



Embedding Data Monetisation into the Business Strategy for Growth

MicroStrategy

Kyung-whu Chung, General Manager, ASEAN

State of Analytics

94%

say **DATA & ANALYTICS** is important to their
business **GROWTH** and **DIGITAL**
TRANSFORMATION

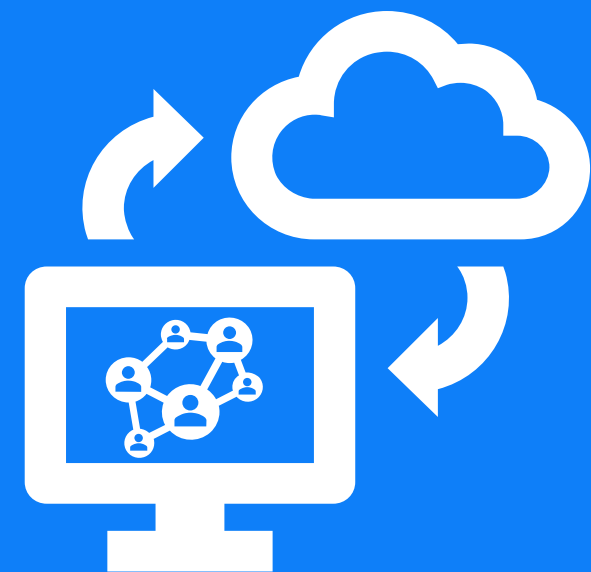


Benefits of Embedding Data Monetisation into the Business Strategy for Growth

Reduce
Operational Costs



Improve
Business Model



Beat
Your Competitions



Increase
Revenue



a) 80%

b) 60%

c) 40%

d) 20%

% of employees
who feel they have access to the
data that they need



Only **20%** of Employees Have Access to Analytics **they Need**

THE CAUSES CAN BE SUMMARIZED IN THREE SIMPLE POINTS

Time

People *rely on instinct* to make decisions because ***they don't have*** the time to find the information, they need to make data-driven decisions

Expertise

Steep learning curves for analytics applications, so gaining the expertise needed to conduct self-service analysis is difficult

Trust

Disparate data systems can lead to conflicting insights, so people may not trust the data needed to make a more informed decision



Deliver data to everyone's daily work, so **you
can scale and grow your enterprise.**



Pfizer: Total Data Transformation

Using SMART apps to navigate the complexities of the global healthcare system

FAST FACTS

11,000+

total commercial users
of MicroStrategy apps
globally

90%+

total % of app adoption
across key BUs

2-3x

adoption rate versus that
of BOBJ, Veeva, and
Tableau

The platform that does it all. **Better than the rest.**



Pfizer is a global leader in biopharmaceuticals—and the world's largest by revenue in 2022. The global team leverages custom applications to power intelligence across the business.



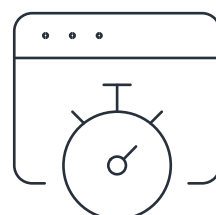
Requirements for the Right Data Foundation

EASY, FRONT-END ANALYTICS EXPERIENCES



Enterprise Reporting

20+ years paginated reporting technology. Metrics, filters, prompts, and reports. Included with platform.



Build Time to Value

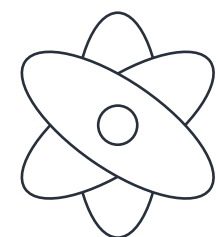
Easy no-code interface to build multi-page dossiers with ease. More robust capabilities and interactions out of the box.



Easy Ad Hoc Reporting

Friendly ad hoc report building via prompts and wizards. Robust SQL engine shields from DB complexity.

POWERFUL SCHEMA WITH AN ARCHITECTURE BUILT TO SCALE



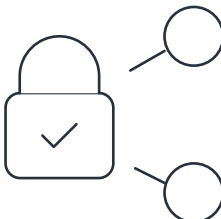
Reusable Semantic Graph

Centrally defined metrics, attributes, hierarchies, and facts. Changes made ripple everywhere instantly. Simplified internationalization.



Performance at Scale

Proven scale. Designed from the ground up for implementations of all sizes, scaling up seamlessly to 1000s globally.

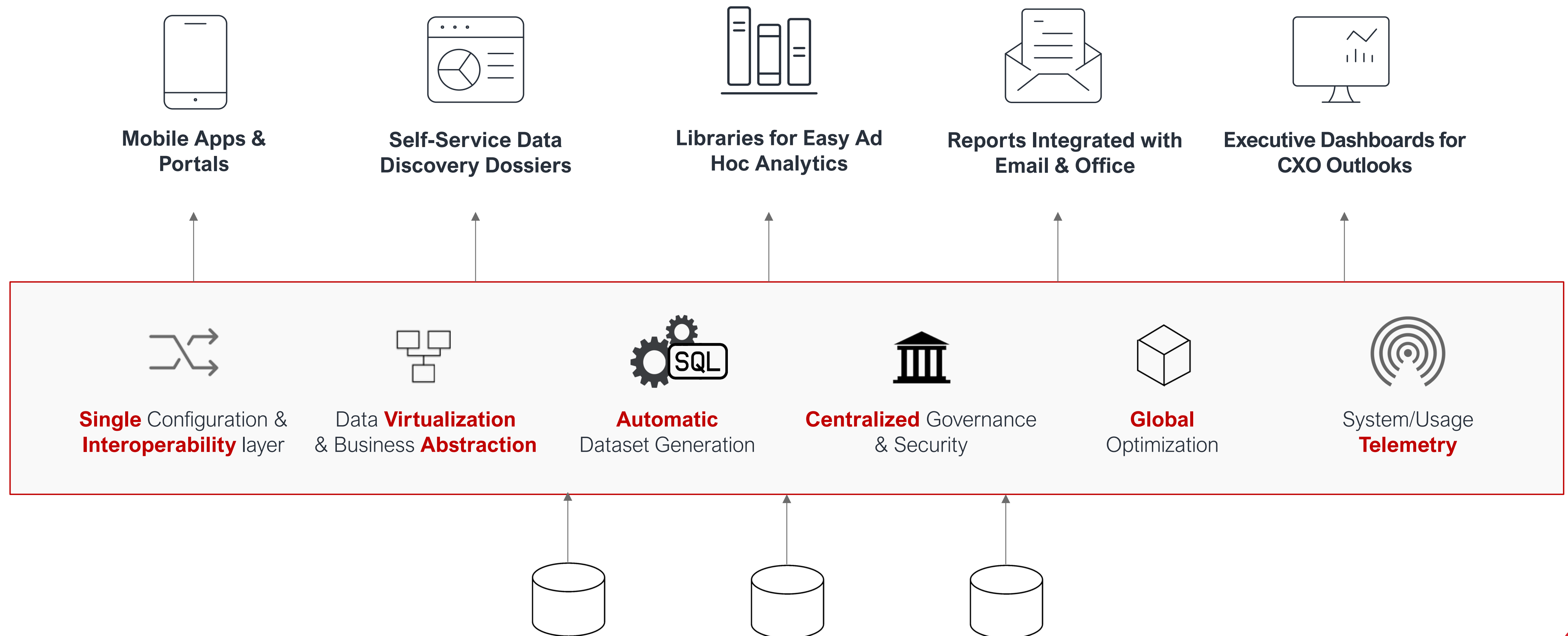


Centralized Governance

Reusable security. Automated and centralized administration. Available with any security provider.



