session, AllianceBernstein will share its best practices and lessons learned along its journey with MicroStrategy Mobile™. Learn how AllianceBernstein relies on MicroStrategy Mobile to better connect its CRM efforts with its BI/analytics platform.

Aristocrat Technologies

Hear how Aristocrat Technologies uses MicroStrategy to reduce marketing spend and eliminate outsourcing. Learn how Aristocrat Technologies uses a combination of customer groups, nested metrics, and reports (all accessed in a single document) to eliminate the need for third-party outsourcing while empowering its marketing department to create precise customer marketing lists for campaigns.

Coca-Cola

The Category Advisory team at Coca-Cola realized the need for a more agile visualization tool to help them discover and deliver timely insights. Learn how the Coca-Cola Category Advisory team is utilizing MicroStrategy to gain efficiencies with analytics and inform their customers of trends and opportunities with more advanced visualizations. Hear about the team's journey from utilizing mainly Excel-based reporting to venturing into the world of advanced data visualizations.

DeRoyal Industries

Learn how DeRoyal Industries is harnessing the power of historical analysis and real-time KPIs to create future projections that can influence current decisions, and how this global healthcare manufacturer created a "predictive" culture.

LivePerson

LivePerson provides a cloud-based software platform called LiveEngage that allows brands with millions of customers and thousands of care agents to deliver digital service at scale. Learn how LivePerson implemented a multi-tenant, end-to-end reporting solution as part of its LiveEngage platform using MicroStrategy.

Lottoland

Lottoland will provide an overview of their self-service environment using MicroStrategy 10™ and discuss real-world examples of their self-service data components. Lottoland will highlight how its users connect to a wide range of data sources, blend data sets, create detailed analyses, and build customized applications.

Omega World Travel

Omega World Travel leverages MicroStrategy to better serve its customers when they are on the go. Watch a live demo of how Omega World Travel delivers chatbot and Alexa functionality to minimize client travel disruptions and delays.

Reynolds American

Reynolds American unleashed MicroStrategy's out-of-the-box administrative components and empowered its users to provide clients with consistent, accurate reporting day in and day out. Learn how Reynolds American successfully removed hours of work from an employee's workload and provided a level of integrity to its ad hoc environment that would not have been possible without MicroStrategy's out-of-the-box tools.

Road Scholar

Learn how Road Scholar has driven customer satisfaction and adoption of its MicroStrategy enterprise analytics solution. Road Scholar will discuss customer satisfaction, user adoption, and report/dashboard development, revealing its best practices that have made analytics so interesting for its end users.

United Way of Metropolitan Dallas

Find out how the United Way of Metropolitan Dallas harnesses MicroStrategy to better understand its donor data in Salesforce.com, enhance the customer journey, and convert members of its community into active volunteers and donors -- all while digitally transforming their organization.

Wunderman Health

Learn how Wunderman Health uses MicroStrategy Enterprise Manager™, MicroStrategy Command Manager™, MicroStrategy Visual Insight™, and MicroStrategy System Manager™ to provide near real-time monitoring of system usage and performance. This session will show how to use these out-of-the-box MicroStrategy applications without SDK or custom coding.

Keynote presentations at MicroStrategy World 2018 will take place on Tuesday, January 16 and Wednesday, January 17, from 9:00 a.m. to 11:15 a.m., and will be broadcast live via video streams. Anyone can follow the live streams by clicking [here](#). Join the conversation on Twitter with the hashtag #analytics18.

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 [LinkedIn](#), [Twitter](#) and [Facebook](#).

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