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MicroStrategy Recognized as a Leader in 2017 Dresner Advisory Services Embedded Business Intelligence Market Study

Placement Demonstrates Product Excellence and Leadership in Delivering Custom Applications for Embedded Analytics

TYSONS CORNER, Va.--(BUSINESS WIRE)-- MicroStrategy® Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that Dresner Advisory Services has named MicroStrategy a leader in the "2017 Wisdom of Crowds® Embedded Business Intelligence Market Study" report. Twenty-four business intelligence (BI) and analytics providers offering embedded analytics solutions were evaluated based on a set of criteria in two categories of functionality: "features" and "architecture." MicroStrategy was a top vendor for product features.

"We congratulate MicroStrategy on their performance in this year's study," said Howard Dresner, President, Founder and Chief Research Officer of Dresner Advisory Services. "Our research shows that embedded BI is in the top third of all technologies and initiatives strategic to business intelligence, behind the most mainstream BI practices (reporting, dashboards, and end-user self-services), but ahead of other widely discussed initiatives including cloud, big data, and IoT. This reflects the growing demand for embedded technologies, and the overall expansion of business intelligence and analytics in the world today."

According to the report, the most important objective for embedded BI today is "in-context insights and analysis," followed closely by broadening the access to data throughout an organization internally. Specific to the functionality criteria, user respondents stated that today's BI users prefer lightweight, embedded-BI architecture, most often through HTML and web services. The report also discusses how users look for embedded-BI features to support manipulation of non-static BI objects through drill-down and filtering, as well as functionality such as single sign-on.

"We're honored to be recognized by Dresner Advisory Services as an industry leader in the expanding market for embedded analytics," said David Rennyson, Senior Executive Vice President, Worldwide Sales, MicroStrategy Incorporated. "Embedded analytics, both in custom enterprise apps as well as in IoT, supplies users with data trends and anomalies so they can gain valuable insights and make better decisions. Enterprises that extend analytics into their branded applications to build new products or services can generate new revenue streams and position themselves as game changers."

MicroStrategy empowers organizations to embed sophisticated analytical functionality in their applications and build highly customized, functional, and powerful web and mobile applications. With thousands of RESTful APIs, single sign-on and white labeling capabilities, the MicroStrategy platform is extremely extensible, and it is easy to embed analytics into third-party business applications and build custom or branded solutions. To learn more about how our customers are harnessing MicroStrategy for embedded analytics, click here.

"We're excited about Dresner's findings, which validate our mission of constantly innovating our platform to reflect the evolving needs of our customers and partners around the world," said Tim Lang, Senior Executive Vice President and Chief Technology Officer, MicroStrategy Incorporated. "We believe the MicroStrategy platform is the most complete solution in the market for embedded analytics, and we invite everyone interested in learning how they can leverage the MicroStrategy platform to join us at MicroStrategy World™ 2018 in Las Vegas, Nevada in January."

The Dresner study is the latest in a line of increasing industry recognition for MicroStrategy, which was named a leader in "The Forrester Wave™: Enterprise BI Platforms With Majority On-Premises Deployments, Q3 2017" report, and named a market leader and ranked first in data discovery product capabilities in the BARC Score Data Discovery Report, published in July 2017.

To download a copy of the "2017 Wisdom of Crowds Embedded Business Intelligence Market Study," click here.

About Dresner Advisory Services

Dresner Advisory Services was formed by Howard Dresner, an independent analyst, author, lecturer, and business adviser. Dresner Advisory Services, LLC focuses on creating and sharing thought leadership for Business Intelligence (BI) and related areas.

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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