The Building Blocks for Impact



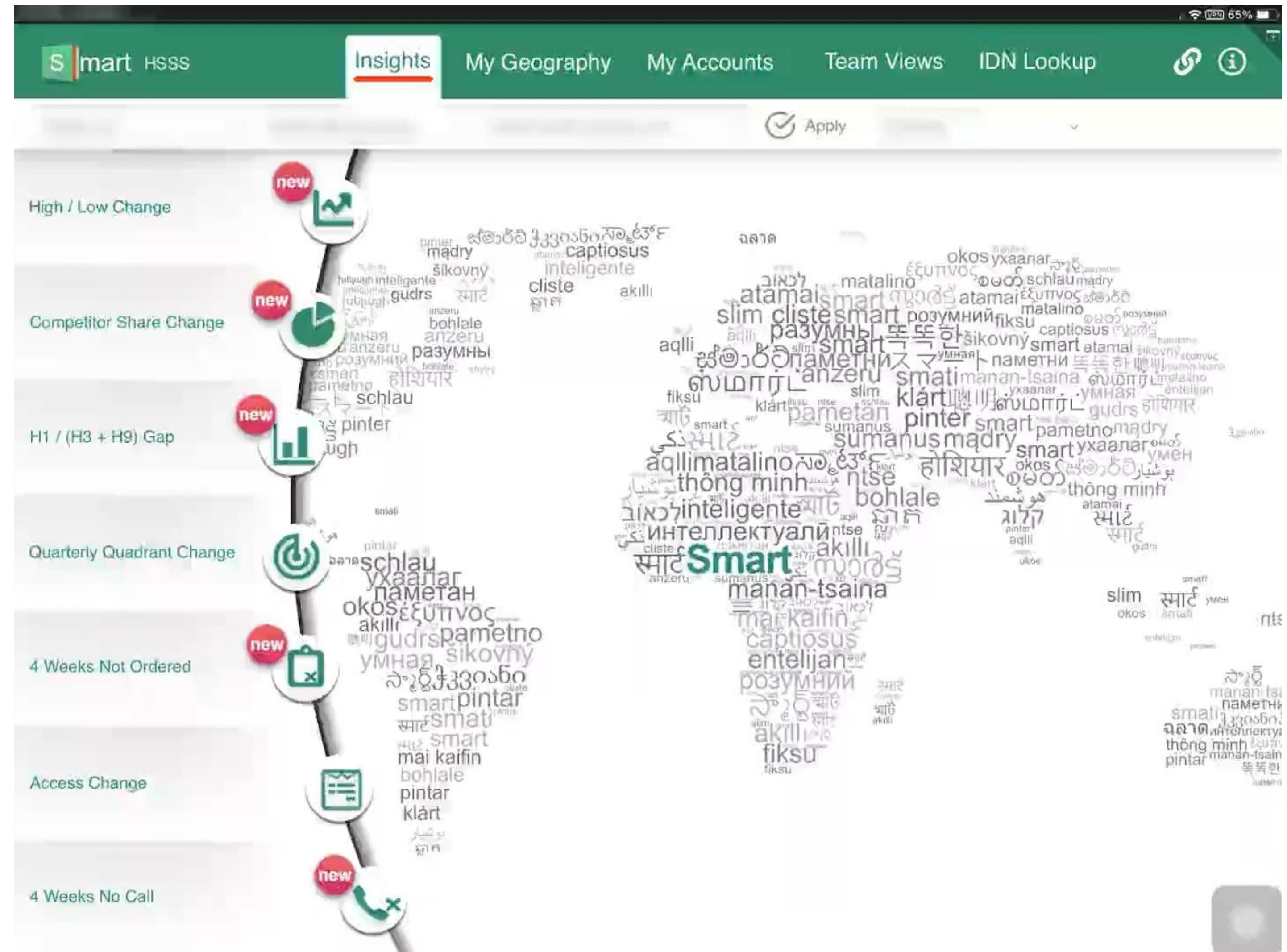
Smart, Personalized Insights & Actions

Assist Pfizer's customers facing team to access data on any device

MOBILE-OPTIMIZED APPS

Actionable information to help Pfizer's customer-facing colleagues assess trends, understand product priorities, and prepare for every provider meeting—anywhere, on any device. MicroStrategy apps optimized for desktop or laptop, tablet, and mobile consumption are leveraged by customer-facing colleagues in the field up to members of the C-suite.

- Demonstrated QOQ changes
- Provider-centric recommendations
- Automated alerting guides recommended actions
- ONE tool—automatically personalized to each persona and individual upon open

