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## **AllianceBernstein, Cementos Pacasmayo, Freddie Mac and Merck Honored at MicroStrategy World™ 2018**

LAS VEGAS--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today presented MicroStrategy Customer Awards to AllianceBernstein L.P., Cementos Pacasmayo, Freddie Mac, and Merck. These global leaders received their awards for their outstanding enterprise analytics and mobility applications at MicroStrategy's 21st annual user conference, [MicroStrategy World 2018](#), taking place this week at The Cosmopolitan of Las Vegas.

"MicroStrategy Customer Awards celebrate market leaders for their innovative use of analytics to deliver business value by creating competitive advantage, optimizing business processes, enabling growth or improving relationships with customers," said David J. Rennyson, Senior Executive Vice President, Worldwide Sales, MicroStrategy Incorporated. "We are proud to acknowledge the achievements of today's winners, who represent a diverse group of global brands and have distinguished themselves for successfully using MicroStrategy to drive their businesses forward."

Highlighted below are four of this year's MicroStrategy Customer Award winners:

### **AllianceBernstein L.P.**

A global asset management firm based in New York, N.Y., AllianceBernstein (AB) uses MicroStrategy as the foundation of its Sales Intelligence Mobile Optimized Network (SIMON), an iPad application that provides U.S. retail wholesalers with unprecedented on-demand access to sales data, marketing content, product performance and competitive market analysis. SIMON has transformed the way AB's wholesalers manage their business, from client interactions to identifying stronger opportunities within the sales cycle.

### **Cementos Pacasmayo**

A leading construction industry, cement and concrete company in Peru, Cementos Pacasmayo used MicroStrategy to implement an integral management application for its Industrial Solutions Business Unit. The solution is focused on measuring operations, sales, distribution, human resources and financial key business information. Implemented across Cementos' mobile and web platforms, the project resulted in an increase of Overall Equipment Effectiveness (OEE), a decrease of product waste, better stock control and a significant reduction in management decision processes by sharing information to the right people at the right time.

### **Freddie Mac**

A key player in the U.S. secondary mortgage market, Freddie Mac is Reimagining the Mortgage Experience<sup>SM</sup> through its innovative offering, Loan Advisor Suite, a smart, end-to-end technology solution designed to reduce costs, increase efficiency and provide greater certainty in the mortgage origination process. Business Intelligence, a component of the Suite built on the MicroStrategy platform, offers various interactive dashboards of customer loan data. These easy-to-understand snapshot summaries enable customers to critique the quality and efficiency of the loan manufacturing process.

### **Merck**

Merck, a leading global biopharmaceutical company, launched GATOR, an iPad app using MicroStrategy to provide an intuitive, mobile analytics experience that enables field representatives to assess their business and identify new opportunities. More than 90% of field employees consistently utilize the mobile app. Since the launch of GATOR, the headquarters team is able to support the field with business insights aligned to strategic initiatives.

Join or follow the conversation on Twitter using the hashtag #analytics18.

### **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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