



January 15, 2018

MicroStrategy Kicks Off MicroStrategy World™ 2018, its 21st Annual User Conference, in Las Vegas

Inspirational Keynotes, Educational Workshops and Customer Presentations to Focus on Enterprise Analytics and Mobility Solutions

LAS VEGAS--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced the kickoff of its annual user conference, [MicroStrategy World 2018](#), at The Cosmopolitan of Las Vegas. MicroStrategy World 2018 will bring thousands of product experts, thought leaders and MicroStrategy users together for a full three-day conference of technology-focused discussion, with over 200 sessions and 70 customer speakers. Anyone can watch the event's general sessions [live](#), and join or follow the conversation on Twitter using the hashtag #analytics18.

"Every attendee will have a uniquely tailored experience at MicroStrategy World 2018," said Mark Gambill, CMO, MicroStrategy Incorporated. "We're thrilled to share an incredible agenda featuring a comprehensive set of technical sessions on how to build great enterprise analytics and mobile apps on MicroStrategy 10.10™. Many special and networking events will unite participants around the impact analytics has on business and everyday life. We are really looking forward to having so many of our passionate, knowledgeable customers, technology partners and employees join us at this incredible event."

MicroStrategy 10.10, the newest feature release on the MicroStrategy 10™ platform, will take center stage at MicroStrategy World. With the completely redesigned and more powerful MicroStrategy Desktop™ and the new MicroStrategy Workstation, business teams can confidently author, promote and certify analytics content, operationalize dossiers, and deliver the agility a business needs, along with the governance that IT requires. Attendees will see demos of the latest capabilities in MicroStrategy 10.10 and get hands-on experience with the next generation of enterprise analytics so they can discover growth opportunities, solve complex business problems, and drive real results.

Hear from Leading Experts Discuss the Future of Analytics

Attendees will hear inspirational stories from industry leaders, visionary voices, change agents and expert practitioners on how MicroStrategy and the power of analytics, big data, mobile, IoT and AI applications has helped them to deliver the best and most innovative solutions to the enterprise.

- 1 MicroStrategy World featured speakers include Billy Beane, Executive Vice President of Baseball Operations, Oakland Athletics; Boris Evelson, Vice President, Principal Analyst at Forrester; Congresswoman Jacky Rosen representing the 3rd District of Nevada; and Julian Franklin-Jones, Executive Director at UBS.
- 1 Interactive panel discussions with MicroStrategy's Customer Award winners will offer attendees the opportunity to learn about the innovative analytics and mobility apps developed by these visionary leaders.
- 1 MicroStrategy keynote speakers include Michael J. Saylor, Chairman, President & CEO; Tim Lang, Senior Executive Vice President & CTO; David Rennyson, Senior Executive Vice President, Worldwide Sales; Steve Holdridge, Senior Executive Vice President, Worldwide Services; and Susan Cook, Executive Vice President, North America Sales.

First Ever MicroStrategy World Datathon Kicks Off Conference

MicroStrategy's inaugural Datathon kicks off at 9:00 a.m. PST on Monday, January 15, where teams of up to five people will have the opportunity to face off and compete to create innovative applications, leveraging capabilities including predictive analytics, mobile apps, hundreds of powerful APIs and much more, all of which are available with the MicroStrategy platform.. Teams will present their applications at 6:00 p.m. PST on Tuesday, January 16, with the winning team receiving a \$10,000 prize.

Learn about the New Channel Partner Program at Partner Day

Partner Day will take place on Monday, January 15, from 10:00 a.m. to 5:00 p.m. in Mont Royal 1 & 2. MicroStrategy channel partners will learn about new sales and marketing tools and programs designed to support channel partner success. Channel partner organizations will also get facetime with MicroStrategy's senior leadership and meet their peers

from around the world at this exclusive channel partner event.

Participate in Hands-on Workshops

MicroStrategy World 2018 will offer [16 instructor-led different workshops](#) to develop tangible skills and training using the latest capabilities of MicroStrategy 10. These interactive sessions provide a great opportunity to get hands-on experience building next-generation analytics and mobility applications. Attendees are expected to bring their own laptops to complete the workshops and download MicroStrategy Desktop as well as the supporting files prior to attending the sessions. Seating will be available on a first-come, first-served basis.

Meet Inspiring Women Leaders at the Women's Networking Event

World attendees will converge at the Women's Networking Event taking place on Monday, January 15, from 3:30 to 5:30 pm in Nolita 2 & 3. MicroStrategy customers, partners, and employees will have an opportunity to meet with and hear from inspiring women leaders and savvy female executives and learn about their great work across the world of analytics.