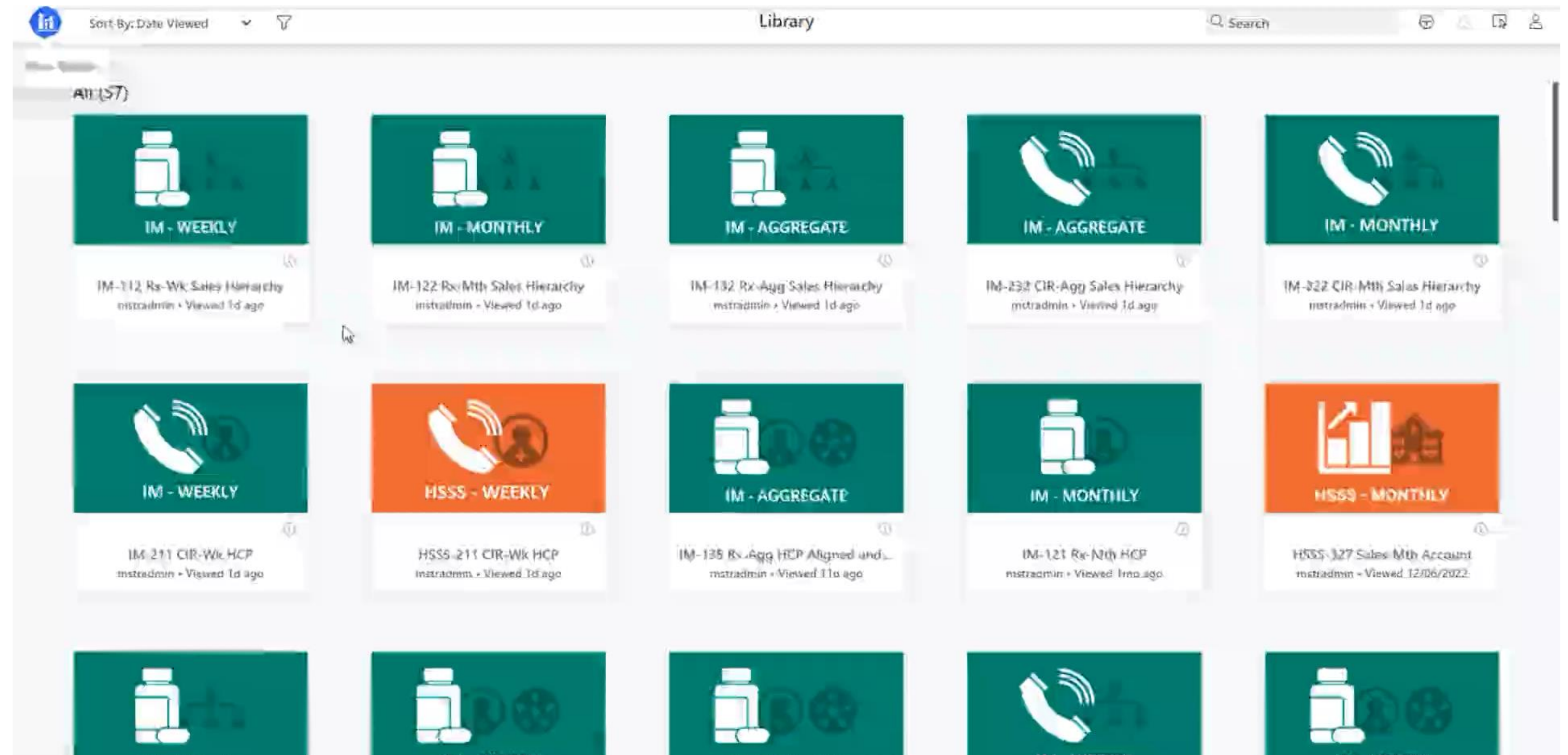


Powerful Productivity for Analysts

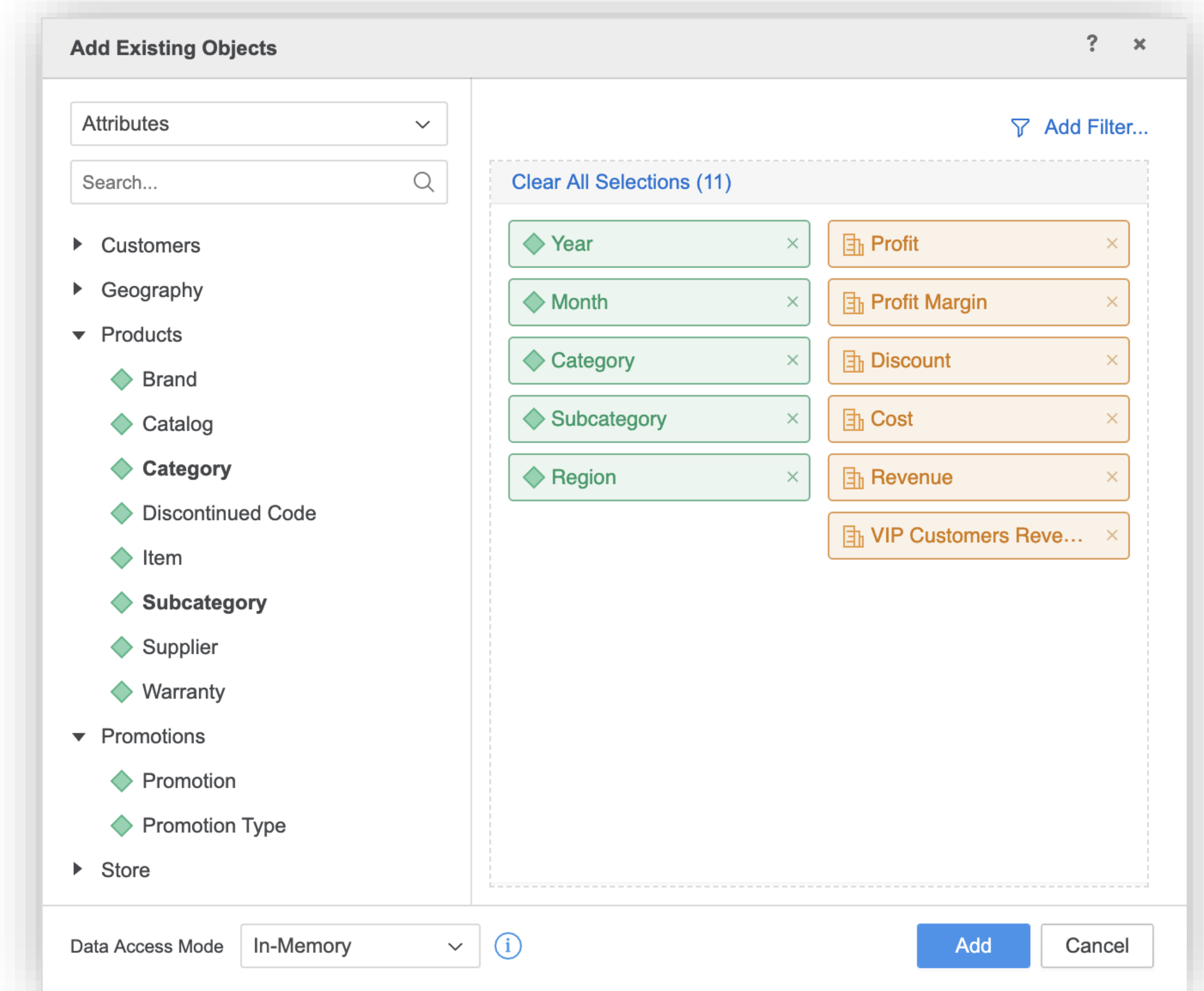
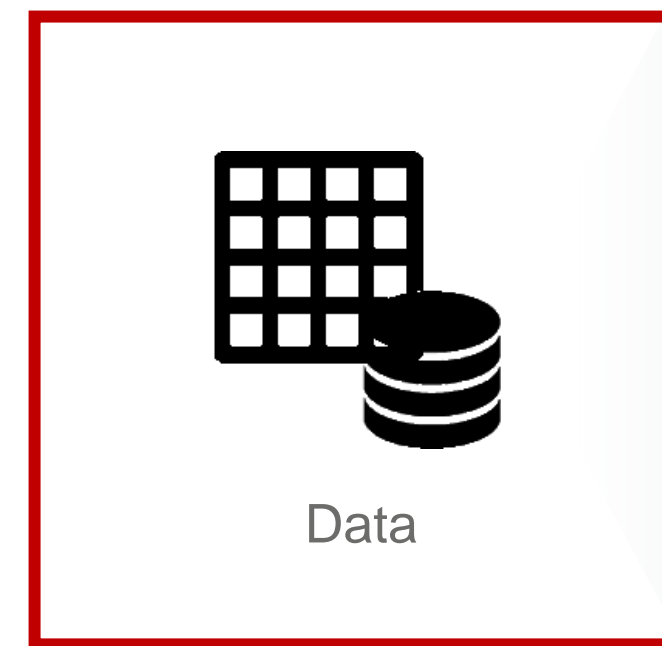
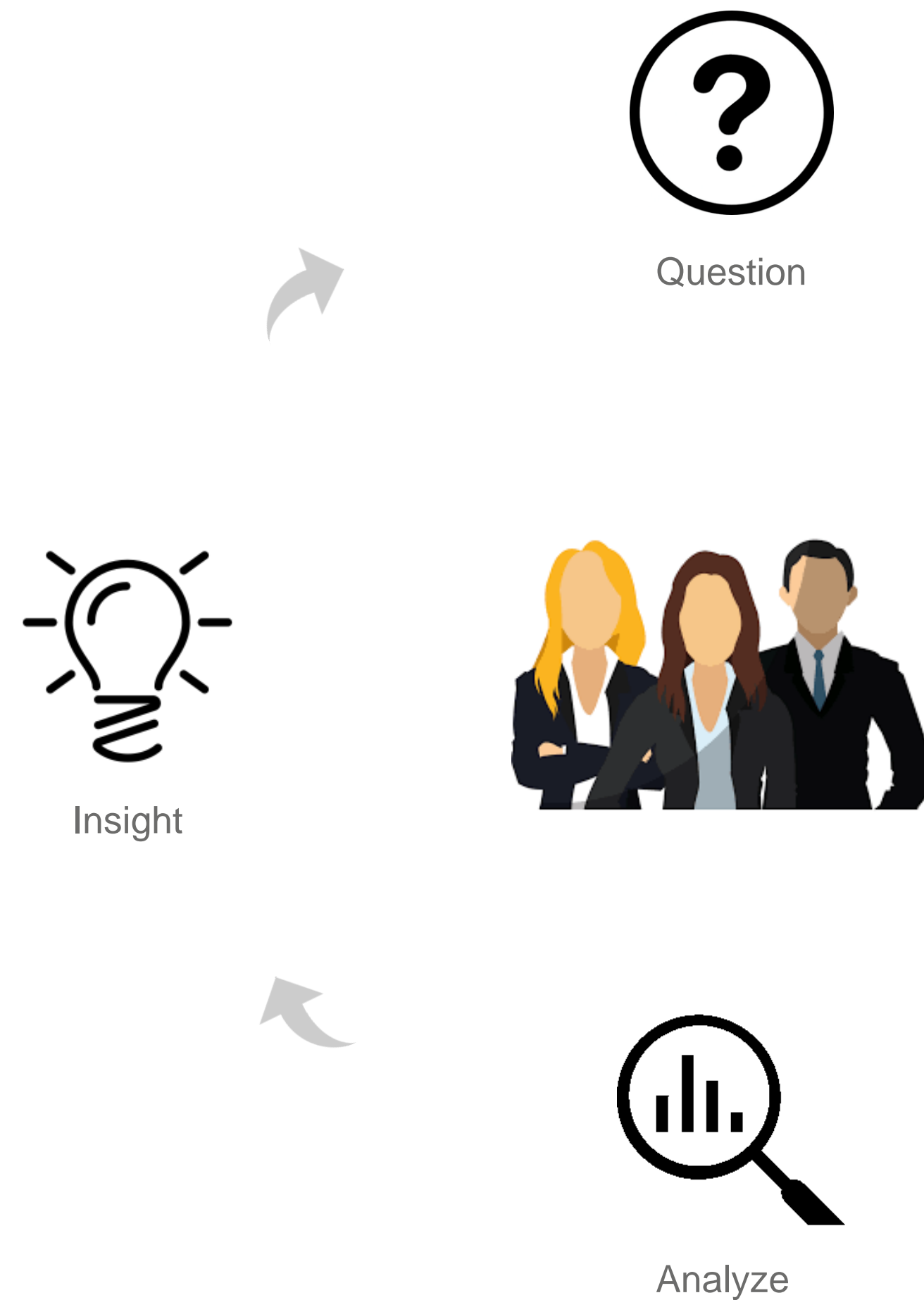
CURATED DATA FOR EASY REPORT BUILDING

A powerful, productive workspace that allows data scientists and business analysts to easily build, share, and leverage new analytics apps. Plus, accelerated app delivery using dozens of pre-built templates and ONE version of truth with curated, certified

- Central, easy access
- Common trusted data model
- Deep, enriched data analysis
- Guided ad-hoc data discovery
- Sleek, responsive content
- Collaboration friendly



Powerful Productivity for Analysts

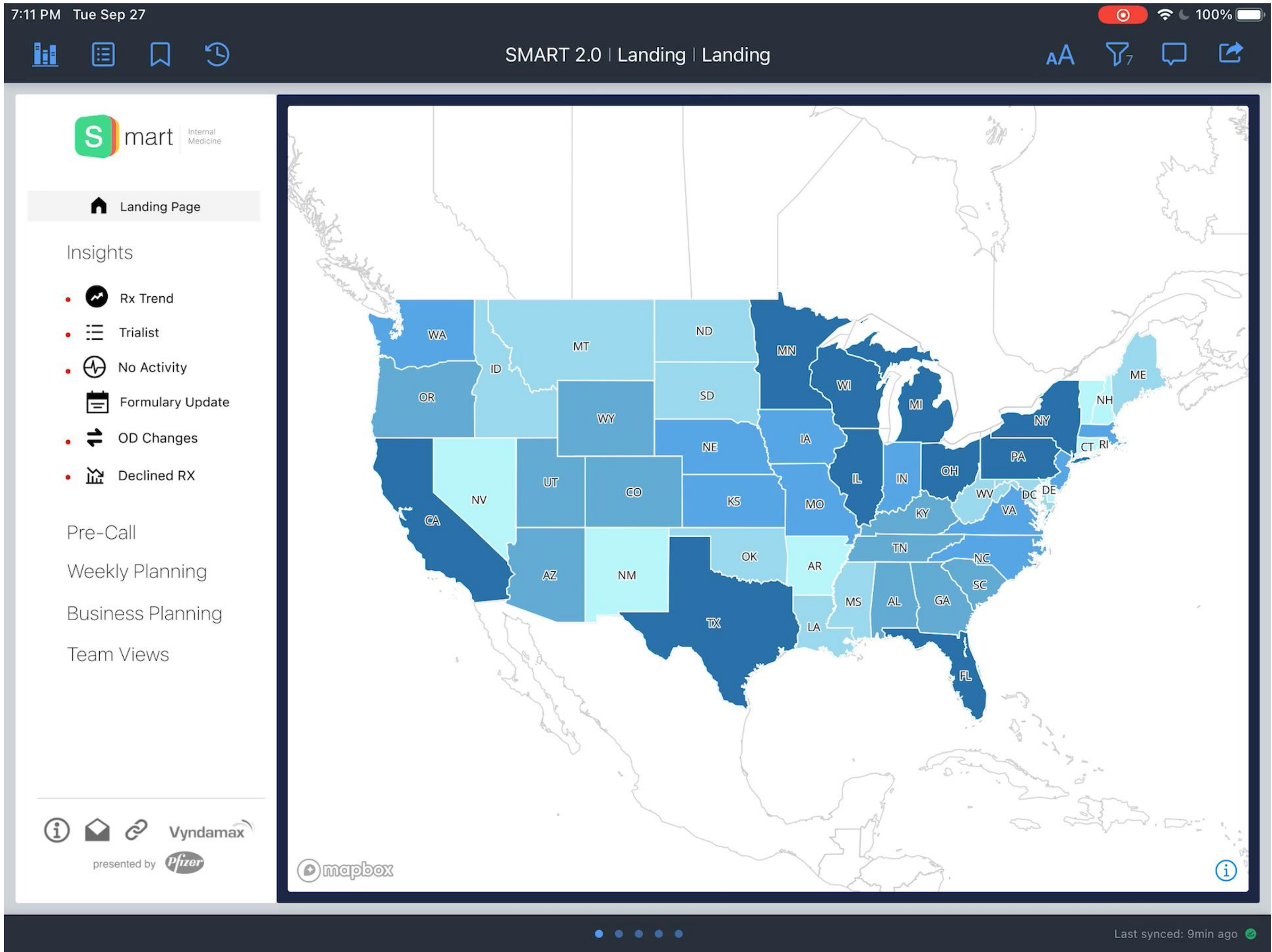


Modern, Optimized App Suite

DOSSIER DEPLOYMENT FOR ENANCED EXPERIENCES

Modernize app suite using free-form canvas in Dossier to build stunning data layouts and workflows with MicroStrategy's largest out of the box data visualization gallery yet.

- Responsive design for any device
- Robust OOTB visualization gallery
- Contextual linking across dossiers
- Personal bookmarking on all devices
- Easy, fast development time and reduced maintenance overhead—estimated to cost team 40% less



If data is hard to access to your users,
isn't it better for the
Data for Find Your Users?



HyperIntelligence for Instant Insights

PROACTIVE ANSWERS WITH LIGHTWEIGHT CARDS

HyperIntelligence is a flagship product of MicroStrategy designed to meet users where they are to deliver immediate and actionable analytics based on keywords.

