

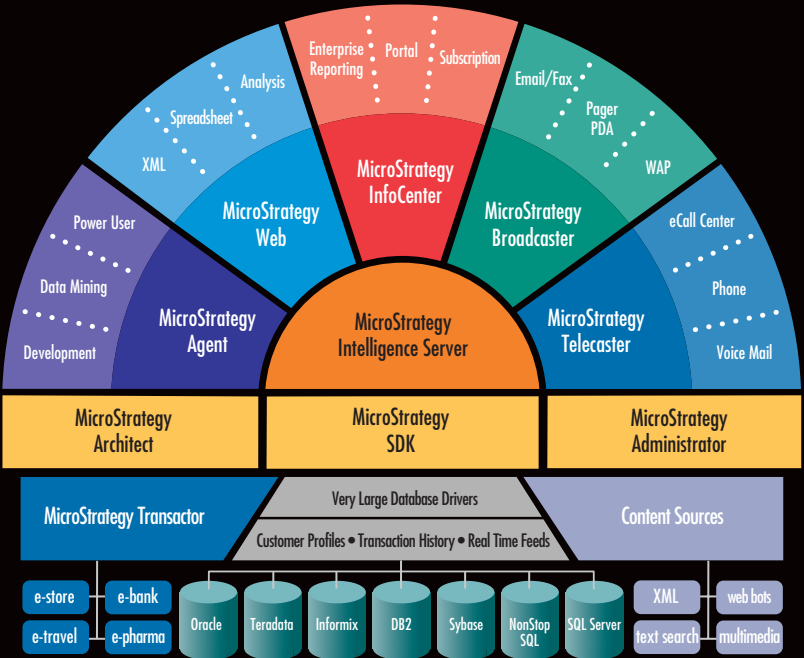
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**MicroStrategy 7™** is the first true platform for deploying large-scale business intelligence applications and narrowcast networks. The core of the platform is the MicroStrategy Intelligence Server™. MicroStrategy Intelligence Server has been built with the scalability and fault tolerance required for sophisticated analysis of terabyte-sized databases. It is specifically optimized for all major relational databases and contains the load distribution, prioritization, and system tuning capabilities that large-scale implementations demand. MicroStrategy Intelligence Server also collaborates with RDBMSs to perform complex analysis with maximum efficiency.

**MicroStrategy Architect™** is the MicroStrategy 7 component in which applications are modeled. Once modeled in MicroStrategy Architect, one or more applications can be monitored through a single **MicroStrategy Administrator™** console. Applications can be deployed through a number of different interfaces. **MicroStrategy Agent™** is an advanced client-server environment for power analysts and application developers. With a full range of analytical functionality, a rich function library, workflow, and data mining integration, MicroStrategy Agent is the appropriate choice for the most demanding users. For deployment to very large user groups, **MicroStrategy Web™**'s easy-to-use all-HTML interface makes it the preferred environment. MicroStrategy Web can be accessed through any web browser on any operating system. Both the MicroStrategy Agent and Web interfaces also offer interactive reporting and ad-hoc querying.

MicroStrategy applications can also be accessed through an enterprise portal using **MicroStrategy InfoCenter™**. MicroStrategy InfoCenter is a personalized intelligence portal that gives enterprise information users or customers a single point of entry for information access. MicroStrategy InfoCenter gives corporate users the ability to view, analyse, and act upon valuable business insight through a personalized web interface. MicroStrategy InfoCenter's powerful and flexible subscription model also allows e-business customers to subscribe to personalized offerings based on their needs and preferences.

**MicroStrategy Broadcaster™** and **MicroStrategy Telecaster™** are powerful tools for proactive delivery of information to individuals, providing the foundation for narrowcast networks. MicroStrategy Broadcaster reaches individual customers and other constituencies via the web, e-mail, phone, pager, and fax. The distribution of personalized messages and targeted offers is triggered according to pre-defined schedules and exception criteria, ensuring that information is delivered in a timely and convenient manner. MicroStrategy Broadcaster's embedded response options facilitate workflow and make it easy to integrate with transaction systems for e-commerce. MicroStrategy Telecaster enables interactive voice communication with target audiences to deliver relevant information to any telephone, voicemail and mobile phone, anywhere. Each MicroStrategy Telecaster call is dynamically generated in real-time through analysis,

personalization, and text-to-speech processing. Information recipients control aspects of calls by navigating via menu options and touch pad input. MicroStrategy Telecaster also integrates seamlessly with transaction systems, which record and process data to complete the message feedback loop.

**MicroStrategy Transactor™** provides comprehensive transactional capabilities via web, wireless, and voice. MicroStrategy Transactor employs Intelligent Transaction Agents that seamlessly interpret and integrate web information with enterprise (database, commerce, BI, ERP, legacy) information systems through an open driver API, allowing customers to transact with businesses via XML compliant devices such as a WAP phone, PDA, pager, or web browsers. Through its transaction and extraction capabilities, MicroStrategy Transactor delivers any transaction, anywhere, anytime.

