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Leading Restaurant Management Software Provider CrunchTime! Information Systems Leverages MicroStrategy 10™

CrunchTime's Global Client Base to Benefit from MicroStrategy Embedded BizIQ™ Solution

TYSONS CORNER, Va.--(BUSINESS WIRE)-- [MicroStrategy](#)® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that CrunchTime! Information Systems, a leading enterprise-class restaurant management software provider, has embedded MicroStrategy 10 into its BizIQ data warehouse and business intelligence product. With this integration, CrunchTime now offers the latest in MicroStrategy advanced business intelligence capabilities to its global client base.

CrunchTime's BizIQ leverages the MicroStrategy platform's capabilities to deliver an embedded analytics solution that enables deep access to transactional-level data, natively tracking over 20,000 metrics measuring sales, purchasing, and labor. End users are able to act on HTML-5 data visualizations that graphically describe "what if" scenarios. Additionally, the application will enable standard and ad hoc reporting capabilities for detailed analyses, and easy-to-configure custom dashboards. This robust enterprise-grade solution will help restaurants, cruise lines, hotels, resorts and casino operators reduce food and beverage costs, drive labor efficiencies, and better manage the quality and consistency of their food service operations.

"Our technology partnership with MicroStrategy allows us to provide our customers with answers to tough business questions, like how can we drive sales, how can we predict and forecast better, and how can we take our operations to the next level?" said James Krawczynski, Vice President of Development at CrunchTime. "Breakthroughs in in-memory analytics, improved data wrangling technologies for merging disparate data sources, and robust single sign-on capabilities of our combined platform enables our customers to access insights quickly and seamlessly."

"MicroStrategy's OEM partners, including CrunchTime, are experts in navigating how to apply analytics and mobility capabilities to drive greater value and productivity," said Mark Gambill, CMO, MicroStrategy Incorporated. "Together, MicroStrategy and CrunchTime can provide the ideal enterprise analytics solution needed to effectively monitor and adjust to volatility along the supply chain."

MicroStrategy is committed to delivering world-class solutions for enterprise analytics, mobility, cloud, embedded analytics, and IoT that contribute to OEM partner success. MicroStrategy 10 is built with an open framework that delivers support for multiple platforms and devices, as well as a wide range of optimized connectors to relational databases. To learn how organizations have embedded MicroStrategy into their applications to provide a robust enterprise-grade platform to their customers, download the [Embedded Analytics in Action: 5 Real-World Applications Powered by MicroStrategy](#) brochure.

About CrunchTime

CrunchTime! Information Systems is a leading provider of enterprise solutions for the hospitality industries. Since 1995, CrunchTime back office solutions have helped customers reduce food and beverage costs, drive labor efficiencies, and better manage the quality and consistency of their food service operations. CrunchTime's customers include multi-unit restaurants, cruise lines, entertainment venues, hotels and food service management companies around the world. For more information, visit www.crunchtime.com.

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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