- No-click insights automatically surfaced in seconds
- Contextual insights and simplified embedding delivered as lightweight HyperIntelligence “cards”
- Keyword matching to aggregate insights
- Easy search from multiple places including web browser, tablet and mobile, and Outlook
- No more digging = massive time savings

DR. SUCH N. SUCH

SMART

PROFILE INFO

Territory	BC-Force Jersey City, NJ
HCP Address	999 Main St. Nowhere 99999
Child Account	SuchNSuch Medical Center
Brand Priority	EAT
Market	ELIQUIS
Specialty	ONCOLOGY
Shared With Oncology	No
Co-Promote	No
Last Call Date	2/1/2022
Last Product Discussed	Product 5

Click the link in the banner to drill to the cooresponding HCP in the SMART App.

DR. SUCH N. SUCH

SMART

Brand PriorityEAT

KPIs

78	500
New Patients	NRx
672,583	98
TRx \$	TRx
71255	29%
TRx Units/TEBs	TRx Units/TEBs Growth
9,533	302
TRx Units	TRx Market Volume

RING PIES

43%

NRx Growth

45%

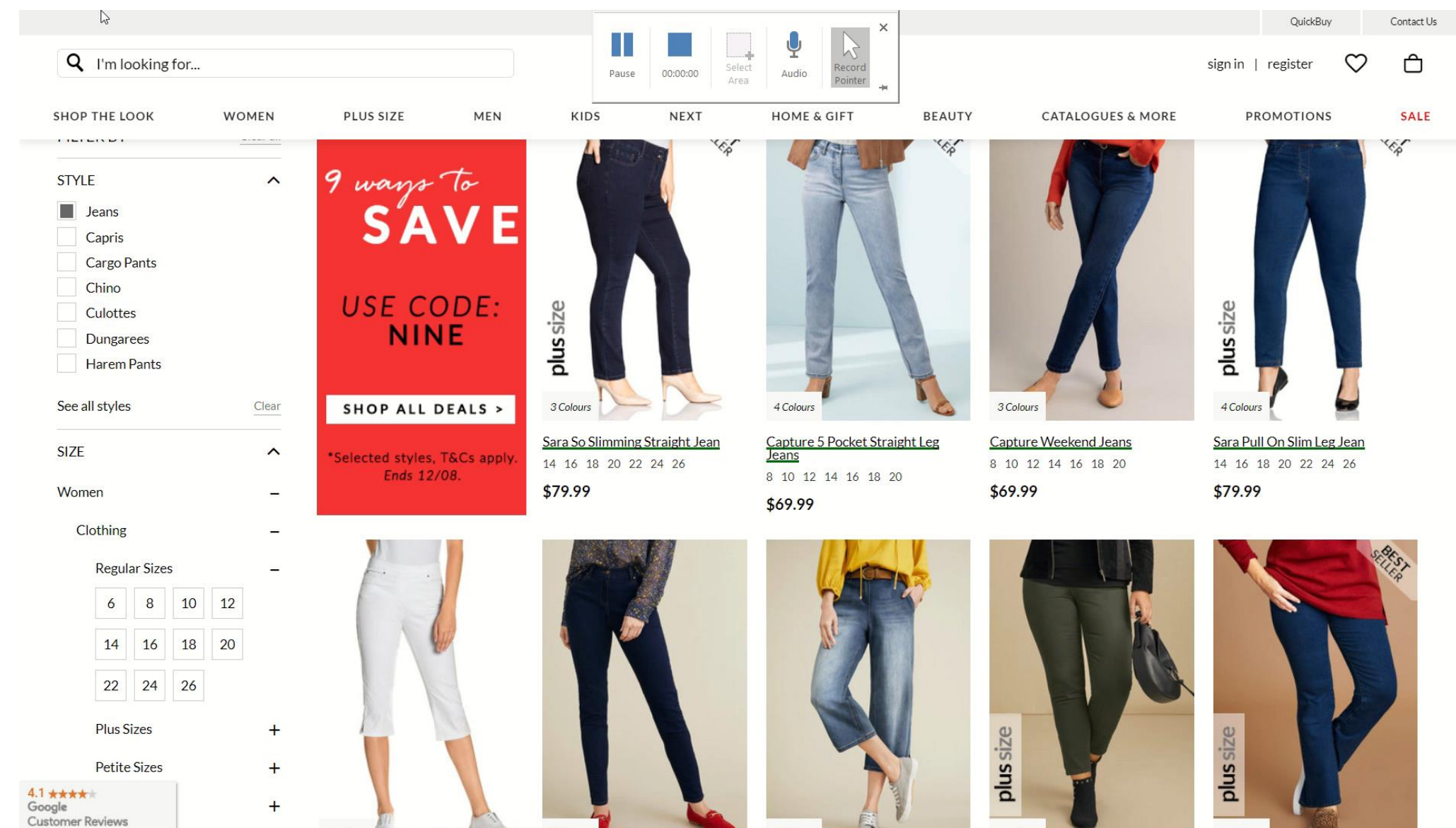
TRx Growth

Click on the link in the banner to drill the the cooresponding HCP in the SMART App.



EziBuy: Uses MicroStrategy to Increase Productivity and Improve Customer Experience

15,000+
HyperCards



EZIBUY.COM

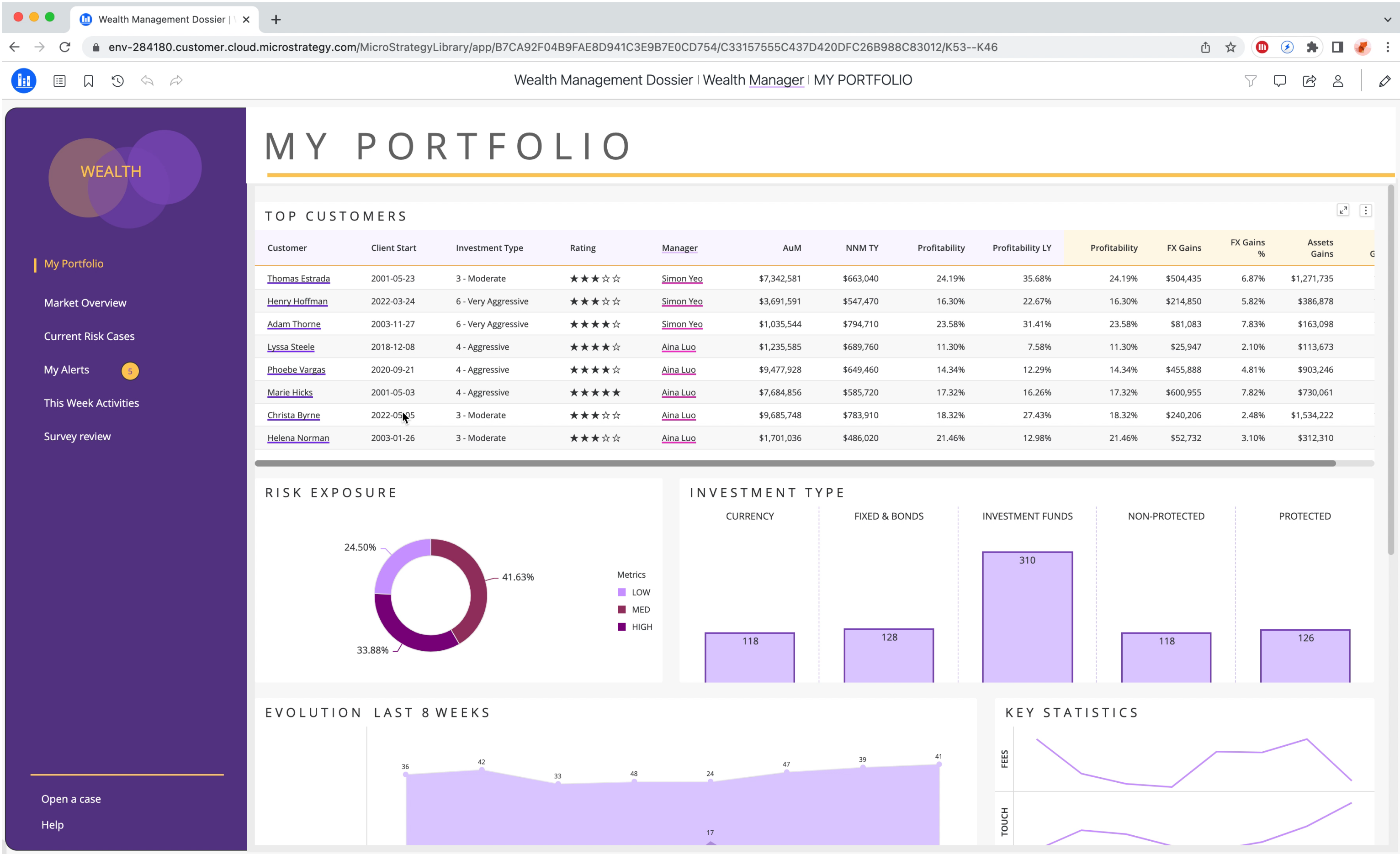
EziBuy is a New Zealand and Australian multi-channel retailer. It sells clothing, homeware and gifts through a multi-channel model and products can be purchased through catalogues, and retail stores.

