

SUMMARY RESULTS FROM THE BI SURVEY 7

The BI Survey is the Most Comprehensive Independent Survey
of the On-Line Analytical Processing and Business Intelligence Market



MicroStrategy[®]

Overview of The BI Survey 7	2
Customer Loyalty	3
Project Success and Business Benefit	4
Average Data Volume	6
Preferred Products to Standardize On	8
Product Support Quality	9
Web Deployment Rate	10
Deterrents to Wider Deployment	11
Ease-of-Use	12
Full Feature Product Capabilities	12
Administration Complexity	13
Fewest Product-Related Problems	14
Query Performance	15
Conclusion	17

For more information about The BI Survey 7, please visit:

www.bi-survey.com

OVERVIEW OF THE BI SURVEY 7

The BI Survey is the world's most comprehensive independent survey of the Business Intelligence (BI) market space and products, and is conducted annually by noted industry analyst Nigel Pendse and The Business Application Research Center (www.barc.de/en/home.html). The BI Survey 7 follows six successful editions of The OLAP Survey and compiles the real-world BI experiences of nearly 2,000 respondents across 60 countries.

The BI Surveys provide insight into actual BI implementation experiences as well as the usage patterns and technical characteristics of the most popular BI products. The BI Surveys examine how companies choose their BI products, how they use these products, and how successful they are with them. The Survey is also notable in that it takes on challenging issues not covered by typical BI product reviews, such as barriers to wider deployments and factors leading to product discontinuance. As a result, the Survey is uniquely positioned to detail BI purchasing and deployment best practices.

While other BI product surveys and analyst product reviews exist, they are largely based on the perceptions of the reviewer and do not have the statistical rigor of The BI Survey. The BI Survey 7 was conducted with the following geographic split: North America 37.2%, Europe 52.9%, and rest of world 9.9%. Survey respondents were from over 30 different industries. Seven industries had the greatest representation and accounted for 42.4% of all respondents: Banking, Insurance & Financial Services, Retail, Information Technology and Services, Government, Automotive, and Industrial Equipment Manufacturing. The median revenue of companies surveyed was just over \$500 M. Survey conclusions are solely based on statistical analysis of information provided by respondents.

This year, data was collected on 38 different BI products of which only 16 BI products had enough market presence to make their survey analysis statistically significant. In alphabetical order, the products are Arcplan, Applix[®] TM1 (now Cognos), Board, BusinessObjects[®], Cognos[®] Analysis (Cognos 8 or PowerPlay) and Cognos Reporting, Cubeware Cockpit, Crystal Reports, Hyperion Essbase (now Oracle), Infor (MIS) Alea, Information Builders WebFOCUS, Microsoft[®] Analysis Services and Microsoft Reporting Services, MicroStrategy[®], Panorama NovaView, and SAP[®] BW/NetWeaver BI.

For purposes of direct comparison with MicroStrategy technology in this document, a "peer group" subset is presented. This peer group represents the set of products that are typically considered for similar types of BI applications and consists of MicroStrategy, BusinessObjects, Cognos Analysis, Cognos Reporting, Crystal Reports, Hyperion Essbase, and SAP BW/NetWeaver BI.

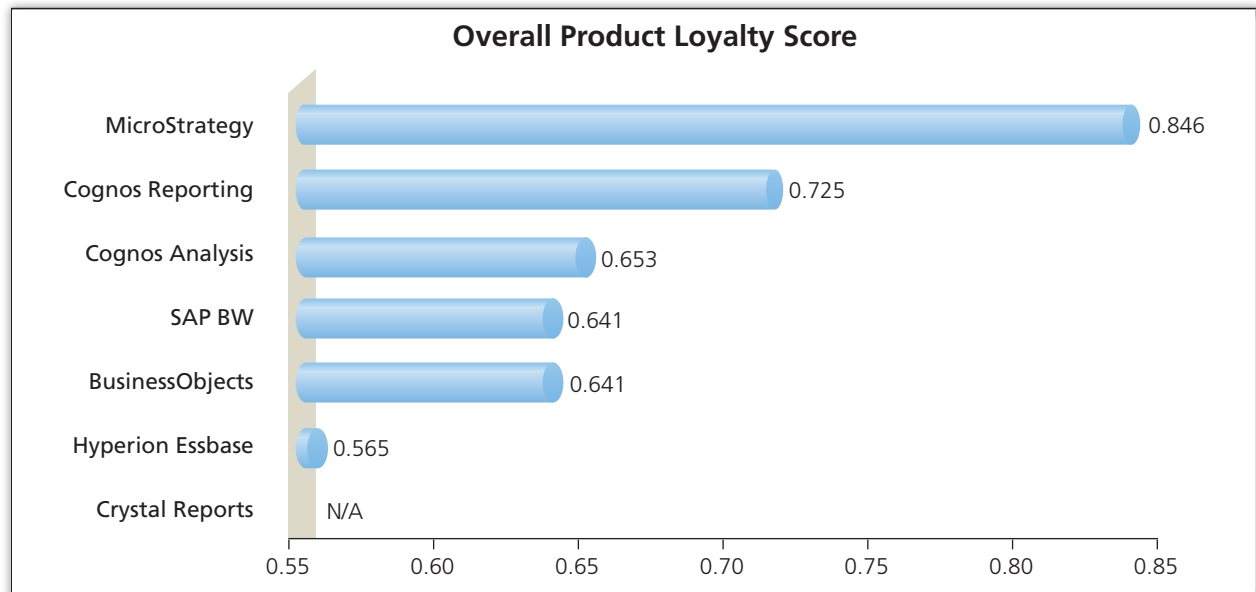
The BI Survey is 100% independent of any BI vendor influence and was not commissioned, funded, suggested, or sponsored by vendors in any way. Vendors had no input into the questions or into the analysis of Survey results. Therefore, business intelligence consumers can be reassured that the Survey accurately reflects the real-world experiences of individuals in companies like theirs, and is free from vendor influence and author bias.

Customer Loyalty

Customer loyalty is an indication of how satisfied a customer is with a vendor’s products and services and is a crucial factor in vendor success. According to The BI Survey 7, a loyal customer is one that:

- Continues to use existing applications
- Purchases additional software to deploy existing applications more widely
- Uses the product in preference to others when implementing new applications
- Favors the product if there is ever a demand to reduce the number of BI suppliers

The BI Survey 7 calculates an Overall Product Loyalty Score, with a range of 0.0 to 1.0, as an aggregated score based on four normalized metrics: inclination to buy more seats, deterrents to wider deployments, product discontinuances, and standardization trends. MicroStrategy had the highest customer loyalty of any BI vendor in the entire Survey for the fourth year in a row and an increase, once again, over the previous year. As Figure 1 shows, MicroStrategy’s leading Overall Product Loyalty Score of .846 is nearly 50% higher than the Overall Product Loyalty Score of .565 for Hyperion Essbase, which scored tenth in the overall Survey in this area.



