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MicroStrategy Geospatial Services

1. High Performance
Harness the power of vector maps for smoother and faster rendering
- Optimized for big data
- Agile map updates
- Hosted on AWS

2. Global
Enhance your analysis by adding geographic context to your data
- Mapping support for most countries
- Map areas down to postal code

3. Interactive
Uncover key insights with geospatial analytics
- Modern look and feel
- Zoom through layers
- Advanced clustering options
- Location conflict resolution

UPTO 65% FASTER
MORE THAN 150 COUNTRIES
3x MORE FUNCTIONALITY
The world is connected.

Your customers and business operations depend on real-time global data.

Location underpins it all.
UPS and FedEx Handle Record Holiday Surge With Minimal Delays
# Location Building Blocks

"Developer superpowers for location"

<table>
<thead>
<tr>
<th>Maps</th>
<th>Search</th>
<th>Navigation</th>
<th>Data</th>
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</thead>
</table>
| ● GL vector maps  
● Native Web, Mobile, and Desktop SDKs  
● Control the entire design and UX  
● Go offline or scale to billions via Maps API | ● Global address and POI search  
● Global long/lat to features search  
● 45+ languages  
● Spatial data prep  
● Custom data search | ● Live Traffic and ETAs in 50+ countries  
● Navigation SDK for in-app nav  
● Isochrones  
● Optimize multi-stop routes | ● Global Enterprise Boundaries  
● Global Mapbox Streets, Terrain, and Satellite data  
● Distribute your global location data |
A Global Platform

“Fast, Stable, and Highly-Available”

**Platform**

11
Countries

60+
Edge cache locations

9
Isolated AWS regions

**Users**

900,000+
Registered developers

70,000+
Monthly active developers

300,000,000+
Daily active users
Map Data Viz is Hard

“Wielding your data vs. the map data reference”

1. Complex design requirements
2. Location data is really big
3. Maps are most useful in the field
Mapbox Data Visualization

“Find new customers and optimize business operations with location data”

Design
Control every element of your data visualization from color, to size, to layer order.

Big, Dynamic Data
Quickly and performantly render millions of data points, routes, and boundaries.

Mobile
Your business operates everywhere - so should your business intelligence.
Problem - Performance

“Exploring global location data needs to be fast”
Render Millions of Points

“Zoom, Pan, and Pitch at 60 FPS”
Handle Big, Dynamic Data

“How can you wrangle IoT and customer traffic information to make business decisions?”
Problem - Designing a great map viz

“Wielding your data vs. the map data to tell a story”
Styles for Data Visualization

“Light, Dark, Satellite, and Street designs designed with your data in mind”
Multiple visualization layers

“Tell stories based on zoom level - all in the same visualization”
Animate Trends

“How does your data change over time?”
Problem - Data Coverage

“State, County, City, and Postcode coverage globally”
Global Boundary Data

“From Indian Postcodes, to Swiss Cantons, to Chinese Prefectures”
Problem - Decision making on the go

“Offline, mobile, and onsite”
Your Data at 60FPS, Everywhere

“Bring your location data viz natively to any platform”
MicroStrategy + Mapbox

Set of features for the first release:

- Global polygons coverage
- Multiple basemap styles
- Basemap layers controls
- Plot markers, bubbles and polygons
- Color by both metrics and attributes
- Zoom, rotate and tilt the map
- Advanced clustering for markers
- Zoom through multiple layers
Mapbox Superpowers in MicroStrategy

“Live Examples”

DEMO
Get Started Today

“Dig into MicroStrategy - or build your own Mapbox app”

1. Using Mapbox in MicroStrategy?
   a. Contact your account executive or visit microstrategy.com/us/company/contact-us

1. Using Mapbox in a custom app?
   a. Snag an account at mapbox.com/signup.
   b. Check out tutorials on mapbox.com/help.
   c. Reach out at mapbox.com/contact.

1. Share what you build!
   a. Tweet @mapbox #mapboxforBI
Appendix
Vector Tile & GL Performance

“Your data at 60FPS”
Your data at 60 FPS, everywhere

“One tool for GL data viz on web, mobile, and desktop”
Detailed Administrative Levels

“Visualize states, counties and districts globally”
Great Map Design

“What makes a great location data viz?”
Labels on Top

“Understand your data location context”

Typical Data Viz

Mapbox Data Viz
Step into your Viz

“Leap to 3D and AR visualization with the Mapbox Unity SDK”
Drill Down All the Way

“Group and aggregate data by zoom level”
Mapbox Superpowers in MicroStrategy

“Live Examples”

Live Example 1:
USGS Earthquakes

Live Example 2:
Armed Conflicts in Asia