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Organizations Can Optimize Their Intelligence Center with New MicroStrategy Education™ Services

A MicroStrategy Education Snapshot of What's New and Exciting in 2018

LAS VEGAS--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq:MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced enhancements to its suite of education offerings for 2018 at its annual user conference, [MicroStrategy World™ 2018](#). MicroStrategy's Education offerings have been upgraded and diversified to help MicroStrategy's global customers build their own Enterprise Intelligence Centers. Organizations can now leverage MicroStrategy Education's suite of product offerings to develop and certify the required roles within a fully functioning Intelligence Center.

"Enterprise analytics is constantly evolving to address the changing needs of organizations. As this technology changes, so too must the methods we use to train the professionals who use it every day," said Steve Holdridge, Senior Executive Vice President, Worldwide Services at MicroStrategy Incorporated. "MicroStrategy's deep expertise in and commitment to understanding our customers' industries and problems have led us to develop new approaches to education that can solve their unique analytics needs."

Enroll in Free Jump Start Program Taught in Nine Languages Across 40 Cities Globally

Totalling 30,000 registrations to date, the Jump Start program continues to enroll individuals interested in learning more about business intelligence and MicroStrategy. Each Jump Start day is structured to stand on its own, allowing users to attend any day or all five days. Today, the program is taught in nine languages online and in over 40 cities worldwide, and has been refreshed to reflect the release of our Dossier™ feature.

MicroStrategy also provides a library of short video tutorials for users to gain quick, helpful tips on the MicroStrategy platform. The tutorials are a resource for any MicroStrategy user regardless of the level of experience. All tutorials are available via the [MicroStrategy Community](#) or the [MicroStrategy Community YouTube channel](#).

Choose MicroStrategy Education for Regularly Updated Course Content, Including Dossier

Keeping content updated to reflect the quarterly releases, customer feedback, and latest global industry trends is key to ensuring customer success. MicroStrategy courses are expertly refreshed on a monthly basis so users are learning on an up-to-date platform of materials, including the introduction of new content to support major product releases such as Dossier and Workstation.

Build a Certified MicroStrategy Intelligence Center

Role-specific project certifications help ensure that the employees within your Intelligence Center serve as trusted MicroStrategy advisors. As the platform continues to evolve, MicroStrategy continuously makes improvements to our suite of courses and certifications, giving customers access to the latest information. For this reason, MicroStrategy recommends that customers refresh their core knowledge and certifications on a yearly basis. To make it convenient and to minimize impact on employee productivity, we have multiple options to help users get trained and certified:

- 1 **Certify at Your Own Pace:** Our 2018 schedule offers courses for the most popular certifications and the certification projects themselves on a frequent basis, enabling organizations to build a training and certification schedule that works for their specific enterprise requirements.
- 1 **Fast Track:** This option is an efficient and expedited way to certify, and we compress a lot of knowledge into a short amount of time. Depending on a user's role, level and certification need, a user can expect to become certified in five to 10 days.
- 1 **Demonstrate Your Experience:** Depending on a user's familiarity with MicroStrategy, a user may already have the knowledge needed. Take the challenge and pass the project with a minimum score of 80 to become MicroStrategy Certified.

Take Advantage of Self-Paced, Enterprise E-Courseware Learning

For organizations wanting to get a large number of analysts up and running within a few hours of training, our E-courseware modules are an ideal option. Our expanded Enterprise E-Courseware learning catalog is the most cost-effective and efficient option to get end users proficient on MicroStrategy. The Education Services team has made significant investments into the portfolio of Enterprise E-Courseware learning modules with a total of 10 of our most popular end user courses now available as self-paced modules.

Leverage New Course Customization Option

Organizations can now customize course content around their data and how they use it in their day-to-day jobs. With this new offering, content can be personalized to reflect a MicroStrategy customer's brand, its datasets and tie it into real-world applications and benefits. Customization offers employees the information and specific skill sets they need to boost their performance and help ensure their organization is making the most of its training.

Sign up for a Free Introductory Data Discovery Class at MicroStrategy World™ 2018

MicroStrategy World attendees can take advantage of a free MicroStrategy Education course -- Introduction to Data Discovery: Storytelling and Collaborating -- either before or after the event. End users can learn how to create interactive dossiers that transform data into visualizations to quickly and easily analyze trends and key performance indicators. Attendees will also learn best practice design principles, how to share insights across the enterprise through MicroStrategy Library™, and how to deploy responsive mobile dossier apps. [Sign up for the free Data Discovery class](#) on either Monday, January 15 from 1:00 p.m. to 5:00 p.m. or Thursday, January 18 from 8:30 a.m. to 12:30 p.m., and meet with the MicroStrategy Education team in the Pavilion and the Genius Bar.

"Whether you are a first-time user looking to get started, or an experienced MicroStrategy professional seeking additional expertise, the MicroStrategy team is committed to helping every customer leverage our new Education offerings on the road to success," added Mr. Holdridge. "Join us at MicroStrategy World where attendees can learn how to supercharge their MicroStrategy Intelligence Center, map out their education needs for 2018, and kick start the new year with a complimentary Data Discovery class."

Visit the [new Education website](#) to register for MicroStrategy's expanded suite of courses and certifications and view our full course Education catalog.

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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