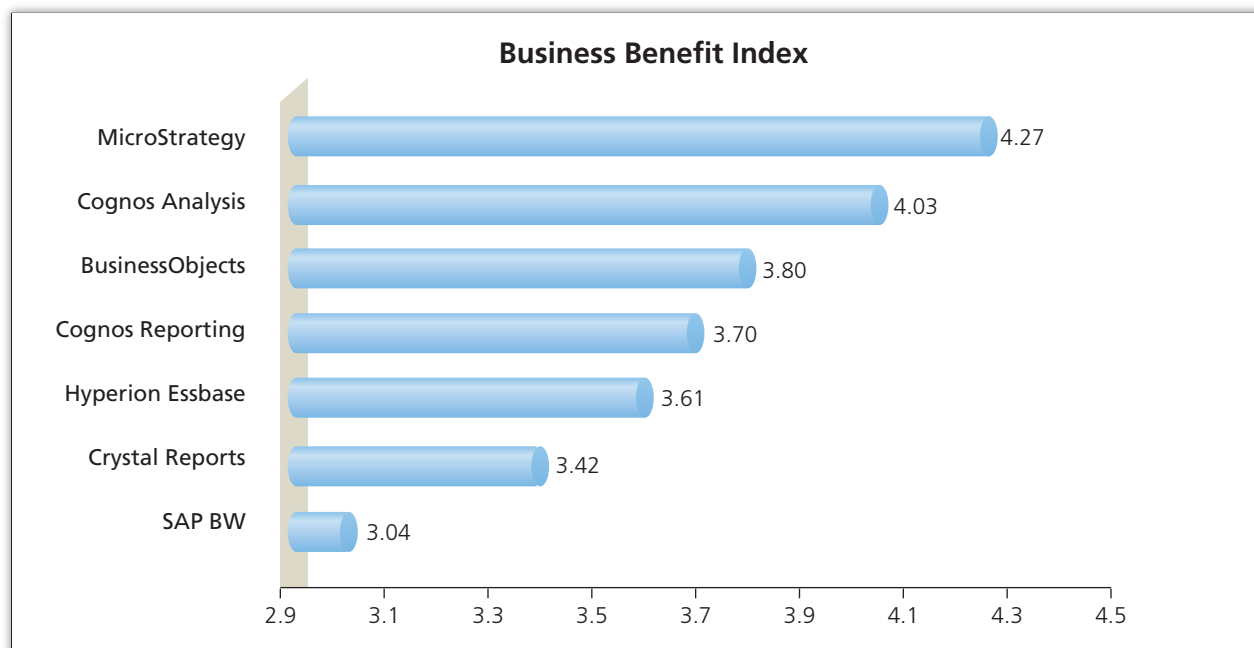
Source: Chart drawn by MicroStrategy using data from The BI Survey 7.
 Key: Higher number means greater loyalty; Scale 0.0 to 1.0.
 N/A: Crystal Reports did not garner enough responses to be included in this analysis.

Figure 1: Overall Product Loyalty Ratings by Product

“It is a remarkable achievement that MicroStrategy was rated number one in customer loyalty for the fourth year in a row,” said Nigel Pendse, author of The BI Survey 7. “As in the past, the Survey found that well-known vendors with growth strategies based on acquisitions covering the entire BI spectrum have low, and in some cases declining, customer loyalty. MicroStrategy, with its single product architecture and organic growth, was at the top once again. The fact that no other product has achieved such high levels of consistency suggests that MicroStrategy’s customers are extremely loyal and see no alternative to the product.”

Project Success and Business Benefit

The BI Survey 7 measured business benefit, or overall project success, by the Business Benefit Index, which is comprised of nine discrete revenue-generating and cost-saving benefits. As Figure 2 illustrates, MicroStrategy customers are over 40% more likely to achieve business benefit than SAP BW customers who cited the lowest business benefit.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.
Key: Higher number means greater business benefit.

Figure 2: Overall Business Benefit Index by Product

The increasingly high business benefit that MicroStrategy customers experience can be attributed to the fact that MicroStrategy customers most often exhibit the following BI project attributes, which have been shown to be highly correlated with business benefit:

1. Conducted a multi-product vendor selection before selecting MicroStrategy
2. Selected MicroStrategy on the strengths of the product

3. Prioritized key product factors such as range of server platforms supported, fast performance, ease-of-use for application builders, data scalability, and user scalability as the top five selection criteria based on business benefit generated
4. Achieved high Web deployment rates; MicroStrategy customers have median Web deployment rates of 90.9%
5. Deployed MicroStrategy very widely; MicroStrategy customers have the highest prevalence rate among all major BI vendors

As Figure 3 illustrates, MicroStrategy customers are among the most likely to achieve business benefit, as MicroStrategy ranked in the top two among the peer group, in six of the discrete business benefit criteria. Specifically, MicroStrategy ranked number one in delivering Increased Revenues and Improved Customer Satisfaction.

Once again, Business Objects’ customers reported far below-average Business Benefit Achievement scores, likely stemming from their dis-integrated product lines that result in poor query response times and increased end user training and deployment times. MicroStrategy scored better than SAP BW in each of the eight business benefit criteria.

	MicroStrategy	Cognos Analysis	Business-Objects	Cognos Reporting	Hyperion Essbase	Crystal Reports	SAP BW
Business Benefit Index	4.27	4.03	3.80	3.70	3.61	3.42	3.04
Better Reporting	7.3	7.1	6.7	6.6	7.7	5.5	6.1
Better Business Decisions	6.0	5.8	5.1	5.3	6.2	5.1	5.0
Improved Customer Satisfaction	4.6	4.0	3.8	4.1	3.3	3.8	2.5
Increased Revenues	4.0	3.4	3.7	3.4	1.8	1.8	2.3
Saved Headcount in Business Depts	3.1	3.4	3.0	2.3	3.3	2.7	2.7
Saved Other Non-IT Costs	3.5	3.4	3.1	2.5	2.2	3.1	2.1
Reduced External Costs	2.6	2.8	2.2	2.7	1.4	3.2	2.1
Saved Headcount in IS	2.8	2.6	2.9	2.5	2.3	2.5	1.3

