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MicroStrategy Customer Sumitomo Rubber North America Wins Ventana Research's 2017 Leadership Award for Digital Technology

Sumitomo Rubber's Successful Deployment of MicroStrategy Mobile™ Improves Customer Experience Across North America, Mexico and Caribbean Region

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that Sumitomo Rubber North America Inc. (SRNA) has won the [2017 Ventana Research Leadership Award](#) in the Digital Technology category using MicroStrategy Mobile. SRNA is responsible for the sales and distribution for Falken, Dunlop Motorcycle and Ohtsu branded tires throughout North America and the Caribbean markets. SRNA, a valued MicroStrategy customer since 2006, has been at the forefront of developing cutting-edge new technologies and innovative new manufacturing processes.

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

At SRNA, field sales representatives and engineers across North America, Mexico and the Caribbean have an abundance of data to carry out their jobs. Accessing the right data at the right time is extremely important for customers and sales associates. By developing an iPad application, powered by MicroStrategy Mobile, SRNA sales representatives have easy access to competitor pricing, fitments for popular vehicles in the area, and more. The app combines data from SRNA's ERP and sales systems with tire market data to provide salespeople with the insight needed to do their jobs better, and help customers make informed purchasing decisions. To learn how SRNA uses MicroStrategy to revolutionize their business, watch this [video](#).

"Operating in a highly competitive market, Sumitomo Rubber North America is constantly looking for ways to gain a competitive edge," said Cameron Forbes, Director of IT, SRNA. "To set ourselves apart, we wanted to empower our sales network with access to detailed information that could vastly improve the overall sales experience. By developing a sales analytics iPad app with MicroStrategy Mobile, we were able to put valuable information into the hands of sales representatives to help provide a more positive and productive customer experience while also expanding brand awareness."

"Congratulations to Cameron Forbes and Sumitomo Rubber North America Inc. for their 2017 Ventana Research Digital Technology Leadership Award and their use of MicroStrategy to help them digitally innovate and operate their organization," said Mark Smith, CEO and Chief Research Officer at Ventana Research. "Leading organizations are embracing digital transformation, which is critical for empowering a broader range of business professionals from executives and managers to front-line workers. This is an excellent example of MicroStrategy enabling its customers to fulfill their enterprise needs with innovative analytics and mobility solutions."

Enhancing Sales Efficiencies to Grow the Business

SRNA deployed its iPad application in just eight weeks, providing its sales force with everything they needed in a mobile app. The mobile app helps SRNA's dealers and analysts across its distribution centers in New York, Tennessee, California, Illinois, Florida, Texas and New Jersey make decisions in-line with the larger organization.

"Our research showed that over 80 percent of tire sales are heavily influenced by 'the guy/gal behind the counter' at tire shops nationwide," added Mr. Forbes. "Working with MicroStrategy, we developed an iPad app that allowed sales representatives to easily show fitments for popular vehicles in an area, prices for competitors' products, and information on why our tires are a better fit, or would yield higher margins for the dealer or distributor. As a result, customer relationships improved, sales teams spent less time gathering information for meetings, business analytics teams could spend their time on more in-depth analytics tasks, and fewer IT resources were needed to develop reports."

"Sumitomo Rubber North America is to be congratulated for winning the Ventana Research Leadership Award in the Digital Technology category and for using MicroStrategy to help drive greater sales efficiencies that improve the bottom line," said David Rennyson, Senior Executive Vice President, Worldwide Sales, MicroStrategy Incorporated. "This prestigious award further demonstrates that empowering organizations with custom mobile apps facilitates intuitive discovery, precise action and incredible results."

To learn more about how organizations are leveraging MicroStrategy Mobile to enhance sales efficiencies and grow their business, click [here](#).

About Sumitomo Rubber North America

Headquartered in Rancho Cucamonga, California, Sumitomo Rubber North America, Inc. (SRNA) is a wholly owned subsidiary of Sumitomo Rubber Industries, Ltd. SRNA touts an extensive and well-regarded history of delivering high quality products for cars, light trucks, motorcycles and commercial applications of all sizes. In addition, SRNA markets [Falken Tires](#) to the OE and Replacement markets, [Dunlop Motorcycle Tires](#) to the OE and Replacement markets, Dunlop Light Vehicle tires to the Japanese OEMs, and Ohtsu tires to the Replacement market.

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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MicroStrategy Incorporated
Claudia Cahill, 703-270-2207
ccahill@microstrategy.com

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