HyperIntelligence Cards: An EziBuy Game Changer



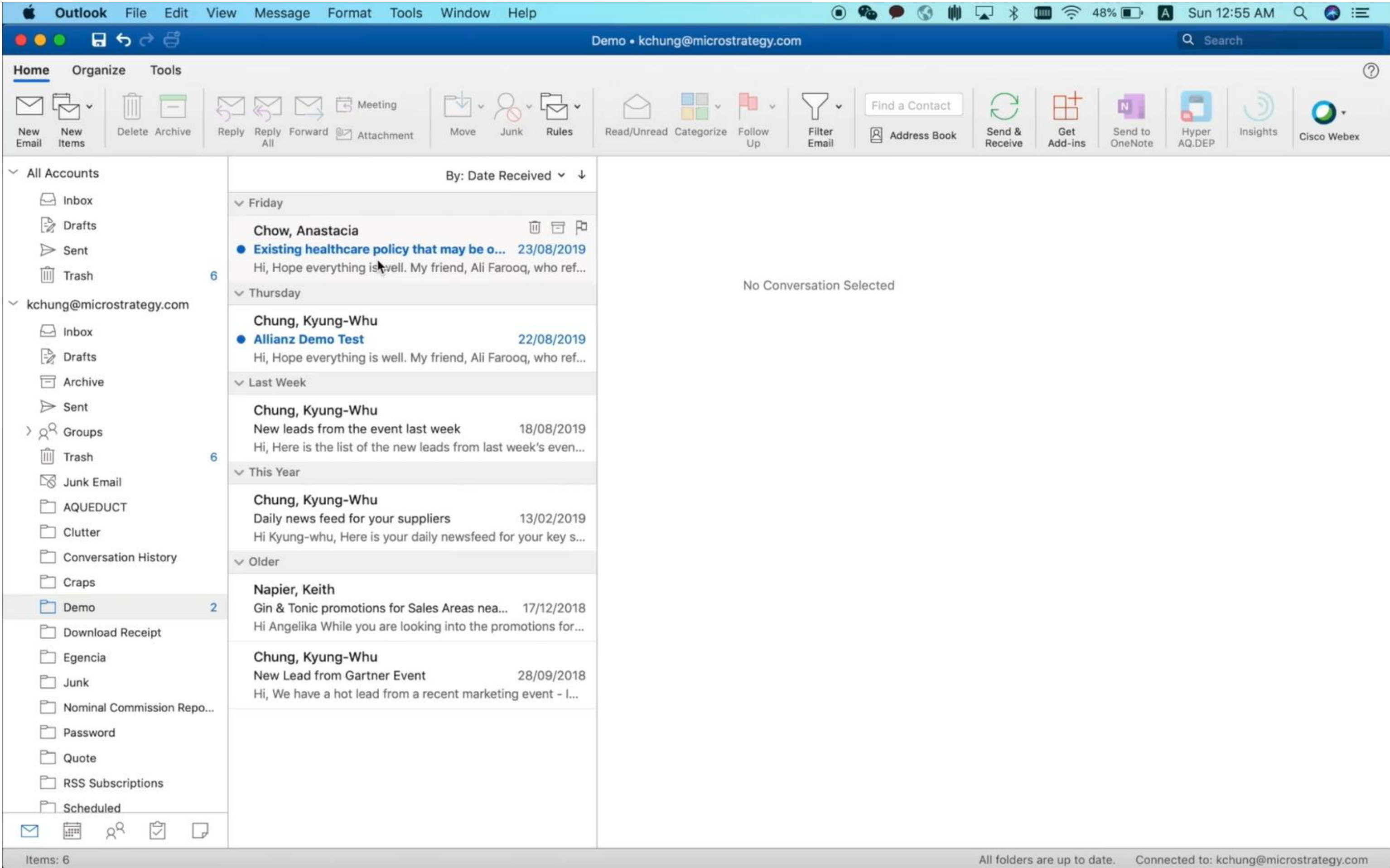
Add layer of Customer and Employee Insights

Hover mechanisms to obtain another layer of insight in daily operations *instantly*.

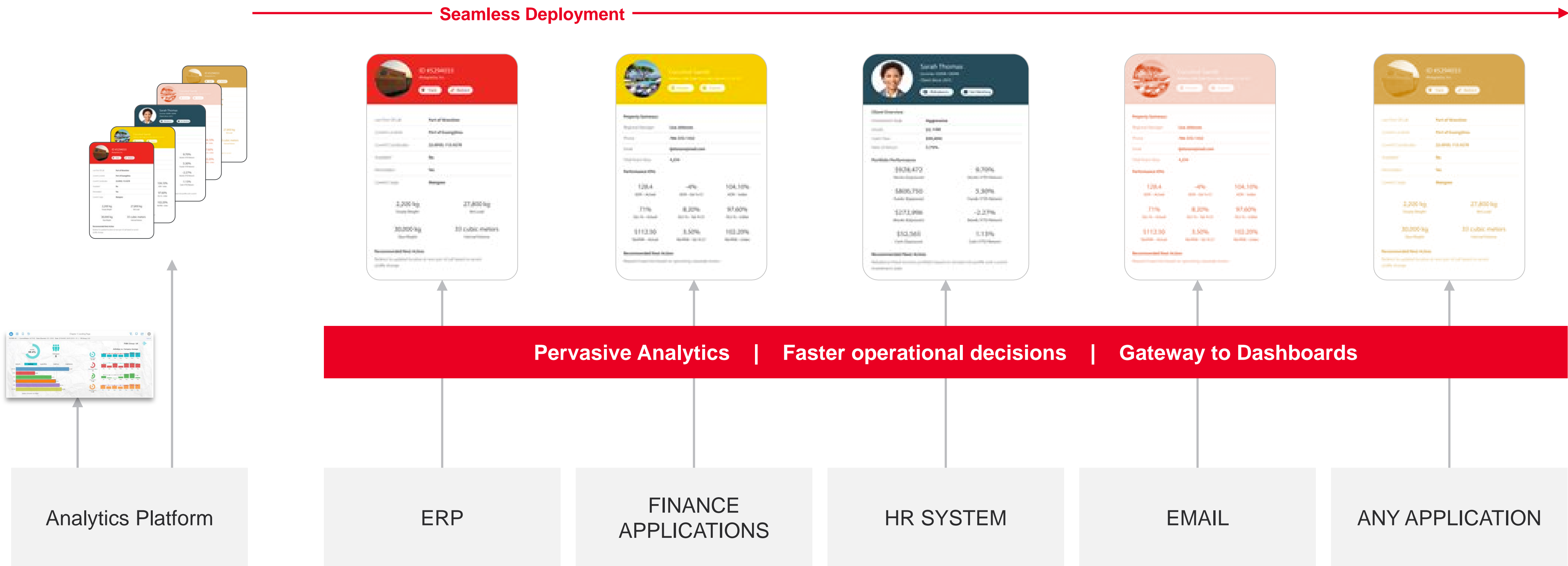


Add layer of Customer and Employee Insights

Hover mechanisms to obtain another layer of insight in daily operations **instantly**.



Injecting Insights Everywhere



Data and analytics are the **key accelerant** of an organization's digitization and transformation efforts.

– Gartner

[Why Data and Analytics Are Key to Digital Transformation](#)



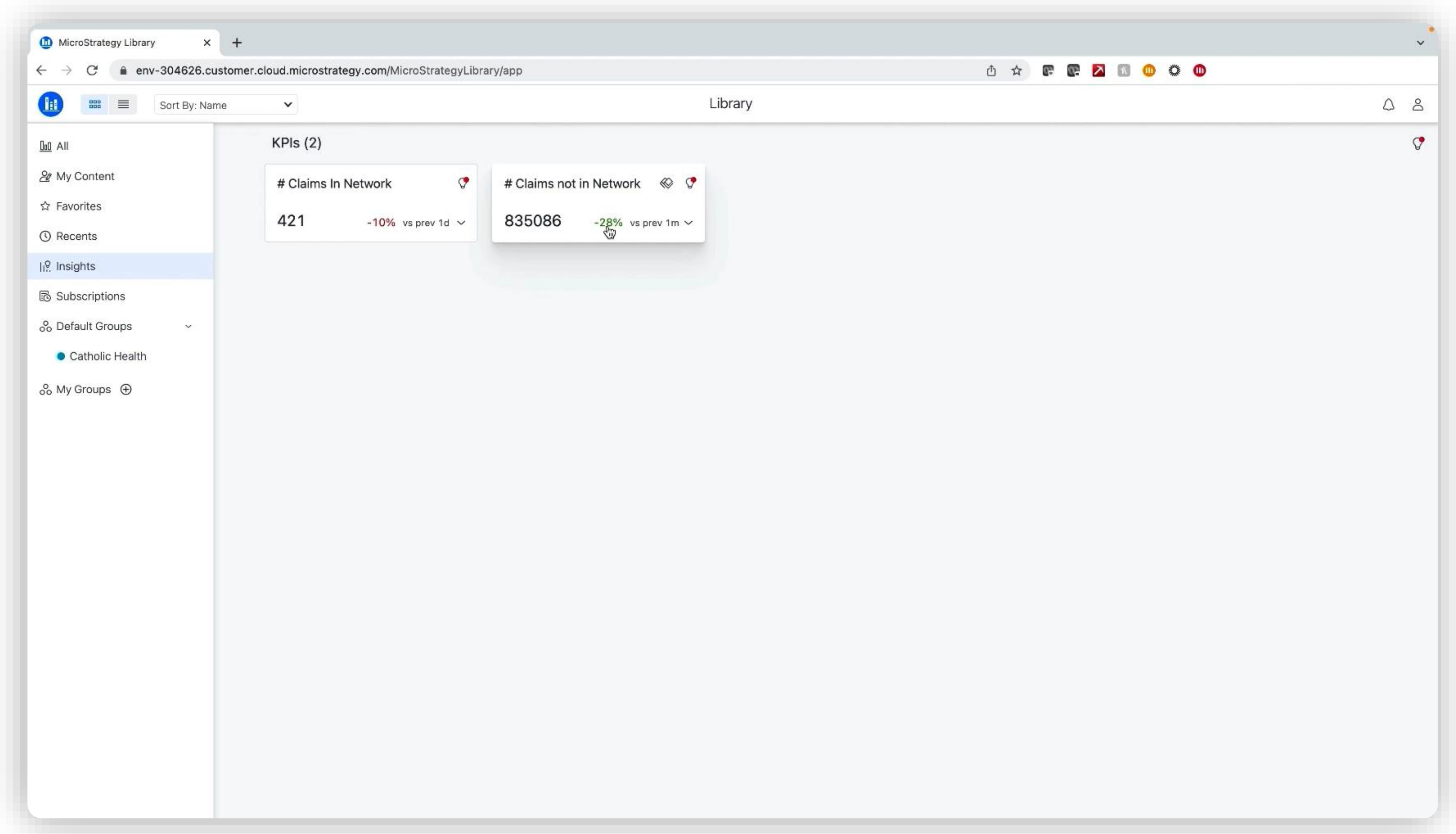
Powerful.