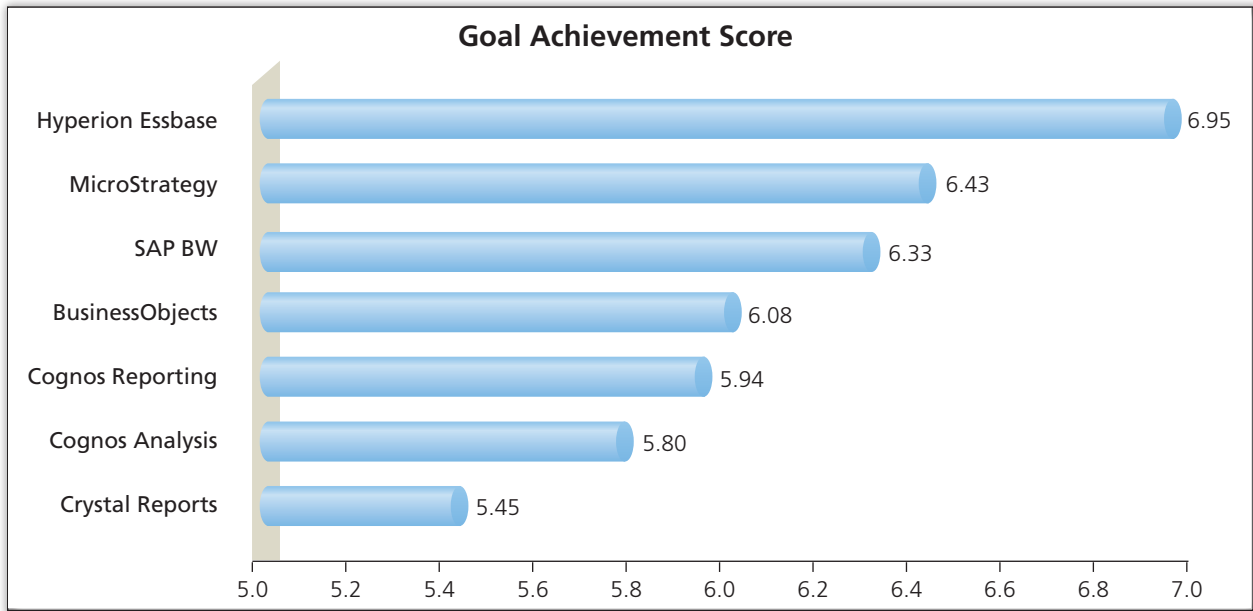
Legend (Comparisons within Peer Group)

- Top 2 Ranks
- Middle Tier
- Bottom 3 Ranks

Source: Table compiled by MicroStrategy using data from The BI Survey 7.
 Key: Higher number means greater business benefit / success.

Figure 3: Achievement of Business Benefit by Product

Project success was also measured by the Achievement of Business Goals metric, or the extent to which original business goals are met. As Figure 4 shows, MicroStrategy customers are among the most likely to achieve business goals when compared to their peer group. The BI Survey 7 found that the better the query response time of a product, the higher the resulting Goal Achievement.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.
 Key: Higher number means greater goal achievement.

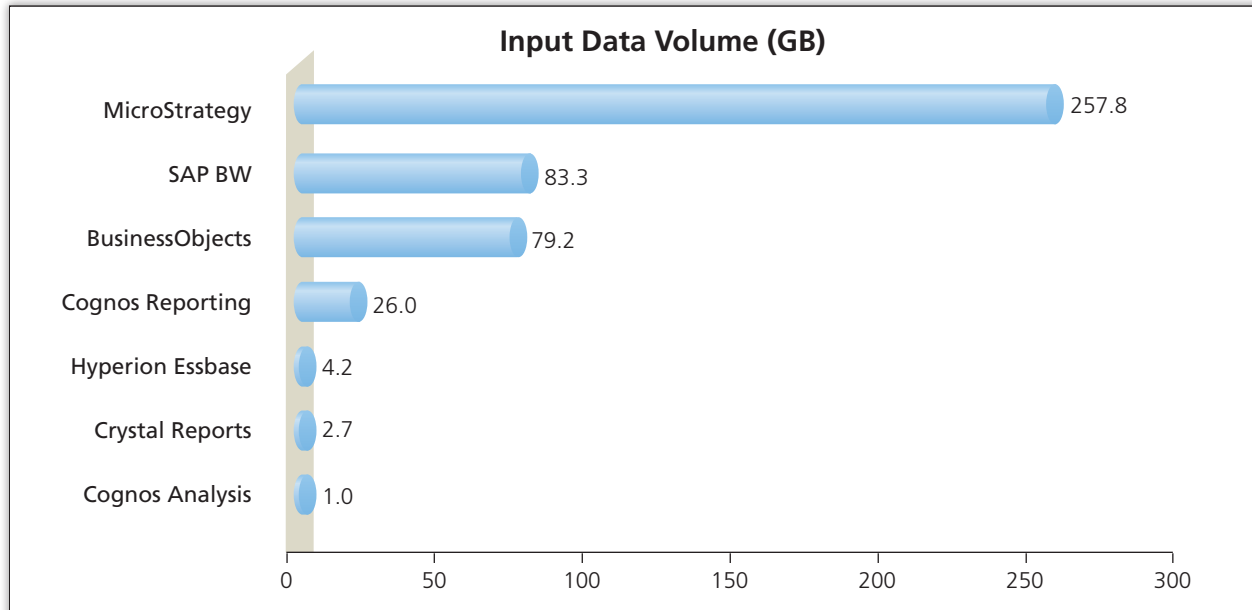
Figure 4: Goal Achievement by Product

“For the sixth consecutive year, customers have rated MicroStrategy very well in attaining business benefits as measured across a spectrum of important revenue-generating and cost-saving criteria,” according to Nigel Pendse, author of The BI Survey 7. He also noted, “The fact that MicroStrategy customers have the largest and some of the most successful BI applications, as measured by the business benefit criteria we evaluated, confirms MicroStrategy’s high functionality and strong suitability for highly scalable Web deployments – key drivers in delivering tangible business value.”

Average Data Volume

Increasing information intensity and, in particular, the desire to electronically capture and store every business transaction, has made the terabyte-size data warehouse more common. While analysis of summary data is often a launching point for understanding business trends, organizations need to view transaction-level detail to discover anomalies, exceptions, and trends that pre-defined aggregations can obscure.

For the seventh consecutive year, MicroStrategy customers indicated they analyzed by far the largest amounts of data – a median of 257.8 GB in this latest Survey. This compares to a median of 4.9 GB overall. As Figure 5 shows, these median data volumes are larger, by more than a factor of three, than that of customers of SAP BW, the second-place product, and larger, by a factor of 258, than that of customers of Cognos Analysis.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.
Key: Gigabytes of source data volumes.

