How Much Do People Use Their Mobile Devices?

Mobile devices have become a central tool in people’s daily lives.

- On average, Americans spend 4.7 hours on their mobile device.
- For the first time ever in 2015, UK adults spent more time on mobile devices than on PCs.
- In Germany, more than one-third (34.6%) of smartphone internet users said they spent over an hour each day on the mobile web—and half that number spent more than 2 hours.
- In Australia, smartphones are the dominant internet access device in terms of time spent (35 hours per month) among internet users as a whole.
- 52% of mobile device users in Southeast Asia and India primarily access the internet via mobile device.

Source: eMarketer
Mobile Business Intelligence Continues To Be a Priority

Barely trailing personal information management

Noticeably ahead of CRM/customer applications, collaboration, chat, and mapping use

Source: Howard Dresner, Mobile Computing / Mobile Business Intelligence Market Study, December 2015
People Want It. But, They Don’t Got It … yet.

90% of users see Mobile BI as Critical/Important.

But, only 16% are actively using Mobile BI.

*Gartner, BI MQ, Oct 2013

Importance of Mobile BI
*Channel Insider, January 2014

Usage of Mobile BI
*Gartner, BI MQ, Oct 2013
For MicroStrategy customers, this should not be the case!
Mobile Is Simply An Extension of Our Analytics Platform

It’s not a separate product that you have to learn and re-build on.
Instantly Extend Your Web Analytics onto Your Employees’ Favorite Mobile Devices

We’ve done all the hard work to make this possible for our customers.

The investment you’ve made in MicroStrategy—setting up your data environment, building your grids, graphs, reports and dashboards—can all be leveraged to deploy beautiful, mobile-optimized BI with little to no effort.
It’s not just any Mobile BI.
It’s the #1 analyst rated mobile platform year after year.
Our Immersive Native Apps Deliver the Best User Experience

Apps take advantage of all the unique device capabilities and lead to higher adoption

- Intuitive; don’t require training
- Optimized input controls, prompts and filters
- Faster performance and highly secure
- Offline access to all information and analytics
- Real-time alerting through native device push notifications
Our Immersive Native Apps Deliver the Best User Experience

Apps take advantage of all the unique device capabilities and lead to higher adoption

- Connect and switch between different environments and Library
- Flexible exports to PDFs and MSTR files
- Adaptive sharing using native extensions
- Intuitive workflows by native touch-optimized controls
- Build once deploy anywhere by responsive design capabilities
Our Apps Engage Users with Rich Multimedia

Consume any multimedia content, right from the MicroStrategy Mobile app

Access promotional videos, product information, training materials and other multimedia content when and where it is needed

View the multimedia content both online and offline
With Transactions, Go Beyond Analytics and Information Consumption

Take action directly from the app

Embed a broad range of transactional controls into apps that tap directly into existing ERP, CRM or other enterprise systems.

- Touch-based input
- Data-driven input controls
- Image capture
- Offline transactions
The Significant ROI of Mobile Analytics
Increase the ROI of Your MicroStrategy Investment
Instantly untether your BI. Make BI more accessible and approachable to everyone

Most decisions aren’t made sitting behind a laptop. Bring information to people at the place they need it most to help them consistently make better decisions.

BI has never been more convenient or user-friendly. Some employees—especially executives—that wouldn’t ever access BI on a laptop will do so on a mobile device.
Accelerate Quality Decision-making in Your Organization
Ask questions of your data on the spot. Get the information you need in time

• No more delays in decision-making
• No more losing your train of thought
• No more waiting to go run a report after the meeting…
• …and then setting up another follow up meeting to discuss

A 2014 Aberdeen Business Analytics study revealed that two-thirds of organizations have a smaller “decision window” and Mobile BI users are significantly more likely to get the info they need in time.
Increase Collaboration
Have more interactive meetings based on data

Pre-run PDF or printed reports are static. Bring mobile BI to meetings instead.

From your mobile device, display your grids/graphs/dashboards on the conference room screen. Have an interactive, collaborative session.