The **ONE** platform for all your analytics needs

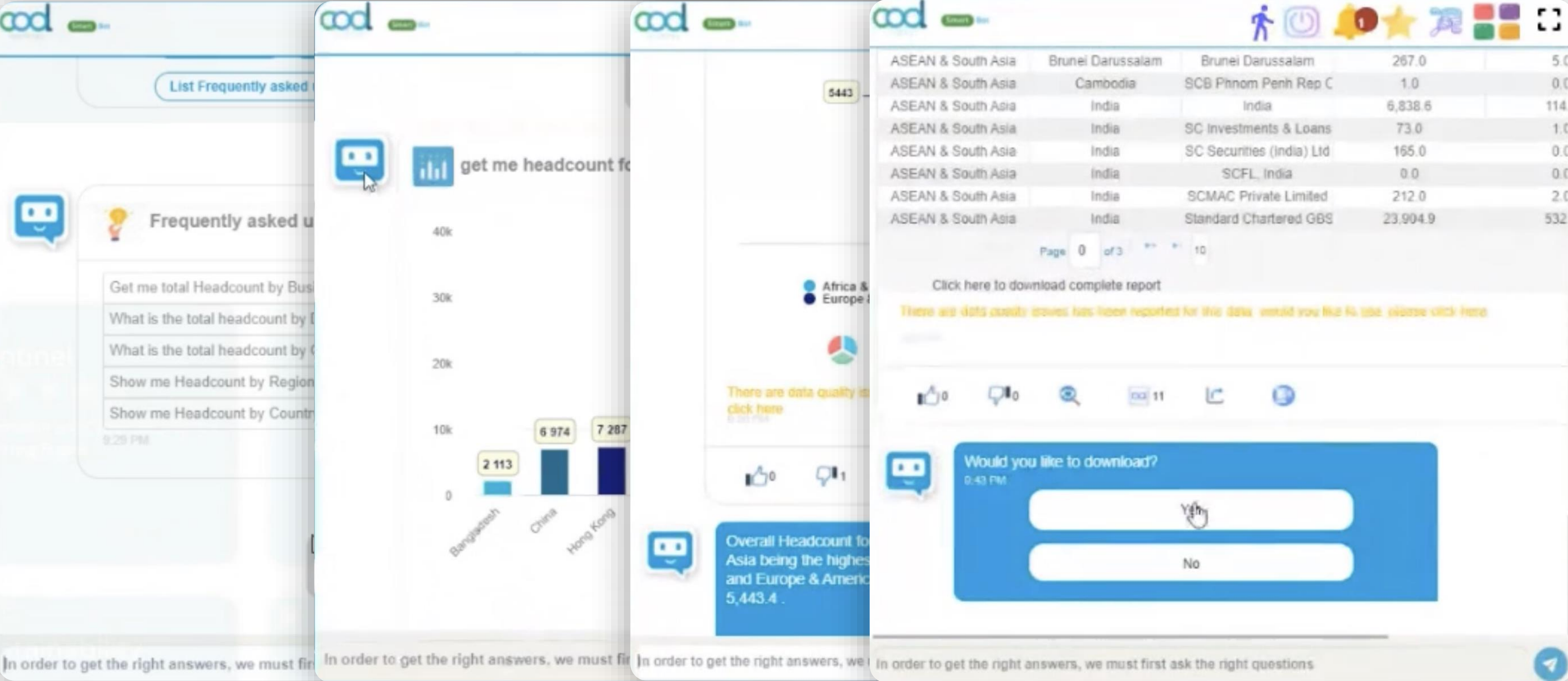
MicroStrategy **ONE**



MicroStrategy Insights



Smart Bot + MicroStrategy



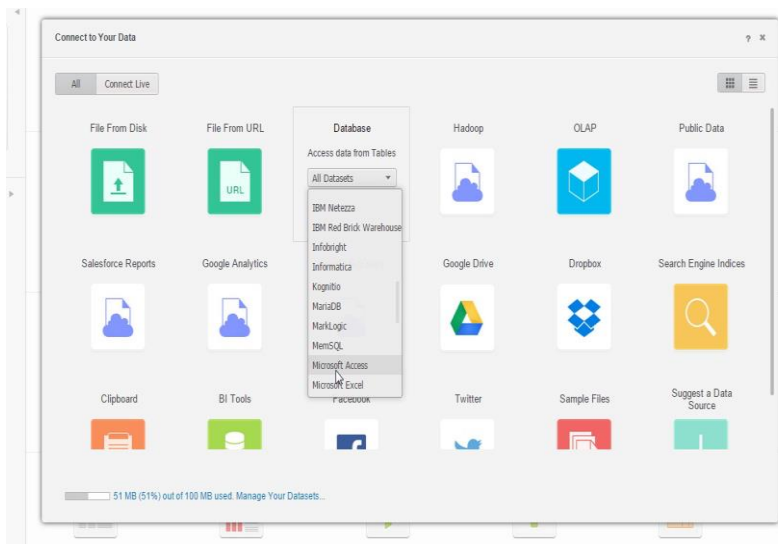
BI + AI



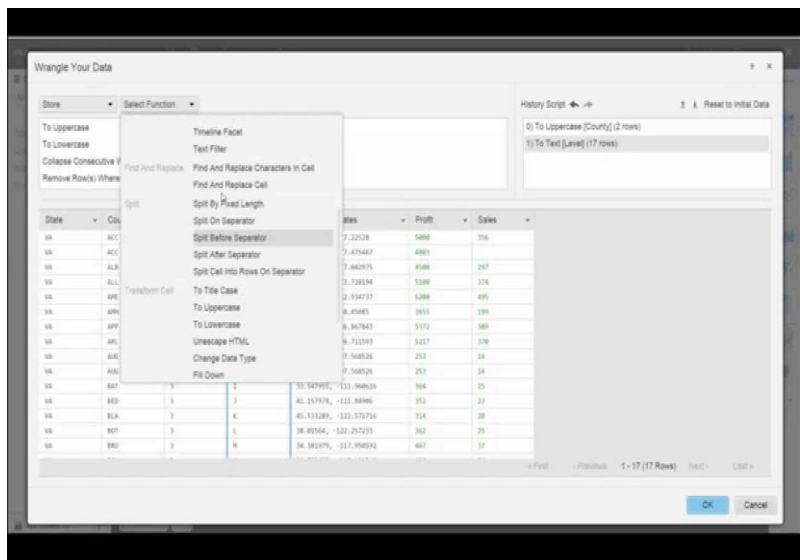
<https://www.bbc.co.uk/programmes/p0363qgx/p0363ptg>



