Using MicroStrategy for Workspace Optimization

Leveraging Enterprise Data for Improved Organizational Efficiency

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Agenda

• Usher Badge

• Facility Analytics at The Gathering Spot
Enterprise Internet of Things (IoT) with MicroStrategy 10

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

- Scans barcode while buying lunch at cafeteria for loyalty points
- 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 workout class; attendance automatically logged via beacons for fitness competition
- Uses web SSO to switch between web-based applications and log progress on team projects
- Unlocks work computer via Bluetooth proximity
- Scans QR code to validate parking and leave for the day
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Physical Access: Unlock Entryways
Secure every entryway with biometrics while offering greater convenience and manageability than physical keys

Tap an **Usher Key**

Scan an **Usher Stamp**

Automatically unlock doors with **Bluetooth**
Agenda

Usher Badge

• Facility Analytics at The Gathering Spot
Physical Access Demo
Secure and frictionless access to facilities and remote offices
Integrate Usher Badge with Physical Access Control Systems

Enterprise IoT

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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<th>Minor</th>
<th>Key Name</th>
<th>Org ID</th>
<th>Badge ID</th>
<th>Username</th>
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Usher Analytics: Telemetry Dashboard Example
Beacon data applied to a floor map
Case Study: The Gathering Spot
Building loyalty with core customer segments and expanding their business intelligently

WHAT IS THE GATHERING SPOT?

An innovative, private, members-only city club that brings together a motivated and diverse community of professionals, creatives and entrepreneurs. Members will benefit from a 24/7 alternative work and social environment, complete with stimulating events, concierge services, integrated technology and a full-service restaurant and bar.
Case Study: The Gathering Spot
Building loyalty with core customer segments and expanding their business intelligently

• The Gathering Spot needed a solution for limiting access to members and their guests at their club’s location since outdated plastic identity badges can be easily forged, lost, or stolen

• MicroStrategy Badge was selected as the perfect solution for The Gathering Spot members because it allows for a sleek and secure alternative to physical badges

• The new MicroStrategy-issued digital identity badges are secure and branded for The Gathering Spot, as well as personalized with a member/guest name, title, and photo, to easily verify identities

• Badge roles are dynamically and securely linked to facility access privileges, permitting specific members/guests permanent or temporary access to parking, specific facilities, events, and services
Case Study: The Gathering Spot
Building loyalty with core customer segments and expanding their business intelligently

“With direct access to member data, we are able to closely monitor member traffic and activity to better inform business decisions. For example, Usher’s data made it clear that our restaurant wasn’t getting much traffic during breakfast hours, but stayed busy well into the evening. With this insight, we adjusted the restaurant’s hours and we were able to allocate our staff’s hours more efficiently,” said Regan Bercher, Membership Director, The Gathering Spot.

“With a clear view into daily member traffic, we’ve also leveraged Usher to build a loyalty program. We offer benefits and reward points to members who are most active, and on the flip side, offer special attention to those not coming as frequently to help them find value in their membership.”
Case Study: The Gathering Spot
Building loyalty with core customer segments and expanding their business intelligently
The Gathering Spot: Member Check-in
Building loyalty with core customer segments and expanding their business intelligently
The Gathering Spot: Facility Access Management

Create and enforce organizational security policies with real-time visibility into access data

See real-time usage of conference rooms and other communal spaces

Interactive filters to switch between types of spaces and facilities

The Challenge

Many enterprises have poor visibility into access at their various facilities. A lack of real-time visibility into access patterns and user behavior, coupled with multiple badges for individual users and manual timekeeping processes, can lead to security vulnerabilities and missed opportunities for driving productivity improvements.

The Solution

The Usher Badge on users’ smartphones enables organizations to seamlessly control access to global facilities. Users can quickly unlock doors via Bluetooth proximity, or by tapping a digital key on their phone. The Usher Badge also generates real-time user location data, giving management and facility administrators a high-level view of where staff and Members are working, which can also improve collaboration and communication across large organizations.
The Gathering Spot: Facility and Physical Asset Utilization
Collect telemetry data to provide insights into usage of office workspaces and physical assets

Enterprises face increasing demands for more effective facility management to optimize utilization. Getting utilization insight from existing physical access control systems is very complex and provides limited insights for large global organizations.

Enterprises can leverage MicroStrategy dashboards to effectively monitor, analyze, and manage workspace and resource utilization across offices in multiple locations. Using a holistic view of peak usage versus average utilization and total versus allotted numbers, it is possible to track and compare space usage to office resources for the sake of capacity planning and cost reduction.
Thank You