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## MicroStrategy and The HADA Group Team Up to Deliver Out-of-the-Box BI and Analytics Solution to Hospitality Industry

### Joint Hospitality Customers to Benefit from Comprehensive BI Solution Leveraging MicroStrategy 10™

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced an alliance with [The HADA Group](#) (THG), a hospitality industry focused solution provider based in Boca Raton, FL, to integrate MicroStrategy 10 with The HADA Group's HOBİ® and offer an out-of-the-box solution tailored to companies in the hospitality industry.

Hotel and resort owners, hotel management companies and hotel operators are seeking a scalable and flexible enterprise analytics platform that enables them to jump-start the BI culture within their organizations. Developed by The HADA Group, HOBİ (or Hospitality Operations Business Intelligence) includes hundreds of out-of-the-box desktop, iPad® and iPhone® dashboards, and leverages MicroStrategy Mobile™ and MicroStrategy Desktop™ features, including thousands of visualizations and hospitality-specific metrics and KPIs. Leveraging the latest features in MicroStrategy 10, the HOBİ solution allows users to access out-of-the-box HOBİ Intelligent Cubes and create their own insights in a trusted and governed environment. The HOBİ solution can be deployed on-premises and/or hosted in the cloud on the Amazon Web Services (AWS) platform on a subscription basis.

"Our team of industry and technical experts, together with MicroStrategy's experts, help our customers successfully implement and deploy our solution in record time so that they can begin to realize the benefits of the integrated HOBİ and MicroStrategy 10 solution," said Horacio Agostinelli, President & CEO of The HADA Group. "Running HOBİ in the cloud on AWS provides our customers a cost-effective way to use industry leading analytics and mobile software to make better business decisions." To learn more about HOBİ, visit: [HOBİ for MicroStrategy 10](#).

"MicroStrategy 10 hosted in the cloud enables companies, such as The HADA Group, to build and deliver cutting-edge desktop and mobile BI solutions that can transform the way their organizations work," said Emmanuel Richard, Vice President, Global Alliances, MicroStrategy Incorporated. "This alliance with The HADA Group supports our strategic focus on extending our offerings and market presence within industries we've traditionally served as well as expanding into complementary industries. We have successfully provided BI and enterprise analytics solutions to the hospitality industry, and we believe our alliance with The HADA Group will deliver a stronger value proposition for the hospitality industry."

The HADA Group solution, which has been used in production on MicroStrategy Cloud™ for more than three years, provides analytics for more than 250 hotels and resort operations, including multiple luxury properties with thousands of rooms, retail stores and restaurants, casinos, golf courses, marinas and other resort operations, as well as urban limited service hotels. These properties are managed by multiple hotel management companies and operate under various hotel flags and brands.

HOBİ and MicroStrategy 10 will be showcased at [MicroStrategy World™ 2017](#), taking place from April 18 to April 20. To register for the event, visit [here](#). Join the conversation on Twitter with the hashtag #MSTRWorld.

### About The HADA Group

Founded in 1996, The HADA Group (THG) is a business and technology consulting firm that helps companies integrate applications and data sources to provide practical and cost effective enterprise business intelligence solutions based on best practices, and leverages the powerful features of the MicroStrategy platform. HOBİ is developed and maintained by THG's *HOBİ Solutions Business Unit* that, in addition to improving and keeping THG's out-of-the-box solution compatible with the latest releases of the MicroStrategy platform, provides a variety of services such as Enterprise BI Architecture, Quick-Hit Implementation, additional Data & Applications Integrations, Product Extensions, Complete Solution Customization, Training and Customer Support. To learn more, visit [The HADA Group](#) online.

### About MicroStrategy Incorporated

Founded in 1989, MicroStrategy (Nasdaq:MSTR) is a leading worldwide provider of enterprise analytics and mobility software. The Company's mission is to provide enterprise customers with a world-class software platform 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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