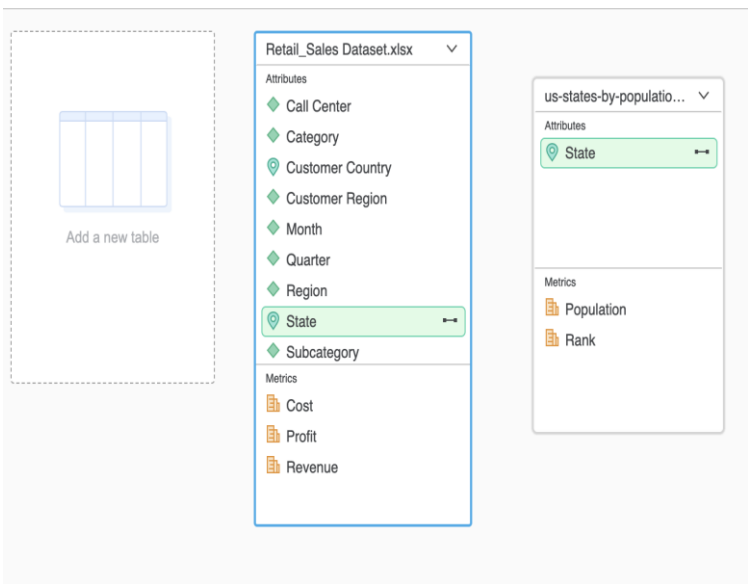
BI + AI



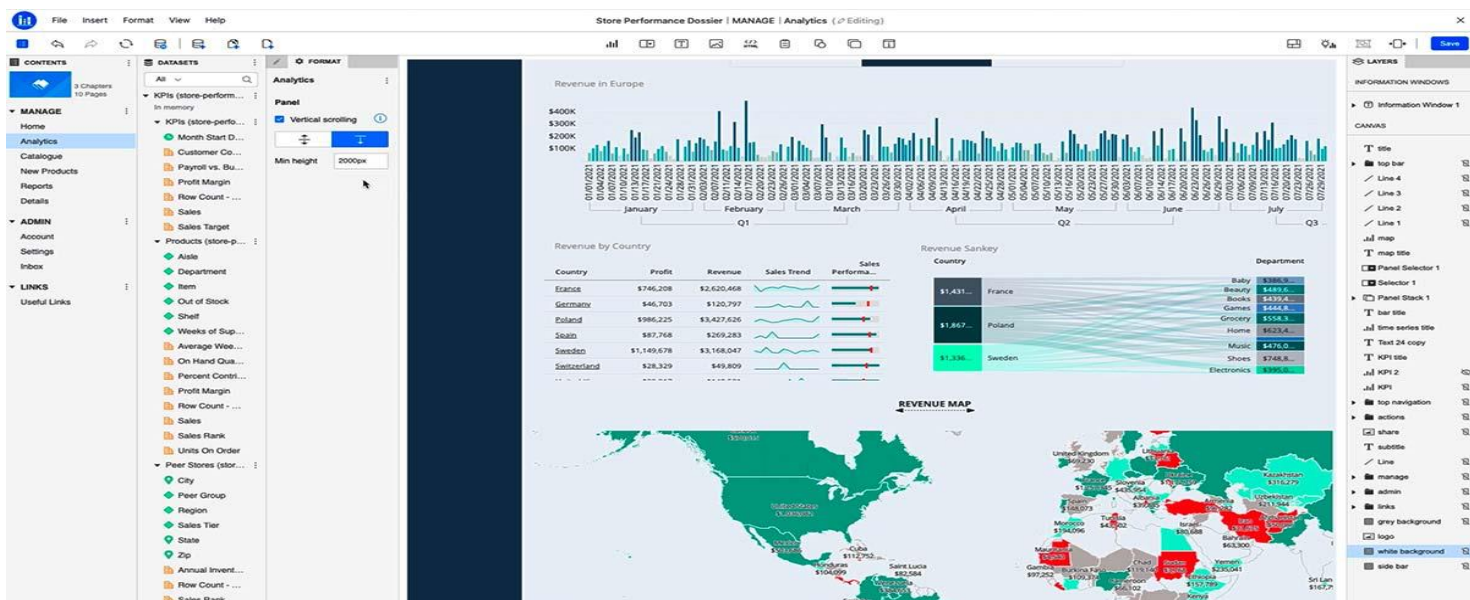
Data Connection



Query & Refine

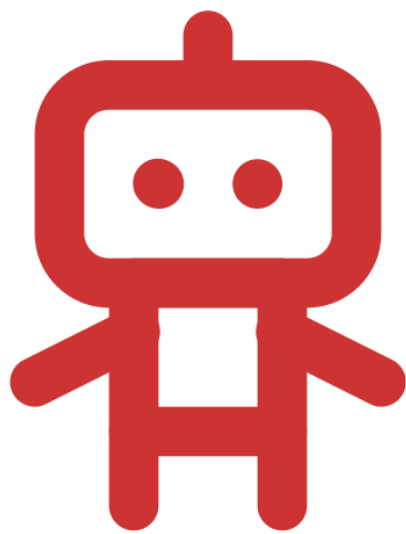


Model



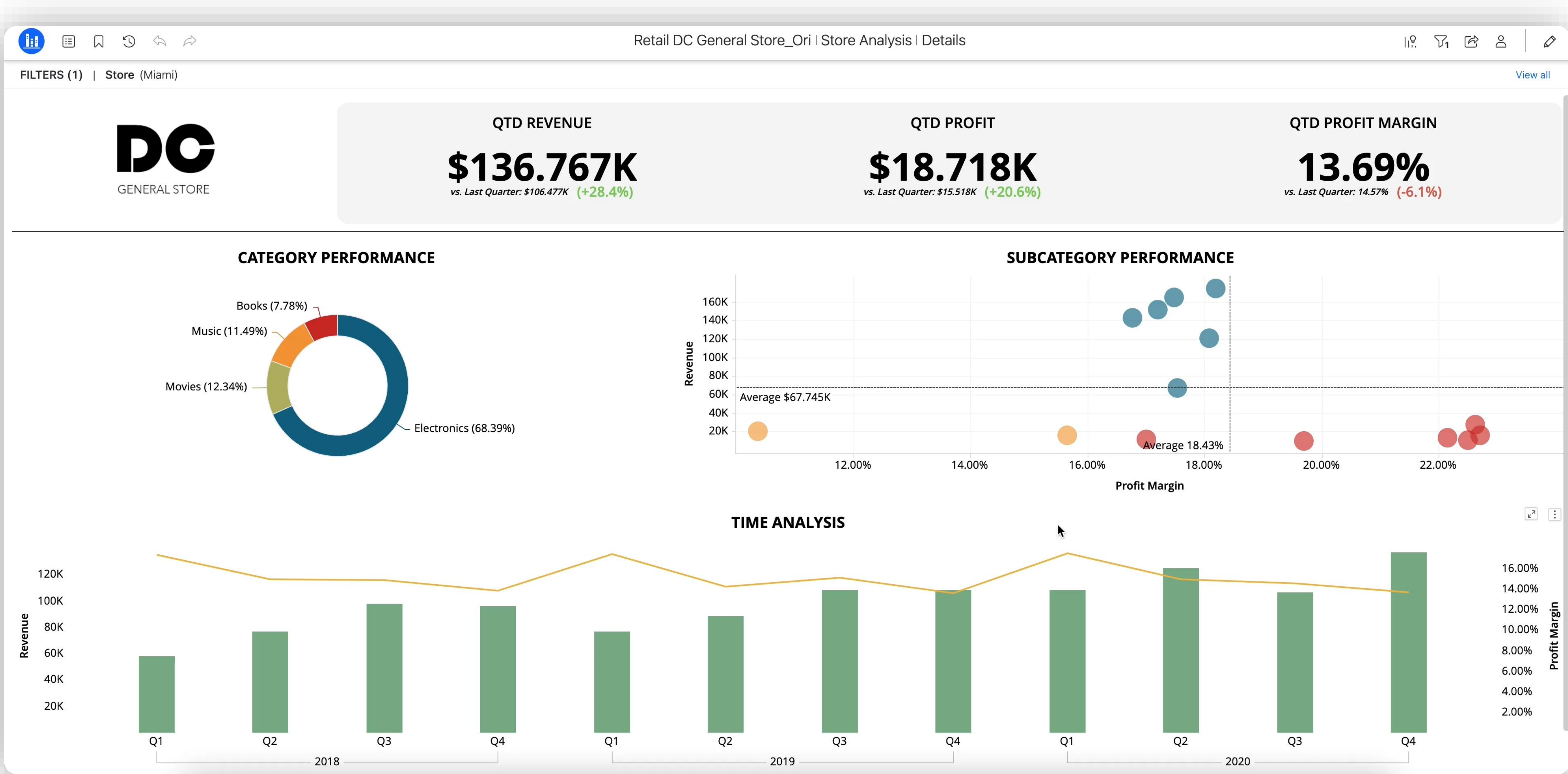
Dataset

Visualization



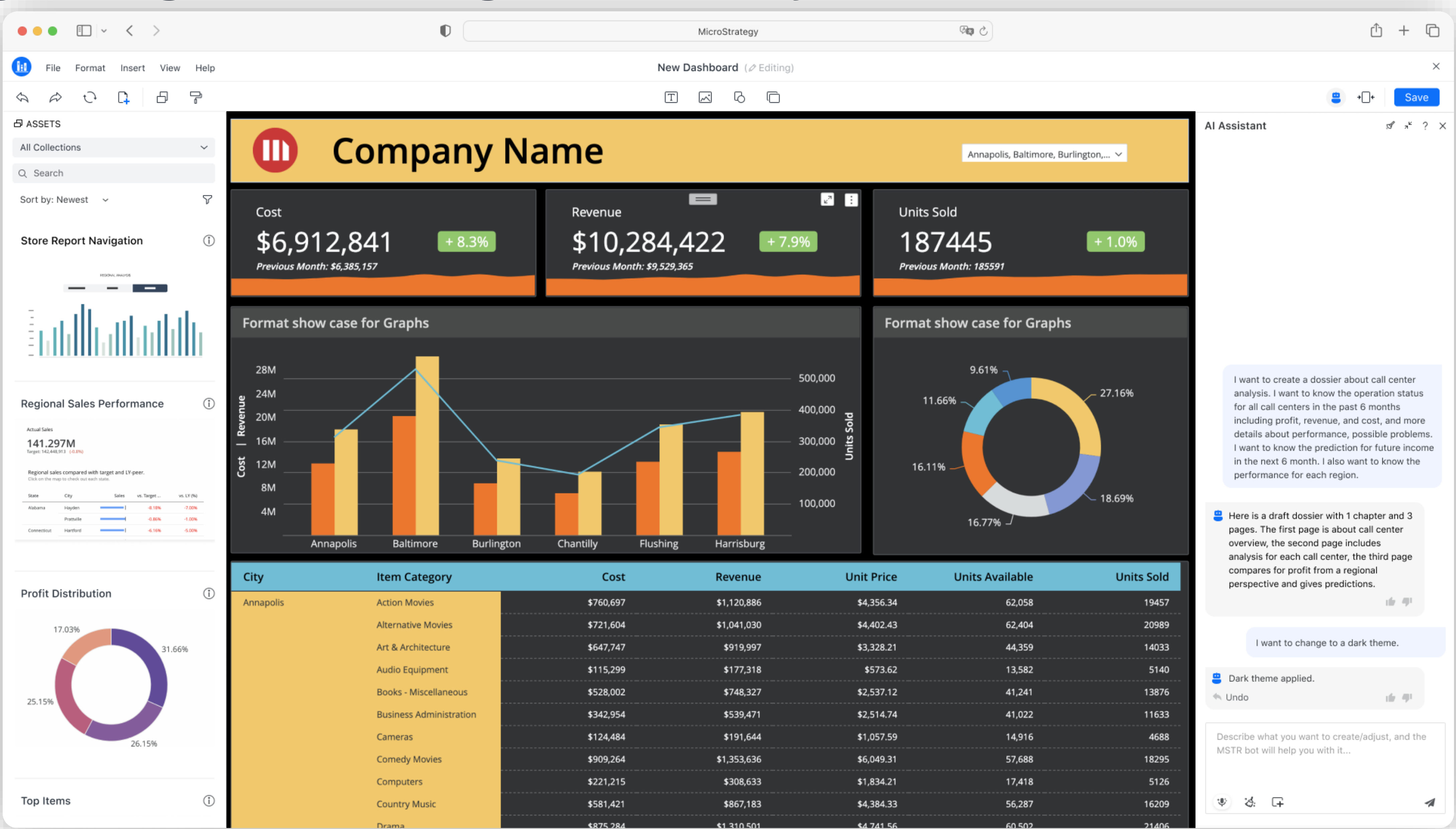
Enhanced Insight (NLP/NLQ) Powered by AI