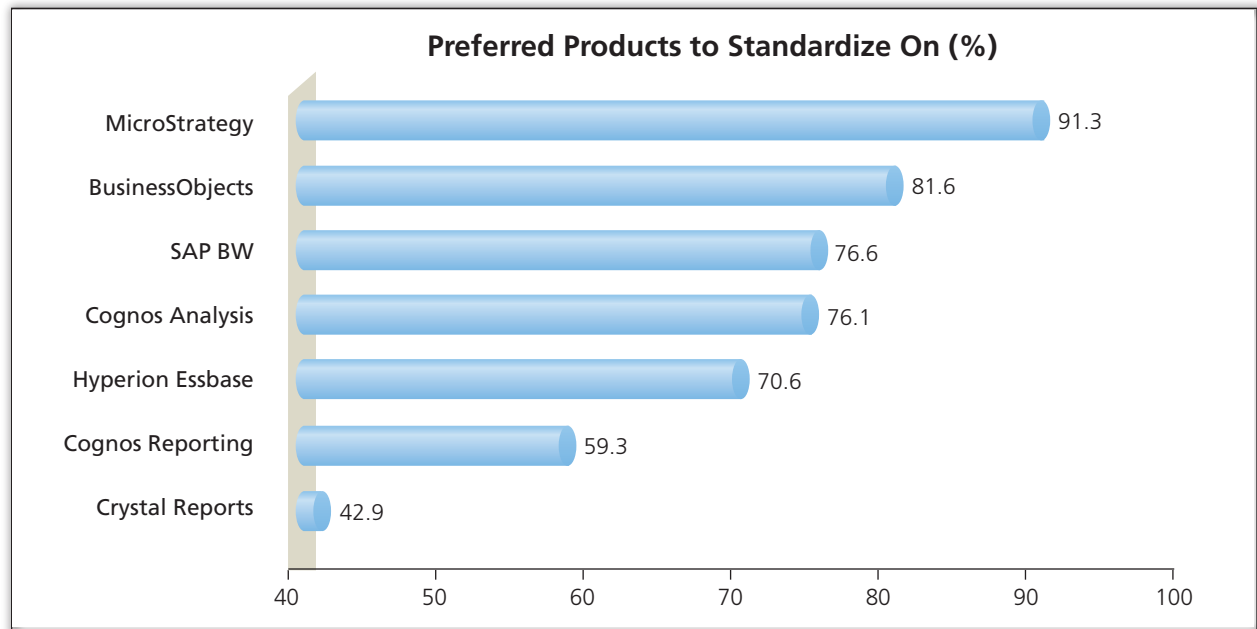
Figure 5: Median Input Data Volumes (Gigabytes) by Product

“For the seventh consecutive year, MicroStrategy sites have reported the largest data volumes of all, with a substantial gap between MicroStrategy and the second-place product,” said Nigel Pendse, author of The BI Survey 7. “Despite most vendors claiming to be able to handle large, detailed applications, it is clear that only MicroStrategy’s customers are actually implementing such transaction-level BI databases. MicroStrategy continues to be the clear leader in the enterprise-scale BI segment.”

Cube-based OLAP products, such as those employed by some of the Hyperion and Cognos products, inherently limit the data that can be analyzed. These products are optimized for analysis of summary-level or small volumes of data, but are not suitable for the more valuable, transaction-level BI applications. In contrast, MicroStrategy’s proprietary Relational OLAP (ROLAP) technology allows interactive analysis of terabyte-sized relational databases.

Preferred Products to Standardize On

It is common for organizations to have more than one BI product. For sites using more than one product, The BI Survey 7 asked which one they would choose to standardize on if forced to pick one, and why. Products that are good candidates for standardization must be easy to use, suitable for a wide range of BI applications, and provide the full range of BI functionality. When asked why they selected MicroStrategy, respondents cited product features, Web deployability, and easy to administer and deploy.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.
 Key: Higher rates mean greater preference for standardization.

Figure 6: Preferred Products to Retain When Standardizing

For the third year in a row, MicroStrategy is a top product to standardize on, with 91.3% of the respondents indicating they would select MicroStrategy as their enterprise BI standard.

“The rising tendency of Survey participants with multiple BI products to continue to rank MicroStrategy as the top product to keep in a standardization exercise is a reflection of MicroStrategy’s widening range of capabilities and suitability for BI standardization,” said Nigel Pendse, author of The BI Survey 7. “Large vendors that have consistently failed to deliver are seemingly being repaid with declining loyalty from their customers.”

Product Support Quality

The quality of a vendor’s product support is becoming increasingly critical as BI becomes more integrated into organizations’ operations. Better product support often results in higher application success rates and helps to ensure customers get full value from their BI investments. The BI Survey 7 found major differences in the quality and timeliness of a vendor’s product support. As Figure 7 shows, MicroStrategy’s product support was rated “Excellent” more often than the other vendors in the peer group for the third consecutive year.

PRODUCT	RANK – PRODUCT SUPPORT QUALITY RATING	PRODUCT SUPPORT QUALITY RATING	% OF RESPONDENTS WHO RECEIVED EXCELLENT PRODUCT SUPPORT
MicroStrategy	1	7.05	31.5
Cognos Analysis	2	6.29	25.5
Cognos Reporting	3	5.83	14.0
SAP BW	4	5.73	10.0
Crystal Reports	5	3.72	10.6
Hyperion Essbase	6	3.50	6.7
BusinessObjects	7	2.73	7.0

Source: Table compiled by MicroStrategy using data from The BI Survey 7.

Key: Higher number means greater product support; higher numbers mean greater % of customers citing excellent product support.

Note: Rank is relative to the peer group.

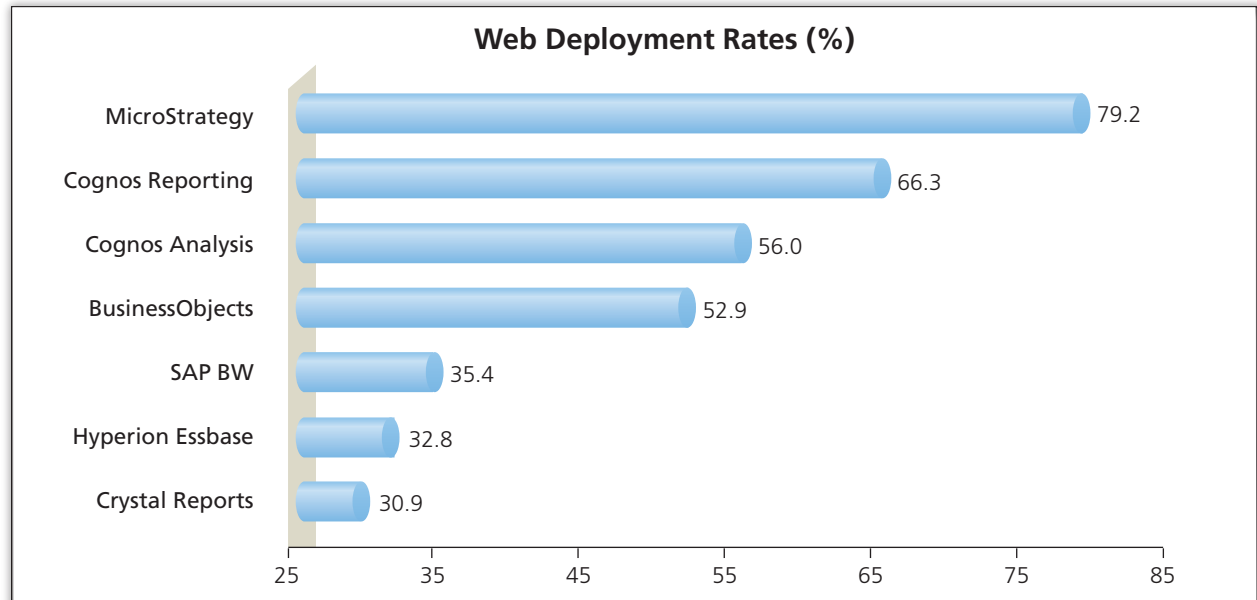
Figure 7: Product Support Quality by Product

