Using MicroStrategy to optimize the workplace environment

Leveraging Real Time Telemetry for a better Employee experience

John Atkinson – Vice President Usher Sales, MicroStrategy
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Agenda

• Identity key needs and issues
  • Mobile device capabilities

• Usher In the Enterprise
  • Office use case
  • Factory floor
  • Visitor tracking

• Usher for Disaster re-entry
The Mission of Usher

Enable customers to utilize authenticated, personalized data to deliver insightful solutions that save time and money

Key Fundamentals of the Usher Solution Set

Usher Identity
- Enables authentication of identity anywhere, anytime
- Strongly binds to mobile devices, user actions and behavior
- Enables entire communities to be built around authenticated identity
- Can stand alone or extend and augment existing directories and systems

Usher Telemetry
- Generates contextual information real-time for each person
- Never loses data or misses opportunities for generating data
- Streamlines business operations including enabling digitized physical infrastructures
- Enables predicative decision-making and actions for each person

Usher Security
- Addresses common security use cases and situations
- Safely delivers multiple configurable methods and modalities
- Delivers command and control options enforced at the endpoint
- Provides secure 2-way messaging for safety, compliance and support
Usher Badge Functionality

Delivers Trusted Mobile Identity for Applications, Security, and Telemetry

**Telemetry**  
Identity Intelligence  
- GPS with Tracking  
- NFC, Bluetooth & Beacon Proximity  
- Barcode Data; Device / Access Logs  
- Secure 2-Way Communications

**Security**  
Flexible Authentication  
- Identity / Authentication  
- Multi-Factor / Biometric  
- Location-based  
- Day / Time-based

**Analytics**  
Insight and Compliance  
- Personal  
- Statistics  
- Real-time  
- Mapping

**Functionality**  
Unified Access Control  
- Access Facilities / IoT  
- Logon to Apps / VPNs  
- Lock / Unlock Computer  
- Check-In / Location  
- Manage Workforce  
- Custom (SDK / APIs)
Unified Mobile Identity with Visibility that Empowers the Enterprise

Aggregate *multiple* accounts, authentication methods, and access controls

- **HR**
  - Employee Badge

- **Facilities**
  - Local Badge and Keys

- **IT**
  - Computer Login Credentials

- **Customers**

- **Partners**
  - Partner Portal Access

- **Contractors, Vendors & Visitors**
  - Contractor / Vendor / Visitor Access

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The Usher Badge can capture information from different types of touchpoints throughout the day, logging 1000s of lines of machine-like transactions.

- Scans barcode - Packages, Equipment, Lunch, service
- Validates identity over phone with helpdesk using Usher Code
- Accesses garage lift-gate, elevator, and office floor using beacon sensing
- Uses two-factor to VPN into business system from home
- Attends training, validate certification
- Uses web SSO to switch between web-based applications and log progress on team projects
- Unlocks work computer via Bluetooth proximity
- Manage attendees on Conference call
- Enterprise with MicroStrategy 10
Foreign Visitor Process Flow with Usher
Registration, Compliance & Reporting Visit Lifecycle Management

Visitor initiates registration
1. Branded Web app foreign national can link to from their intranet
2. Branded Mobile link sent to foreign national to download Usher Certification Badge (used only for certification)
3. Foreign national goes through training and certifies, take specifically-formatted photo for badge (can also photograph passport/visa)
4. Alert is sent to Sponsor (kicked off when visitor finishes certification), Sponsor finalizes process and certifies
5. Usher Restricted Visitor Badge Activated automatically when Sponsor certifies
   - Alert sent to one of two contacts based on length of stay for visual badge
     • If one day, alert sent to Security registration for sticker creation
     • If multiple days, alert sent to Badge Office to have plastic badge created (no need for ClickIT), no need for expensive PROX card

Visit takes place
1. Beacons provide alerts if Restricted Visitor gets near and if they breach secure areas
   - Alerts also to Sponsor’s device; they are ultimately responsible for all multi-national’s actions while they visit
   - Alerts to the Facility Management and security team
2. Usher Badge’s telemetry capability enables Physical Security team to track multi-nationals throughout facilities using Usher Professional

Compliance audit takes place
1. All data available for full reporting with visualizations – timestamps of training/certifications, telemetry tracking
   - Reports and Dashboards with telemetry tracking for Physical Security team and NSA team
A Day in the Life with Usher –

Capture information throughout the day, logging all identity-to-device interactions

- Access employee parking lot
- Access elevator and factory floor
- Access to employee benefits (café, gym, etc.)
- Factory machine automatically senses presence and privilege to operate (training, certification, proper shift, time-on-machine, etc.)
- Factory machine detects operator walking away, gracefully shuts down and enters lock-out mode
- Factory machine detects maintenance technician and enters maintenance mode
- Automatically registers start time for shift (for payroll)
- Automatically registers end time for shift (for payroll)
IoT – Sample Use Case
Operator, trainee and maintenance users
Usher Badge

Allow people to support the organization or event based on role, context and location

Multiple badge types
Different access policies
Different authentication methods
Same implementation

Pass Checkpoint
Access Ops Center
Manage Incident
Manage Comms

Pass Checkpoint
Manage Personnel
Situation Reporting

Pass Checkpoint
Access Warehouse

Roll 1 Basic access

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Badge / SDK - Interact with Your Surroundings (GPS, Bluetooth, NFC, Barcodes, etc.)

- Letters of Access / Vehicle Placards
- Facilities, Equipment and Assets (IoT)
- GPS / BLE Perimeters
- Packages / Evidence
- Govt. and Temporary IDs

Logical Access / Re-Authentication
Access Modalities

Unified access to logical, physical and IoT gateways

Digital Key
Bluetooth Reader
Bluetooth Beacon
QR Code Scan
NFC Tag

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Thank You
The Usher Badge can integrate with a variety of Physical Access Control Systems (PACS) that organizations already employ. This lets users unlock PACS-protected gateways and doors using the Usher Badge by simply walking up to them. Other options for authentication include tapping digital keys, NFC tags, or scanning a QR code on the Usher Badge.

MicroStrategy offers pre-built integrations with popular PACS like Lenel OnGuard, Tyco C-Cure 9000, Paxton Net2, S2 NetBox, and more.
Beacon Proximity Logging for Facility Intelligence
Simple process to gather time and space insights of the customer

1. Enter zone
2. Detect and log
3. Drive Analyses

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