Collaborate with other users via discussion threads; When not in the meeting, continue to collaborate using “Annotate and share” on your grids, graphs or dashboards.

“Greater collaboration increases productivity, enhances innovation, and reduces time-to-market.”
How Much Paper is Used Printing BI Reports for Meetings?
Mobilize your reports instead of printing them

CUSTOMER REPORTED SAVINGS

DFW Airport
50% reduction in paper usage

Liverpool Community Health
Paper savings in the first year alone completely offset the investment in MicroStrategy Mobile licenses

In a 2014 study conducted by MicroStrategy, 43% of respondents cited "green" paper savings as a business benefit they experienced from mobile technology.
Mobile BI Produces Substantial Benefits for Customers

Productivity. Employee Engagement. Customer Satisfaction. And, the list goes on…

LA PERLA

“Our business owners now have a user-friendly, convenient way to access critical insights.”

“Mobile BI totally changed the way our Board Members looked at their weekly meetings. Interaction and decisions replaced presentations of static numbers in PowerPoint.”

“In our world, an hour is a long time. Our entire executive team is using MicroStrategy BI on iPad and it has become our go-to app. MicroStrategy gives us colourful, rich information that we can drill through and query immediately.”

“Thanks to the MicroStrategy platform, our store managers have access to the sales data they need, from anywhere at any time, empowering them to make vital strategy decisions on the fly. The [time and money] savings have been considerable.”

“Our MicroStrategy-based Mobile BI solution will provide…the enhanced insight and analytic capabilities to make in-location decisions and ensure that our at-risk members receive cost effective and proactive care.”

“Within 2 months of the [mobile] release, we started to see that [our sales deal size] would jump substantially, where previously, it stagnated and had been a little volatile.”

“Thanks to the MicroStrategy platform, our store managers have access to the sales data they need, from anywhere at any time, empowering them to make vital strategy decisions on the fly. The [time and money] savings have been considerable.”

“Within 2 months of the [mobile] release, we started to see that [our sales deal size] would jump substantially, where previously, it stagnated and had been a little volatile.”
Some of the Biggest Names in Business Rely on MicroStrategy

High profile executives use MicroStrategy Mobile daily to keep tabs on their businesses
Mobilize Your Reports and Documents
Phase 1: Instant Access
Web Server Objects

Business Roles
Owner: Administrator
Modified: 12/18/15 5:41:30 PM
These folders contain reports that are appropriate for individuals in different organizational roles.

Documents and Scorecards
Owner: Administrator
Modified: 2/8/16 1:30:34 AM
This folder contains several examples of dashboards.

Getting Started
Owner: Administrator
Modified: 12/9/15 12:59:27 PM

Secure Cloud
Owner: Administrator
Modified: 2/8/16 1:21:24 AM

Collaboration Folder
Owner: Administrator
Modified: 12/18/15 5:36:54 AM

Enterprise Reporting Documents
Owner: Administrator
Modified: 12/18/15 6:45:36 PM
This folder contains various types of documents such as scorecards and dashboards, managed metrics reports, production and operational reports, invoices and statements, and business reports.

MicroStrategy Platform Capabilities
Owner: Administrator
Modified: 12/18/15 6:45:36 PM
This folder contains examples of many of the sophisticated capabilities within the MicroStrategy platform.

Subject Areas
Owner: Administrator
Modified: 12/2/15 6:20:36 PM
This folder contains reports that are categorized by topic. Topics include Customer Analysis, Enterprise Performance Management, Human Resource Analysis, Inventory and Supply Chain Analysis, Sales and Profitability Analysis, and Supplier Analysis.
Go to the Mobile Server
Select a Folder
Generate a Configuration Link
Hi Ethan,

Please use tap on this configuration to access your MicroStrategy documents through your mobile device:

mstr://url=https%3A%2F%2Fenv-10001.customer.cloud.microstrategy.com%3A443%2FMicroStrategyMobile%2Fsrvlet%2FtaskProc%3Ftaskid%3DgetMobileConfiguration%26taskEnv%3Dxml%26taskContentType%3Dxml%26configurationID%3D43eacdb7e-6b1e-4a4e-8579-02f6d8a190cb8&authMode=1&dt=2
Download the MicroStrategy Mobile App
Access Your Documents and Reports through Your Mobile Device
Access Your Documents and Reports through Your Mobile Device
Optimized folder browsing
Automatic mobile optimization
Powerful Visual filters, Real-time Collaboration, Instant Sharing
Optimized view, input controls, filters