For four years in a row, Business Objects’ customers have been the least satisfied with the quality of support that they received. MicroStrategy speculates that low overall product support quality ratings for Business Objects likely stems from its strategy to acquire rather than to build its ETL, reporting, and dashboard products. Given the historic poor support of acquired technologies, it is likely the Business Objects’ acquisition of Crystal Decisions®, along with its many other recent software company acquisitions, will create continued ongoing support challenges for Business Objects’ customers.

“Once again, MicroStrategy was the top performing BI vendor among this peer group when it comes to quality and timeliness of product support,” reported Nigel Pendse, author of The BI Survey 7. “Among this group, MicroStrategy had more top ratings for support and the fewest customers complaining of poor support. This must be, at least in part, due to the stability and consistency of MicroStrategy’s products, which were all developed by one company using a single architecture, rather than being assembled from multiple origins. MicroStrategy remains fully focused on a single product line, unlike the large, general-purpose vendors who provide the least product support.”

Web Deployment Rate

BI applications deployed via the Web deliver greater business value and benefits than those deployed via client/server technology, according to The BI Survey 7. The Web continues to be the only effective delivery mechanism for deploying BI to large user populations or to extranets. The Survey indicates that Web deployment success varies considerably by BI product. Major differences in the percentages of customers that are at least 50% Web-deployed exist between BI products, as can be seen in Figure 8.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.

Key: Higher rates mean greater Web deployments. Rate indicates the number of sites that were at least 50% Web-deployed for each vendor.

Figure 8: Web Deployment Rates by Product

For the seventh consecutive year, MicroStrategy had the highest Web Deployment Rate among the peer group, at 79.2%. This means that 79.2% of MicroStrategy customers have deployed via the Web to at least 50% of their users. In addition, MicroStrategy has a median Web deployment rate of 90.9%, meaning nearly 91% of the users in a typical MicroStrategy site are Web users.

“Since the inception of this Survey, MicroStrategy sites have had the highest rates for Web deployment,” said Nigel Pendse, author of The BI Survey 7. “Unique among major BI products, the complete MicroStrategy product line was designed from the ground up for large scale Web deployments, rather than being converted from older desktop or client/server architectures as other vendors have chosen to do. This provides an advantage for its customers, who report on far more data, to more users, and who are much more likely to be Web connected than those using other products.”

Deterrents to Wider Deployments

Many BI applications start small at a departmental level and, if successful, grow to an enterprise level. A variety of product-related problems and deficiencies can thwart such plans. The Survey asked respondents what issues might deter them from wider application deployment. Asking respondents what product-related issues deter further deployment of their existing applications reveals otherwise hard-to-uncover perceived deficiencies of BI products.

The Survey found that significant differences exist between products with respect to their ability to support broader deployments. The Survey uses the Deterrents to Wider Deployments metric to measure the number of deterrents to wider deployment along the following six product-related criteria, listed in order from most prevalent to least prevalent:

1. Query performance
2. Data latency (i.e., load/build calculate times)
3. Ease of building and maintaining applications
4. Product stability
5. Product features
6. Ease-of-use

In Figure 9, vendors are ranked by the number of deterrents to wider deployment. MicroStrategy users reported far fewer product-related barriers to wider deployments, specifically citing fewer issues than average in all six product-related criteria. In marked contrast, BusinessObjects users reported a high number of deterrents to wider deployment, citing more issues than average in all six product-related criteria.

PRODUCT	RANK – FEWEST DETERRENTS TO WIDER DEPLOYMENT
Hyperion Essbase	1
MicroStrategy	2
Cognos Analysis	3
SAP BW	4
Cognos Reporting	5
BusinessObjects	6
Crystal Reports	7

Source: Table compiled by MicroStrategy using data from The BI Survey 7.

Key: 1: Lowest number of deterrents to wider deployment, 7: highest.

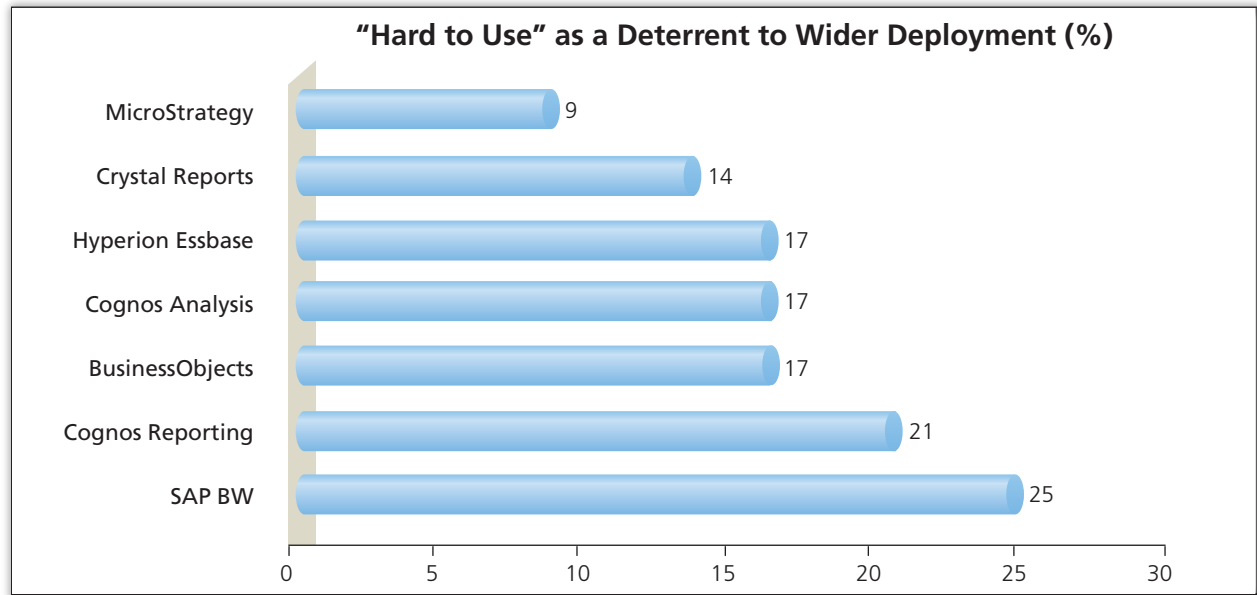
Note: Rank is relative to the peer group.