The MicroStrategy 7 platform is completed with **MicroStrategy SDK™**. MicroStrategy SDK enables developers to integrate, extend, and fully harness the power of the MicroStrategy 7 platform through a set of rich APIs that fully expose all platform functionality. Businesses can leverage this powerful development environment to rapidly deploy custom applications and embed intelligence into any web site.

Together, this suite of products makes MicroStrategy 7, the next generation platform for Business Intelligence and Narrowcast Networks.





**MicroStrategy 7 is the first true platform for large-scale, mission-critical business intelligence applications and narrowcast networks.**

**The Challenge:**  
**Turn Complex, Terabyte Sized Information Stores into Insight for Business and Customer-facing Applications**

Technology has made it possible to capture unprecedented amounts of complex business information, from web click-stream records and customer-centric data, to the exceptionally detailed accounts of business operations. Consequently terabyte-sized data stores are becoming the norm rather than the exception.

To unlock its value, timely and relevant insight must be sifted from these mountains of information, and delivered to individual employees, partners and often millions of customers. But realizing the promise of these vast data stores requires a new generation of applications built on a platform designed for the demands of e-business. The platform must be easy to use and quick to deploy. It must be powerful enough to manage the most complex analysis of extremely large data stores. Finally, the solution must provide transaction capabilities so that users can immediately act on the insight they receive through the communication channel that best suits their needs.

**The Solution:**  
**MicroStrategy 7. The Next Generation Platform for Business Intelligence and Narrowcast Networks**

MicroStrategy 7 builds on the strengths of MicroStrategy's decade-long leadership in business intelligence, delivering advanced functionality to help businesses succeed in the e-business economy. MicroStrategy 7 seamlessly integrates with existing IT infrastructures and data stores in any industry. Its intelligence engine uses Collaborative Analysis and Investigative Workflows to answer important business questions with speed, ease, clarity and detail never before possible; it enables narrowcast networks that reach your team, suppliers and customers through web, wireless and voice; and it powers one-to-one, permission-based marketing to millions.

MicroStrategy 7 is the next generation platform for business intelligence and narrowcast networks. No other platform supports the complex and evolving requirements needed to unleash the full profit potential of e-business information.

## Power Made Simple

*MicroStrategy 7 is packaged to meet the needs of any size user community.*

*MicroStrategy 7 Personal Edition-For those who want to evaluate the Power of Intelligent E-business in a cost-effective manner, MicroStrategy offers the Personal Edition, which exposes the functionality of the platform in a single user environment.*

*MicroStrategy 7 Workgroup Edition-For groups of users or departments that wish to take advantage of the Power of Intelligent E-Business, the MicroStrategy 7 Workgroup Edition provides the analytical power of the platform combined with the pricing to meet the needs of workgroup deployments.*

*MicroStrategy 7 Enterprise Edition-For organizations wishing to harness the power of Intelligent E-Business through deployment to Employees, Customers, and Suppliers, the MicroStrategy 7 Enterprise Edition provides the scalability critical for large scale environments.*



**The MicroStrategy 7 platform supports the most effective Business Intelligence applications and Narrowcast Networks through these key advantages:**

**1 Scalability to Millions of Users and Terabytes of Data**

MicroStrategy 7 is the only platform with proven production success with terabyte sized databases. MicroStrategy 7 enables comprehensive server clustering to support huge user communities against the world's largest databases, guaranteeing industrial strength performance and availability.

**2 Extensive, Sophisticated Analytics**

MicroStrategy Intelligence Server provides unrivaled analytic capabilities with an extensive library of statistical, financial, and mathematical functions. Collaborative analysis, custom groups and set analysis allow users to explore relationships between disparate sets of data never before possible.

**3 Rapid Development and Deployment**

MicroStrategy 7's tremendous schema flexibility means that applications can be built on existing warehouse schemas, cutting the time to market dramatically. MicroStrategy Web can be deployed to users on any operating system, using any web browser, through any corporate firewall.

**4 Intuitive Web-Centric and Proactive Interfaces**

Users familiar with the Internet will be able to recognize familiar web concepts in MicroStrategy Web. The proactive components of the platform extend powerful intelligence to everyday devices.

**5 Enterprise Manageability for 24x7 Operation**

MicroStrategy 7 provides full load balancing and fail-over support, ensuring that mission critical applications are always available. MicroStrategy 7 can be seamlessly integrated with system management software, allowing for efficient monitoring and allocation of system resources.

**6 Data Driven Personalization and Granular Security**

A rich security model enables cell-level data security and ensures that sensitive information is never at risk. It also enables a truly personalized experience with application functionality and objects tailored to each end user.

**7 Ease of Integration Into Web and Narrowcast Applications**

Because MicroStrategy 7 functionality is exposed through comprehensive APIs, it minimizes technology risk and maximizes the value of your entire infrastructure by embedding intelligence into all your applications.

Start turbo-charging your e-business with intelligence by calling us at 888-537-8135 or 703-848-8600. To learn more about MicroStrategy 7, please email us at [info@microstrategy.com](mailto:info@microstrategy.com) or visit us at <http://www.microstrategy.com>