MicroStrategy

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Road Scholar Relies on MicroStrategy 10™ to Enhance its Learning Adventures and Campaigns

TYSONS CORNER, Va.--(BUSINESS WIRE)-- MicroStrategy® Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that Road Scholar, the not-for-profit world leader in lifelong learning since 1975, has deployed MicroStrategy 10 across its organization to better understand the popularity and success of its programs and marketing campaigns through visualizations of enrollment, retention, and call center data.

Headquartered in Boston, MA, Road Scholar serves approximately 100,000 participants in 5,500 programs across 150 countries and all 50 states each year. Road Scholar employees use the MicroStrategy platform to more effectively analyze Road Scholar's operations and visualize key performance indicators. This analysis helps Road Scholar better serve the interests of its participants by determining which programs to build out, their duration, the activities to include, and the location where they should be hosted. Road Scholar also uses MicroStrategy to analyze marketing activity. By tracing program signups back to the distribution of promotional materials such as catalogs, brochures, and emails, Road Scholar can identify the programs that drove the highest and lowest registrations, and take appropriate action to scale program offerings to meet participant interest.

"As a non-profit operating in the travel business with a generous cancellation policy, the ability to save costs while providing a top-notch educational experience for our participants is crucial," said JoAnn Bell, Senior Vice President of Programs at Road Scholar. "Since we began using MicroStrategy two years ago, we've been able to refine our programs to better meet our participants' needs. MicroStrategy reports have made it possible for our programming, inventory management and marketing teams to analyze the success of various programs and campaigns, and more accurately forecast where we should focus development in the coming year."

"At MicroStrategy, we put a premium on lifelong learning, and Road Scholar shares this mindset, empowering its clientele to become more informed and connected global citizens," said Michael J. Saylor, CEO, MicroStrategy Incorporated. "MicroStrategy provides data analytics and visualization capabilities that can help Road Scholar reduce costs, build positive experiences with its clientele, and offer educational adventures that meet the needs of its scholars."

To discover the ten characteristics a solution must have to be considered a true modern analytics platform, download this white paper by Wayne Eckerson today.

About Road Scholar

Road Scholar is the name for the programs developed and offered by Elderhostel, the not-for-profit world leader in lifelong learning since 1975. Road Scholar offers 5,500 programs in all 50 states and 150 countries around the world. To learn more, please visit www.roadscholar.org/press or check Road Scholar's blog at blog.roadscholar.org.

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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