Figure 9: Deterrent to Wider Deployment by Product

“A relatively high proportion of MicroStrategy’s customers cite no or low product-related barriers to wide scale deployment, which is a testament to the product’s suitability for enterprise deployments,” said Nigel Pendse, author of The BI Survey 7.

Ease-of-Use

BI products that are easier to use are generally more widely deployed and, hence, result in higher business benefit. In The BI Survey 7, ease-of-use is assessed by determining how many organizations reported Hard to Use as a deterrent to wider deployments. As shown in Figure 10, MicroStrategy customers cite the lowest incidence of Hard to Use when compared to the peer group.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.

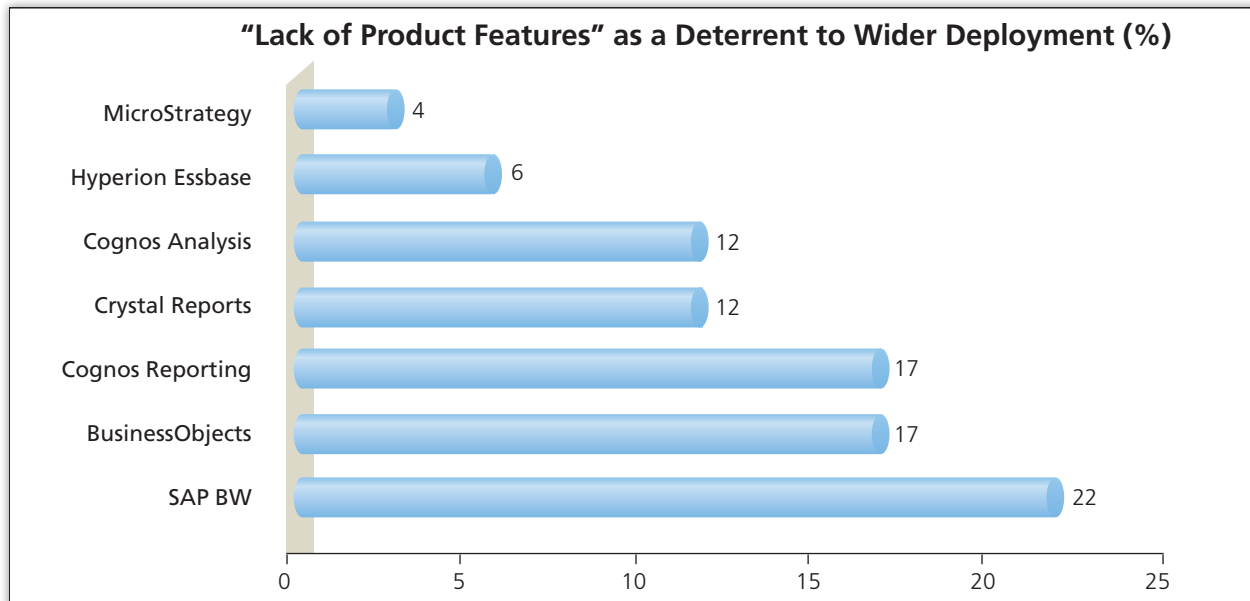
Note: Shorter bars are better, as they indicate that fewer people found Hard to Use as a deterrent to wider deployment.

Figure 10: "Hard to Use" as a Deterrent to Wider Deployment

"While MicroStrategy previously had a reputation for being a tool for power users, it has incorporated many features, including report wizards and WYSIWYG drag and drop interactivity, which supports true self-service," said Nigel Pendse, author of The BI Survey 7. "It is clear that MicroStrategy's continued focus on ease-of-use has resulted in more wide scale adoption of MicroStrategy BI applications."

Full Feature Product Capabilities

A complete set of product features is essential to supporting wider deployments. In The BI Survey 7, the breadth of product capabilities is assessed by determining how many organizations reported a lack of product features as a deterrent to wider deployments. MicroStrategy customers cite the lowest incidence of missing product features across all vendors, with only 4% of MicroStrategy customers citing missing product features.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.

Note: Shorter bars are better, as they indicate that fewer people found insufficient product features was a deterrent to wider deployment.

Figure 11: “Lack of Product Features” as a Deterrent to Wider Deployment

Most products support only a single BI style, such as Crystal Reports’ strength for reporting or Business Objects’ Web Intelligence support for ad hoc query. In contrast, MicroStrategy 8, with its single unified architecture, provides all 5 Styles of BI: dashboards / scorecards, enterprise reporting, OLAP analysis, predictive analysis, and alerts and advanced notification.

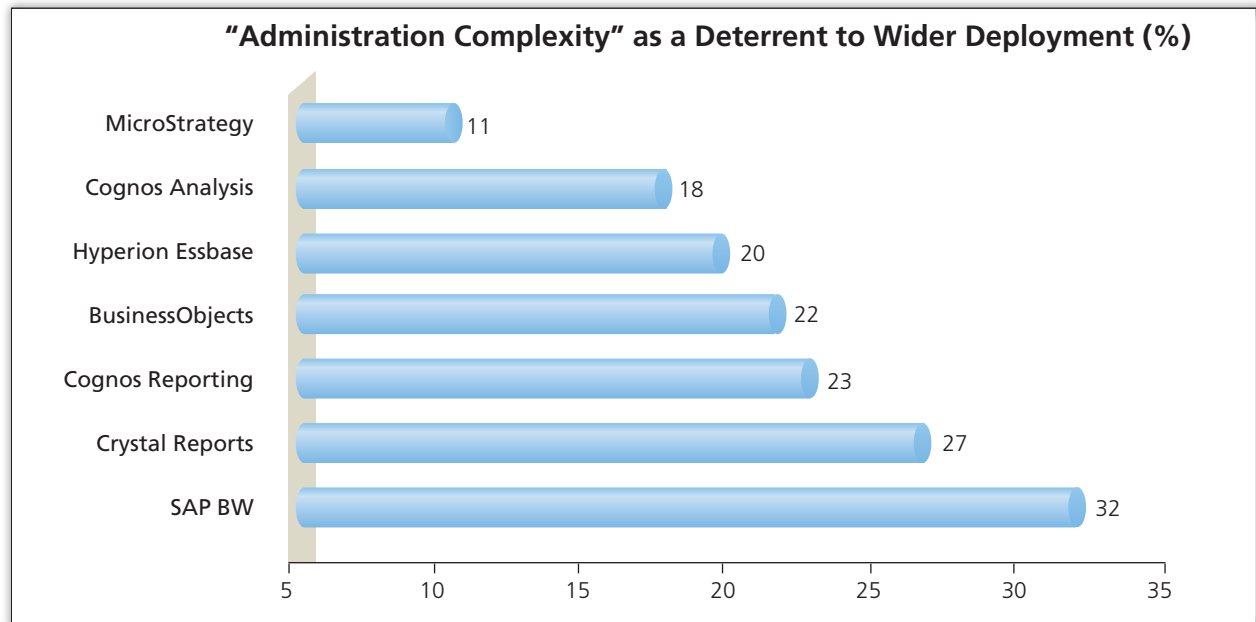
“The fact that MicroStrategy is a top product for BI standardization is a reflection of MicroStrategy’s widening range of capabilities and is a testament to the completeness of its product line,” said Nigel Pendse, author of The BI Survey 7. “Large vendors that have consistently neglected their core BI offering by branching out to ancillary BI areas such as ETL, data quality, and financial applications, are increasingly finding that their customer base is deterred from broader deployments on account of key missing product features.”