Illustrative



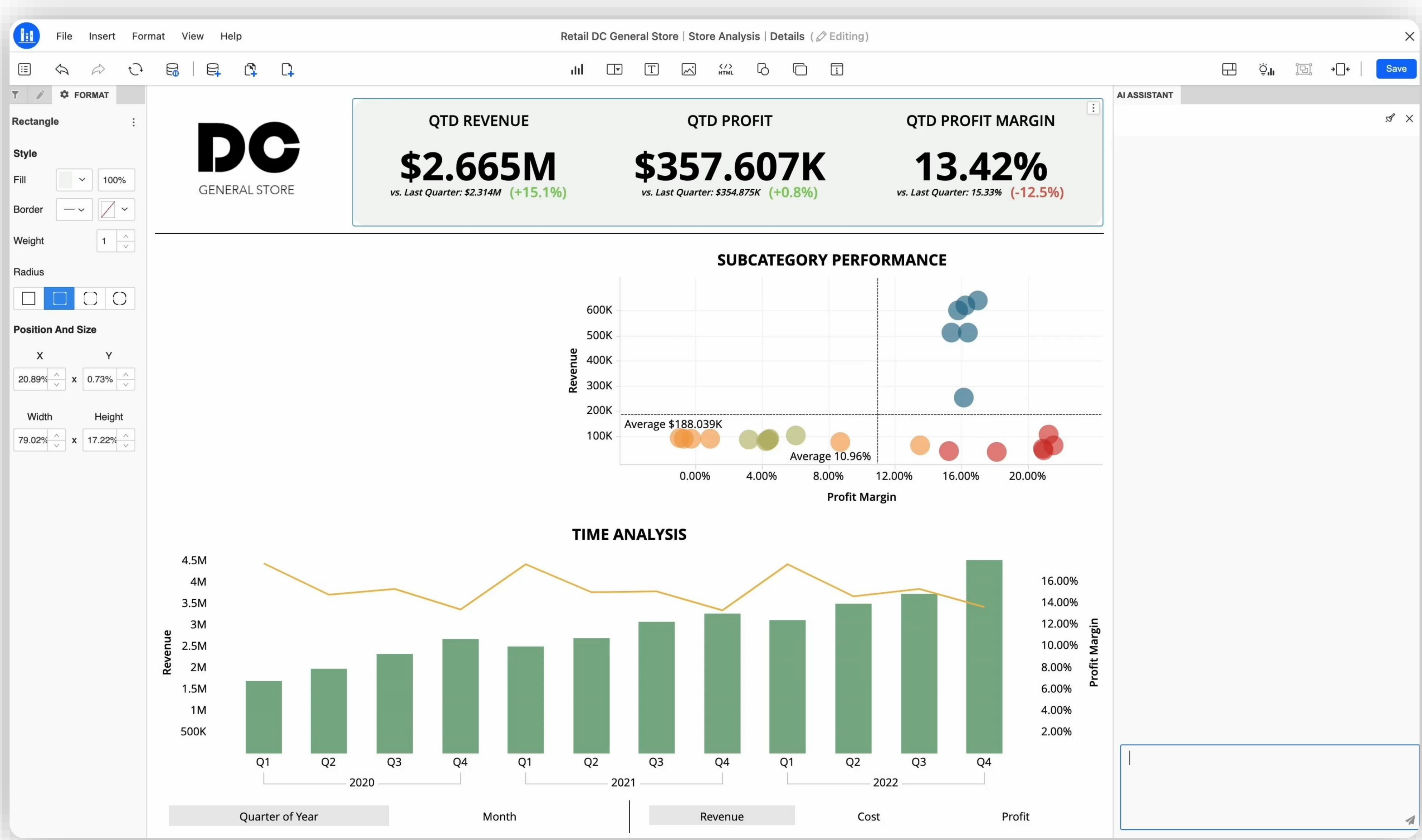
Lightweight Authoring Powered by AI

Illustrative



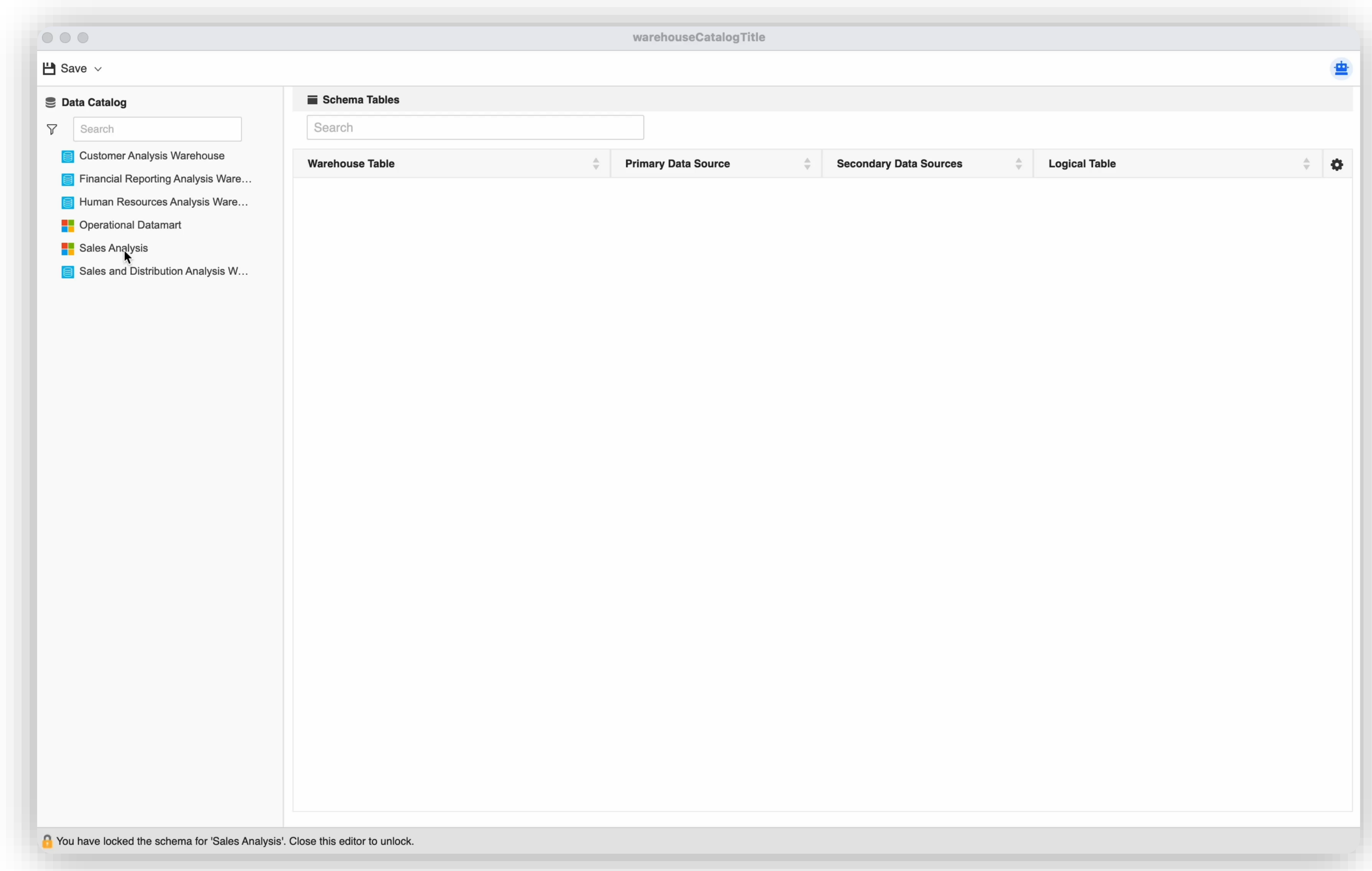
Lightweight Authoring Powered by AI

Illustrative



Lightweight Authoring Powered by AI

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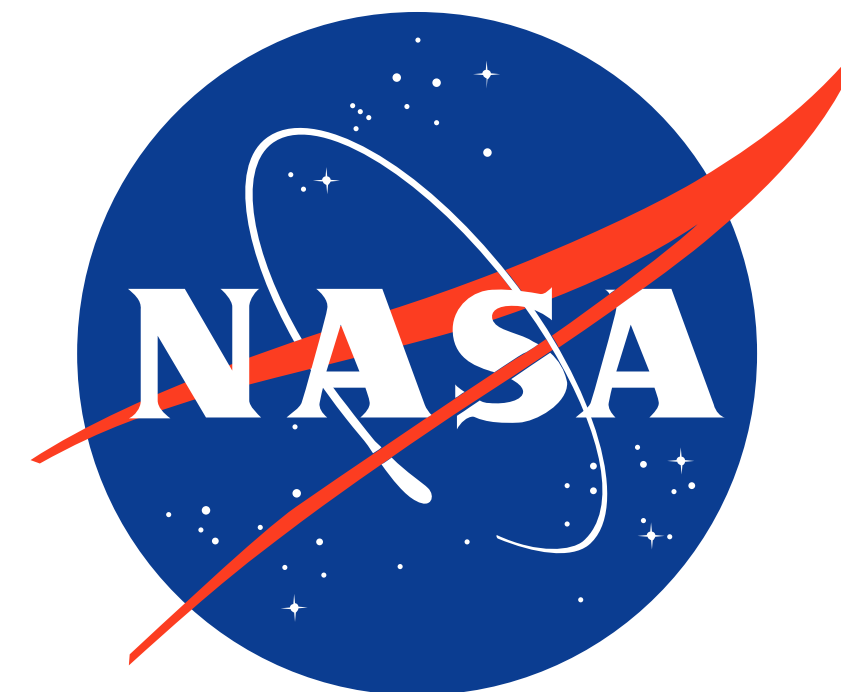


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Powering **thousands** of the world's top brands.



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MicroStrategy ONE

The next generation platform the future of analytics.

FOR ALL USE CASES

Ad Hoc Analysis
Business Reporting
Front-Line Applications
Embedded Analytics
Distributed Analytics
Augmented Analytics

ONE

FOR ALL USERS

Business Users
Data Analysts
Data Scientists
Product Leads
Administrators
Business Leaders
App Architects
Developers
Executives
Marketers
Entrepreneurs



MicroStrategy ONE

Generative AI for Data Analytics

Fairmont Jakarta

15 August, Tuesday | 9:00 am - 2:00 pm WIB



SCAN



TO REGISTER





Visit the MicroStrategy Booth!