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Independent Analyst BARC Names MicroStrategy Market Leader In Data Discovery

MicroStrategy Ranks First In Product Capabilities Among Large International Vendors

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)[®] Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that MicroStrategy was named a Market Leader and ranked No. 1 in product capabilities in the [BARC Score Data Discovery Report](#). The report is based on vendors' performance in a detailed test case as well as on findings from the organization's BI Survey, the world's largest independent survey of business intelligence and performance management users.

"MicroStrategy continues to receive top honors in our BI surveys and rankings, now demonstrated in our new BARC Score Data Discovery Report. This is a testament to MicroStrategy's continued focus on product innovation and its dedication to making solutions that are as comprehensive as they are intuitive," said Dr. Carsten Bange, Founder and CEO of BARC.

"MicroStrategy's elite placement is a reflection of our ongoing commitment to a true enterprise platform and our dedication to supporting business users in every step of their data discovery process," said Mark Gambill, CMO, MicroStrategy Incorporated. "The market for software supporting data discovery continues to emerge, and MicroStrategy has invested heavily to meet the growing need for tools that efficiently analyze and explore data."

Outranking some other large international rivals, MicroStrategy made it into the Market Leader category. Its ranking in the product capabilities category further demonstrates excellence and leadership as a highly scalable enterprise-grade BI platform.

"The way MicroStrategy supports the user during data preparation is the sweet spot of the solution. The user is presented with relevant functions based on the current context, and the possible outcome of available options (e.g. when splitting data) is shown immediately alongside the existing data. No functions have to be used and the history script created in the background provides the necessary transparency." - BARC Score Data Discovery Report

In addition to achieving high ratings in the BARC Score Data Discovery Report, MicroStrategy also recently achieved high ratings in the large enterprise BI platforms peer group in the BARC BI Survey 16:

- | Ranked #1 Cloud BI - BARC BI Survey
- | Ranked #1 Data Discovery/visualization - BARC BI Survey
- | Ranked #1 Location Intelligence - BARC BI Survey
- | Ranked #1 Chosen as standard - BARC BI Survey
- | Ranked #1 Mobile BI - BARC BI Survey

To read the BARC Score Data Discovery Report results, click [here](#).

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

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