Administration Complexity

As BI deployments expand with more data, users, and applications, the ability to centrally administer BI systems becomes a key driver in lowering the total cost of ownership. Organizations deploying BI broadly need management tools to centrally monitor and manage the entire BI infrastructure.

A technologically superior BI architecture meets end user needs, while minimizing IT maintenance and administration. An inferior architecture will require redundant and repetitive administration, dramatically increasing total cost of product ownership.

MicroStrategy customers cite the lowest incidence of administration complexity across all vendors in the peer group, with only 11% of MicroStrategy customers citing administration complexity as a deterrent to wider deployments.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.

Note: Shorter bars are better, as they indicate that fewer people found Administration Complexity as a deterrent to wider deployment.

Figure 12: “Administration Complexity” as a Deterrent to Wider Deployment

Fewest Product-Related Problems

The BI Survey 7 found that product-related problems are generally increasing, and they negatively impact BI project success and deter organizations from deploying BI applications more widely. Product problems, or deficiencies, are often not apparent during initial evaluation and typically only surface during the stress of real-world implementations.

The Survey found that for the third year in a row, slow query performance was the most prevalent product-related problem, followed by unreliable software and missing key product features. As shown in Figure 13, MicroStrategy had the second fewest product-related problems among its peer group. MicroStrategy also scored significantly better than the average of all vendors in product feature completeness, data scale, security, ease-of-use, and product reliability.

Since 2004, users of BusinessObjects and SAP BW reported the most product-related problems, with both vendors' customers reporting above average complaints about missing key product functionality, difficulty of use, and product unreliability. Crystal Reports' sites reported technical problems worse than average in six of the seven product categories and significantly worse than average in areas such as missing key product features, poor user and data volume scale, and slow query performance.

PRODUCT	RANK – FEWEST PRODUCT-RELATED PROBLEMS
Hyperion Essbase	1
MicroStrategy	2
Cognos Analysis	3
Cognos Reporting	4
Crystal Reports	5
BusinessObjects	6
SAP BW	7

Source: Table compiled by MicroStrategy using data from The BI Survey 7.

Key: 1: Lowest number of product-related problems, 7: highest.

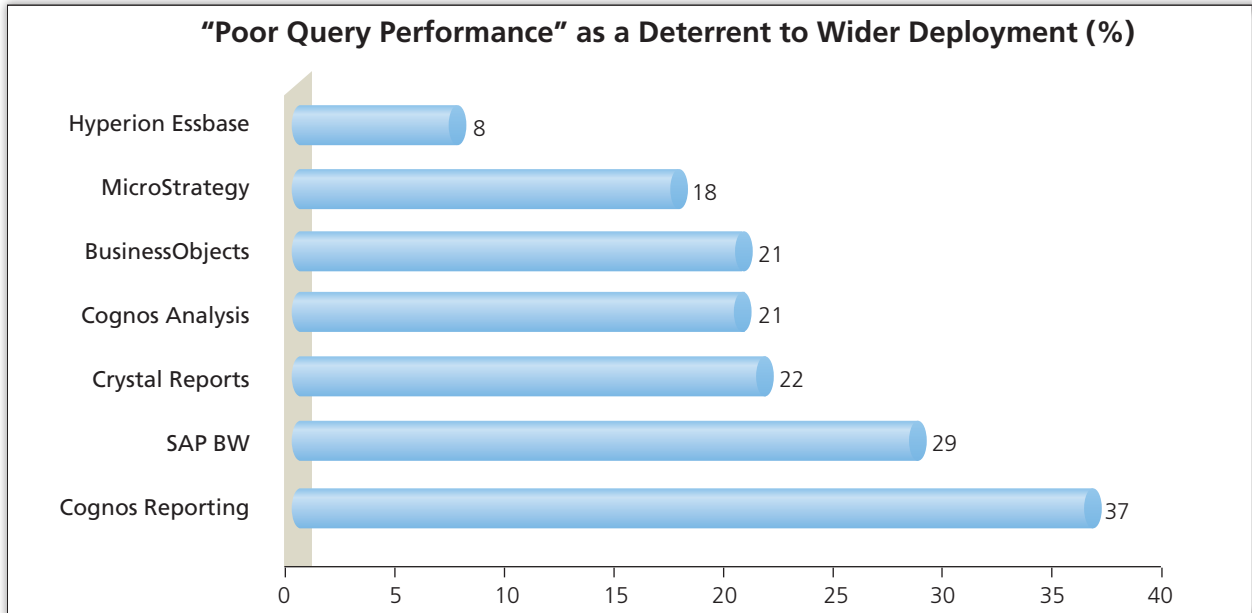
Note: Rank is relative to the peer group.

Figure 13: Product-Related Problems Reported Per Site

“Considering the size and complexity of the applications for which MicroStrategy is usually chosen, it is impressive that MicroStrategy customer implementations continue to have significantly fewer product-related problems than average. MicroStrategy scored significantly better than the overall average in multiple criteria including ease-of-use,” according to Nigel Pendse, author of The BI Survey 7. He also noted, “It is clear that MicroStrategy’s continued focus on ease-of-use has resulted in more wide scale adoption of MicroStrategy BI applications.”

Query Performance

Measuring query performance can be approached by performing lab benchmarks or analyzing real-world user experience. One of several ways that query performance is assessed in The BI Survey is by determining how many respondents reported slow query times as a major deterrent to wider deployment. This is an assessment of how well products live up to users' expectations. As in the last three years, the most frequently reported problem was poor query performance.



Source: Chart drawn by MicroStrategy using data from The BI Survey 7.

