The New MicroStrategy Desktop

Getting started with data discovery for departmental business users

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Agenda

Data Discovery in Minutes

The New MicroStrategy Desktop

Going Beyond Dashboards – The MicroStrategy Dossier™

Enterprise BI with MicroStrategy Desktop

Live Product Demonstration
The New

MicroStrategy Desktop

Product Launch Date

November 28th, 2017
100+ Countries
Changlun also known as Changlon is a small town located about 42 kilometer from Alor Setar in the Kubang Pasu District, Kedah, Malaysia. The word changlun originates from Thai, Changlon, which means "fallen elephant". [Wikipedia]
The New MicroStrategy Desktop
A data discovery tool that allows analysts and business users to quickly build and share dossiers

- Data to insights in minutes
- Modern and intuitive interface
- Connect to over 80+ data sources
- Built-in data preparation and blending
- Stunning graphs and visualizations
- Powerful Filters
- Advanced and Predictive Analytics
- Quick share options

FREE!!
MicroStrategy Desktop

Data → Insights in minutes!
Desktop is designed to allow anyone build analytics in minutes
Built-in sample dossiers, quick start guide, how-to videos and quick access to the Community
Modern Interface for Analysts to Author and Share Dossiers
Easy-to-use and modern interface allows analysts and data scientists build content in minutes

Helpful Resources
including samples, how to videos and Community

Connect To multiple MicroStrategy Environments or projects

Smart Folders help locate dossiers with ease

Powerful New Search indexes and returns a list of all dossiers available
Intuitive Data Discovery
Easy-to-use and modern interface allows analysts and data scientists build content in minutes

Menu options to easily access tools
Contents Panel to show chapters and pages
Dataset Panel to access all data sources in the dossier
Edit, Filter and Format Panels to manipulate data and visualizations
Visualization Gallery to choose between built-in and custom visualizations
Dossier: Delivered in a Book

A book design paradigm helps ensure new users are already familiar and understand how to use it.
Dossier: Related Analytics in a Single Updated Interactive Book

An interactive book of your business which combines relevant analytics into a single Dossier

Sales Team

Executive Overview

Revenue vs # of Clients

Offices and Customers

Office Revenue by Year

Historical Data

Transaction Level Data

[Diagrams and visualizations related to sales team and historical data]
Connect to 80+ data sources
From Excel, RDBMS, Big Data, OLAP, and ERP to CRM, Cloud Data, and Social Media
Prepare your data
Easily blend data across multiple sources
Transform and profile data to help make better decisions

Wrangling Functions

Predictive Transformation based on User Interactions

History\Script

Facets for Data Profiling
Create stunning graphs and Visualizations
Powerful Filters Help Users Find Answers Faster

Use advanced visualizations as visual filters and present selectors that are more intuitive than a dropdown list

Maps as a visual filter in filter panel

Use any kind of visualization as a filter
Advanced and predictive analytics

300+ analytical functions OOTB. Seamless integration with R.

This analysis measures Reimbursement Forecast by Segment Name and by Month. For PreferredCare–MedicalServices:

- Average Reimbursement Forecast is 12.6 million across all 84 entities.
- The distribution of entities follows a normal distribution with a mean of 12.6 million and a standard deviation of 493,057. As such, you can expect more than 68% of the entities to have a value between 12.1 million and 13.1 million.
Quick share options
Present. Export to PDF. Share Dossier Files.
Additional Resources
Visualizations, Dossiers and Connectors

[Image of the MicroStrategy Community Gallery]

community.microstrategy.com → Gallery
Enterprise BI with MicroStrategy Desktop
Work offline, and online by connecting to an Environment

Quickly connect to multiple MicroStrategy Environments, to browse, build, and share dossiers

Connect to as many MicroStrategy Environments or Applications, and work in a collaborative online environment, to build and save content on a centralized location.

Easily find content, both offline on your personal PC or Mac, or on the Server, with smart folders that locate dossiers.
MicroStrategy on AWS
Spin up your own Environment within minutes

- Deploy a complete MicroStrategy platform, fully configured and ready to use
- Choose type and size of infrastructure based on cost or usage requirements
- Select your version of MicroStrategy
- Select AWS data center region
- Deploy directly to your AWS Account
- Requires no MicroStrategy or AWS expertise to use
The New MicroStrategy Desktop
A data discovery tool that allows analysts and business users to quickly build and share dossiers

- Connect to multiple MicroStrategy Environments
- Search for or navigate to existing content with ease
- Quick Access to ‘My Library’
- Use certified data sources
- Certify and promote content for governed data discovery
- Design dossiers with responsive design
Build Dossiers with Desktop, and Promote Personalized Analytics to the Workforce

Build Dossiers and share them via the MicroStrategy Library, to Web and Mobile Users
Certify and Promote Content for Governed Data Discovery

Users with the certifier role can certify a dossier, and publish to the Server for governance.
Design Dossiers with Responsive Design

MicroStrategy Desktop allows analysts to build content that fit any device.

Sized to fit screens of any size

Design once, and deploy to every device
Easily **edit dossiers** from the MicroStrategy Library

Seamlessly jump from the MicroStrategy Library to MicroStrategy Web

With a single click, access the authoring interface in Web directly from the Library.
Amazon Order History
Download MicroStrategy Desktop Today
Available for Mac and PC

- Go to www.microstrategy.com/desktop
- Provide contact information
- Select Mac or Windows
- Install!
Thank You
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