Automatic mobile optimization
Optimized prompts
Automatic mobile optimization
Deployment Option 1

Mobile configuration link

Step 1
Users download the MicroStrategy mobile app

Step 2
You distribute a link for them to click on

Step 3
Users access all their BI projects
Deployment Option 2
Re-brand mobile SDK

Internal app library
Distribute via EMM
Publish to App Store/Google Play

Personalized logo and splash screen
Mobilize Your Reports and Documents
Phase 2: Best-in-class mobile analytics
3 Considerations for Moving to Optimized Mobile BI

- Mobile UX
- Performance
- Security
Mobile UX
Invest time in understanding how mobile users interact with data

- Consider the limited real estate
- Only display the most important information and navigation
- Avoid adding unnecessary data just because “web users had it before”
- Create an intuitive and analytical workflow
- Do not clutter the screen
- Consider mobile native gestures and design for them
Mobile UX: Mobilizing Web Data

DON’T

DO

Restaurant Performance Analysis
Mobile UX Tools: Templates
Quickly set up a workflow with pre-created pixel perfect Report Services Documents
Mobile UX Tools: Views
Dynamic based on device and orientation
Mobile UX: Data
Intuitive navigation via elegant folder browsing and personalized views
MicroStrategy Mobile Server: Configuration Links

Personalize users’ experience

Create different configuration links for different types of Mobile users
Mobile UX: Menu Objects

Intuitive navigation via user-friendly menu objects

Landing page with buttons to menu navigation

Personalize views for your users
Mobile Performance: Users Have No Tolerance for Poor Performance

Mobile BI must be fast

- Performance should be the highest priority
- Less is more! Make your app simple
- Know your users’ When? Where? How?
- Leverage the MicroStrategy platform capabilities

10 seconds vs 3 seconds

how long users will wait for a dashboard to load in a web browser

how long users will wait for a dashboard to load on a mobile device
MicroStrategy Platform Capabilities

Performance
- User scale
- Data volume
- Mobile optimized

Perpetual availability
- Offline
- Pre-caching
- Local cache
- Background updates
Mobile Security

Protect your data

Security that is integrated with your BI platform means less rework and easier administration

Mobile security  Enterprise Mobility Management  BYOD policy
Robust Mobile Data Protection, Online and Offline

- **Authentication**: Multi-factor authentication via Touch ID, Passcode and Certificate
- **Device Security**: Native hardware security including passcode, auto-lock, failed attempt limits
- **Data Protection**: AES encryption for data at rest and TLS encryption for data in transit
- **Authorization**: Access managed dynamically based on profile and privileges
- **Platform Security**: Multi-tier architecture to ensure integrity of mobile computing / BI data
Business Value **Now** But Even More Value in the **Future**

BI on a mobile device

- Grids
- Graphs
- Data Discovery
- Dashboards

**MicroStrategy Analytics and Mobile**

- Database(s)
- Big Data
- Cloud Database(s)
- Cubes
- ERP
- CRM
- Videos
- Documents
- Presentations
- Surveys
Business Value Now But Even More Value in the Future

BI on a mobile device

MicroStrategy Analytics and Mobile

Database(s)  Big Data  Cloud Database(s)  Cubes  ERP  CRM  Videos  Documents  Presentations  Surveys
Business Value **Now** But Even More Value in the **Future**

BI on a mobile device

Information-driven apps

- Sales Enablement
- Corporate Requests / Approvals
- Operations
- Finance

...and so much more

**MicroStrategy Analytics and Mobile**

- Database(s)
- Big Data
- Cloud Database(s)
- Cubes
- ERP
- CRM
- Videos
- Documents
- Presentations
- Surveys
Thank You