Note: Shorter bars are better, as they indicate that fewer people found Poor Query Performance as a deterrent to wider deployment.

Figure 14: "Poor Query Performance" as a Deterrent to Wider Deployment

The number of respondents reporting issues with MicroStrategy’s performance was much better than most vendors in the peer group, as shown in Figure 14, and was lower than the 20% average of all the vendors polled. This is impressive given that MicroStrategy implementations process far larger data volumes than the average implementation. The poor query performance of Cognos Reporting and SAP BW presents a serious problem, not only for current deployments, but for customers with future plans to expand usage.

One of the most important factors influencing performance is volume of data handled. The BI Survey 7 looked at the relationship between data volumes and query performance. Given the size of data that MicroStrategy customers analyze, it is surprising that they had relatively few performance problems and performed better than the cube-based product, Cognos Analysis, in query performance categories. Furthermore, MicroStrategy performed considerably better than SAP BW, Crystal Reports, and Cognos Reporting when measured by the metrics Percentage of Customers Reporting Performance Complaints and Poor Query Performance as a Deterrent to Wider Deployment.

“It is particularly impressive that MicroStrategy’s query performance complaint rates continue to improve relative to the average each year The BI Survey has been conducted,” said Nigel Pendse, author of The BI Survey 7. “MicroStrategy was the only ROLAP to beat the Survey average for query performance complaint rates.”

CONCLUSION

The BI Survey 7, the leading independent survey of real-world BI implementations, provides unique, statistically significant insight into actual BI implementations and customer experiences with various BI products. The results of the Survey provide an important guide to the product capabilities and support that users can expect from the various product vendors. Survey respondents are both critical and candid in their assessments. Since the choice of a BI product has a significant impact on overall BI project success, it is recommended that meaningful product evaluations, starting with a close review of the product benchmarks in The BI Survey 7, should be conducted when embarking on new BI projects.

Notable in The BI Survey 7 results are the widely varying customer experiences and product results among the BI products. Some of the many categories in which clear vendor trends have emerged over the past several years include:

- Customer loyalty
- Preferred product to standardize on
- Product support quality
- Data volume
- Web deployment rate
- Prevalence rate

In the above categories, MicroStrategy has consistently been a leader, sometimes by a wide margin, in the seven years The BI Survey has been conducted. Furthermore, in categories such as Web Deployment and Customer Loyalty, the gap between MicroStrategy's leadership position and the positions of the other vendors continues to grow at an increasing rate.

All Contents Copyright © 2008 MicroStrategy Incorporated. All Rights Reserved.

MicroStrategy, MicroStrategy 6, MicroStrategy 7, MicroStrategy 7i, MicroStrategy 7i Evaluation Edition, MicroStrategy 7i Olap Services, MicroStrategy 8, MicroStrategy Evaluation Edition, MicroStrategy Administrator, MicroStrategy Agent, MicroStrategy Architect, MicroStrategy BI Developer Kit, MicroStrategy Broadcast Server, MicroStrategy Broadcaster, MicroStrategy Broadcaster Server, MicroStrategy Business Intelligence Platform, MicroStrategy Consulting, MicroStrategy CRM Applications, MicroStrategy Customer Analyzer, MicroStrategy Desktop, MicroStrategy Desktop Analyst, MicroStrategy Desktop Designer, MicroStrategy eCRM 7, MicroStrategy Education, MicroStrategy eTrainer, MicroStrategy Executive, MicroStrategy Infocenter, MicroStrategy Intelligence Server, MicroStrategy Intelligence Server Universal Edition, MicroStrategy MDX Adapter, MicroStrategy Narrowcast Server, MicroStrategy Objects, MicroStrategy OLAP Provider, MicroStrategy SDK, MicroStrategy Support, MicroStrategy Telecaster, MicroStrategy Transactor, MicroStrategy Web, MicroStrategy Web Business Analyzer, MicroStrategy World, Alarm, Alarm.com, Alert.com, Angel, Angel.com, Application Development and Sophisticated Analysis, Best In Business Intelligence, Centralized Application Management, Changing The Way Government Looks At Information, DSSArchitect, DSS Broadcaster, DSS Broadcaster Server, DSS Office, DSSServer, DSS Subscriber, DSS Telecaster, DSSWeb, eBroadcaster, eCaster, eStrategy, eTelecaster, Information Like Water, Insight Is Everything, Intelligence Through Every Phone, Your Telephone Just Got Smarter, Intelligence To Every Decision Maker, Intelligent E-Business, IWAPU, Personal Intelligence Network, Personalized Intelligence Portal, Query Tone, Quickstrike, Rapid Application Development, Strategy.com, Telepath, Telepath Intelligence, Telepath Intelligence (and Design), MicroStrategy Intelligent Cubes, The E-Business Intelligence Platform, The Foundation For Intelligent E-Business, The Integrated Business Intelligence Platform Built For The Enterprise, The Intelligence Company, The Platform For Intelligent E-Business, The Power Of Intelligent eBusiness, The Power Of Intelligent E-Business, The Scalable Business Intelligence Platform Built For The Internet, Industrial-Strength Business Intelligence, Office Intelligence, MicroStrategy Office, MicroStrategy Report Services, MicroStrategy Web MMT, MicroStrategy Web Services, Pixel Perfect, MicroStrategy Mobile, MicroStrategy Integrity Manager and MicroStrategy Data Mining Services are all registered trademarks or trademarks of MicroStrategy Incorporated.

All other products are trademarks of their respective holders. Specifications subject to change without notice. MicroStrategy is not responsible for errors or omissions. MicroStrategy makes no warranties or commitments concerning the availability of future products or versions that may be planned or under development.

Patent Information

This product is patented. One or more of the following patents may apply to the product sold herein: U.S. Patent Nos. 6,154,766, 6,173,310, 6,260,050, 6,263,051, 6,269,393, 6,279,033, 6,501,832, 6,567,796, 6,587,547, 6,606,596, 6,658,093, 6,658,432, 6,662,195, 6,671,715, 6,691,100, 6,694,316, 6,697,808, 6,704,723, 6,707,889, 6,741,980, 6,765,997, 6,768,788, 6,772,137, 6,788,768, 6,792,086, 6,798,867, 6,801,910, 6,820,073, 6,829,334, 6,836,537, 6,850,603, 6,859,798, 6,873,693, 6,885,734, 6,888,929, 6,895,084, 6,940,953, 6,964,012, 6,977,992, 6,996,568, 6,996,569, 7,003,512, 7,010,518, 7,016,480, 7,020,251, 7,039,165, 7,082,422, 7,113,993, 7,127,403, 7,174,349, 7,194,457, 7,197,461, 7,228,303, 7,260,577, 7,266,181, 7,272,212, 7,302,639 and 7,324,942. Other patent applications are pending.