Sign Up for the "Urban Fun Run," Benefiting D.C.-based Non-profit *STEM for Her*

MicroStrategy will sponsor and co-host an Urban Fun Run with Datastrong, a BI and data warehousing solutions provider, on Tuesday, January 16 from 6:00 a.m. to 8:00 a.m. All proceeds from the event will benefit [STEM for Her](#), a non-profit foundation that supports young women and girls in the Washington, D.C. region who are interested in pursuing careers in science, technology, engineering and math fields of study. The race course will follow the existing sidewalks around The Cosmopolitan Hotel along the fabled Las Vegas strip.

Hear from Many Visionary Voices in a New TED Talks-style Track

MicroStrategy will debut "Visionary Voices," a new TED Talks-style track to engage and inspire all of our conference attendees. A wide range of innovative speakers and industry leaders, including our day two keynote headliner Billy Beane, a fascinating former NASA astronaut and veteran of four space flights, and many more influential speakers will offer their perspectives and stories on data, analytics, business, and the impact of technology on everyday life.

Meet 1:1 with MicroStrategy Professional Services™

MicroStrategy Professional Services will host its annual ["TechTalk" series](#), a great opportunity for conference attendees to meet one-on-one with an experienced MicroStrategy consultant ready to share a wealth of expertise on their MicroStrategy implementations.

Attend the Welcome Reception, Industry Receptions, Roundtables, Education Classes, Conference Party, Customer and Partner Presentations, and More

MicroStrategy World attendees will be able to meet with their peers at a welcome reception taking place in the Exhibit Hall on Monday, January 15 from 6:30 p.m. to 8:30 p.m., attend any one of the industry receptions taking place on Tuesday, January 16, and will not want to miss the Financial Services Industry Roundtable hosted by Bay Advisors CEO Phil Fasano on Wednesday, January 17, from 1:30 p.m. to 3:00 p.m. in Condesa 3. Attendees can attend pre- and post- event Education classes, such as a free MicroStrategy Education™ course—"Introduction to Data Discovery: Storytelling and Collaborating"--either before or after the event.

"Pandera Live -- the Official Party of MicroStrategy" will take place on Tuesday, January 16, from 9:00 p.m. to 1:00 a.m. at the Jewel Nightclub at Aria. Attendees can get their Pandera Live ticket by visiting the Pandera Booth in the Exhibit Hall.

MicroStrategy experts and technology partners will help explore the latest topics in data analytics and BI in a number of technical sessions, covering such topics as data discovery, enterprise mobility, embedded analytics and big data. Technology partner sponsors include Automated Insights; Cognizant; ConduSense; DataFactZ; Data Fusion Technologies; Data Meaning; Datastrong; FactGem; Fivetran; IDS (Intel Data Solutions); Infocepts; Invexer; Mapbox; MapR; Mighty Wizards; MongoDB; Nexus BI; Obase; Pandera Systems; Paxata; Pitney Bowes; Project X; Sense Corp; Smartbridge; Snowflake; Southport Services Group; TapClicks; Teradata; The HADA Group; Third I; Vitara; and XeoMatrix.

Customer presenters include: ABN AMRO Bank N.V.; Adidas; Ahold Delhaize; AllianceBernstein; Aristocrat Technologies; Astrazeneca Pharmaceuticals; BMC Software; Brazilian Ministry of Health; Canadian Institute for Health Information (CIHI); CapSpecialty; Cisco; City of Austin; Coca-Cola; Constellation Brands; The Court Administration of Latvia; DeRoyal Industries; Domtar; Dr Pepper Snapple Group; Fiesta Restaurant Group; Freddie Mac; George Mason University; IM Associates; Jewelry TV; KFC; LivePerson; Lottoland; The National Institute for Communicable Diseases, South Africa;

Nedbank, Nordstromrack.com | Hautelook; Northwest Georgia Regional Education Agency; Omega World Travel; Optum Analytics; Practical Data Solutions; PlainsCapital Corporation; Privia Health; Quotient; Reynolds American; SWIFT SCRL; TAP Air Portugal; thyssenkrupp Elevator; Turkcell; United Way of Metropolitan Dallas; Virginia Tech; VisiQuate; Visiting Nurse Service of New York; and Wunderman Health.

Keynote presentations at MicroStrategy World 2018 will take place on Tuesday, January 16 and Wednesday, January 17, from 9:00 a.m. to 11:15 a.m., and will be broadcast live via [video streams](#). 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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