Mobile Collaboration
An introduction to collaboration and alerting capabilities in the MicroStrategy Library Mobile App

Ajitpal Raina
Senior Product Manager
MicroStrategy
Copyright and Safe Harbor Notice

This presentation may include statements that constitute “forward-looking statements” for purposes of the safe harbor provisions under the Private Securities Litigation Reform Act of 1995, including descriptions of technology and product features that are under development and estimates of future business prospects. Forward-looking statements inherently involve risks and uncertainties that could cause actual results of MicroStrategy Incorporated and its subsidiaries (collectively, the “Company”) to differ materially from the forward-looking statements.

Factors that could contribute to such differences include: the Company’s ability to meet product development goals while aligning costs with anticipated revenues; the Company’s ability to develop, market and deliver on a timely and cost-effective basis new or enhanced offerings that respond to technological change or new customer requirements; the extent and timing of market acceptance of the Company’s new offerings; continued acceptance of the Company’s other products in the marketplace; the timing of significant orders; competitive factors; general economic conditions; and other risks detailed in the Company’s Form 10-K for the year ended December 31, 2016 and other periodic reports filed with the Securities and Exchange Commission. By making these forward-looking statements, the Company undertakes no obligation to update these statements for revisions or changes after the date of this presentation.
MicroStrategy Mobile
Leader in enterprise analytics mobility

• Best-in-class native mobile apps.
• Support for iOS and Android platforms.
• Custom mobile productivity workflows.
• Code-free app development and design.
• Built in transactional capabilities.
• Natively integrated EMM support.
• Customization support via SDK.
  … and much more.

#1 App in the BI space since inception!
MicroStrategy Library for Mobile
How do you improve upon excellence?

**Simpler**
- Zero experience development.
- Simple drag and drop design.
- Easy to find content.
- Standard navigation paradigms.
- Intuitive data exploration and analysis.
- Quicker learning curve.

**Faster**
- From zero to BI in minutes.
- Mobile deployment in seconds!
- Highly performant search.
- In-app alerts for contextual data discovery.
- Built-in responsive design.
- Build once, deploy everywhere.

**Powerful**
- Enterprise grade BI.
- Visualizations optimized for Mobile consumption.
- Advanced analytical capabilities.
- Mobile optimized gestures and workflows.
- Secured with EMM.
- Push notifications and alerts.

**Scalable**
- Distribute easily to team, department or enterprise.
- Collaborate live with stakeholders.
- Download and share insights quickly.
The case for Collaboration
Getting more out of MicroStrategy on mobile devices.

• You are an App designer, tasked with building a set of mobile dashboards for end users. You need to incorporate their feedback during the design process, so you can iteratively build an App that is useful for its target audience.

• You are a retail associate, who is constantly checking sales and inventory and need to regularly coordinate with your staff and supervisors about the state of your product and store. You carry a company provided mobile device on you at all times to keep track of metrics.

• You are the CEO of a company, who likes to be in the know of the daily workings of your company across various verticals, with an option to communicate in real time with your Execs. You regularly check key KPIs on your mobile device and would like to provide feedback immediately.
Collaboration in MicroStrategy Mobile
What exists today

Few modes of collaboration on mobile today
• Annotate and share.
• Email screen.
• Print.

Quite handy, but they have a few limitations …

• Takes quite a few steps to get the job done.
• You have to switch apps to collaborate.
• Context is not passed directly.
• As conversations proceed via email, the context is lost quickly.
• Limited methods of sharing insight.
What if – one can collaborate much more easily, faster, intuitively, and in real time?
MicroStrategy Collaboration Services
Available OOTB on mobile platform

- Collaborate using the simple paradigm of a comments panel.
- Add public comments, as you would, on a social media platform.
- Tag users to send them real time notifications.
- Embed filtering conditions to pass context.
- Be alerted visually when new comments appear on your dossier.
- Get notifications when someone tags or invites you to view a dossier.
Share insights in multiple ways
Available OOTB on mobile platform

• Invite users to view your dossier.
• Leverage native OS extensions for sharing.
• Export to PDF and share your dossier with users or groups.
• Download .MSTR file and share with your stakeholders directly from your mobile device.
• Get in-app notifications for relevant messages.
What’s in store for the future
This was just a start!

- Private conversations.
- Threaded conversations.
- Data Highlights.
- Data Snapshots.
- Integration with third party services.
- Better administration capabilities.
- Managing notifications.

… and many more to come!
Thank You

Ajitpal Raina
araina@microstrategy.com