

Revolutionary Retail Mobile Apps

From Insight to Action in Seconds



MICROSTRATEGY MOBILE APP PLATFORM

MicroStrategy for Retailers

“We knew there had to be a better way to do our daily store analysis other than by hand, but we needed a partner with the right expertise to show us what was possible. Thanks to the MicroStrategy App 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 savings have been considerable.”

—Lowe's Companies

The Future of Retail is Customer Centricity

The Retail Industry faces an unprecedented pace of change. New mobile and social market forces, along with wider product and information availability, are shaping consumer expectations and fueling the speed of change. In addition, retailers have historically implemented product or location-centric processes; but, in order to be successful in the future, retailers must adopt a new culture of Customer Centricity. This customer-centric paradigm shift will require enormous retail process overhauls.

The “store of the future” will combine the best of the digital online experience and the highly personal, in-store human experience. To achieve this, retailers must integrate customer insights into every function of strategy, planning and operations, leveraging a "single view of the customer" in coordinated, strategic ways. As a result, associates will better serve the customer with actionable information and alerts, and customers will experience consistent brand interactions—regardless of the channel—that are personalized for each customer's shopping mission.

Mobility empowers
the consumer with
information everywhere

Search engines
provide consumers with
instant answers

Social media
leverages friend influence
over brand reputation

Online shopping
provides analytics of
consumer preferences

Retail Store Challenges

- Time/process delay between observing a situation on the sales floor, to making a decision, to taking action.
- Too much time in the back office, reducing the time spent on the sales floor.
- Customer's knowledge about products and pricing is better than the store associate's.
- The need to shift from Product/Location Centricity to Customer Centricity, requires new processes, tasks, and consistent execution of service standards.
- The current technologies deployed in retail—many of them decades old —will not support the basics required merely to compete, let alone win.

“Mobile is accelerating the pace of change and presenting our industry with game-changing challenges. Ubiquitous availability of price and product information requires retailers to rethink what distinguishes and defines their brands.”

Frank Andryauskas,
VP of Retail Solutions at MicroStrategy

Solution:

Technology that allows retailers to efficiently harness the power of information is core to retailers' ability to compete and differentiate. Customer insights data and analytics, combined with mobile technology, form the essential foundation for a customer-centric strategy. Retailers can accelerate technology speed-to-value by adopting agile mobile platforms based on industry-standard data and integration architectures. By creating mobile apps both for customers and for customer-facing associates, retailers can compete and win by consistently delivering a personally-relevant brand experience, anytime, anywhere.

Introducing MicroStrategy Mobile

Hundreds of companies have built MicroStrategy-powered apps. We'll teach you how to build yours.

As the largest independent, public business intelligence vendor, MicroStrategy, Inc. has a strong history of providing mission-critical enterprise software solutions, with a strong focus on mobile technology.

MicroStrategy has consistently ranked highly in the Gartner "Leader Quadrant" for business intelligence platforms and recently debuted strongly in the Gartner Mobile App Development Platform Magic Quadrant. MicroStrategy is known for its integrated mobile, cloud, social, and business intelligence solutions. Founded in 1989, there are now over one million business users of MicroStrategy in over 3,500 organizations, and direct operations in 41 cities in 23 countries around the world.

The MicroStrategy Mobile App Platform was first introduced to address the growing need for mobile apps in the business world. Most recently, a variety of Analysts have ranked MicroStrategy Mobile as #1 overall by a wide margin, scoring #1 in seven of the eleven major capabilities and has been the only vendor to receive an "outstanding" score for product viability.

One Platform. All Your Retail Apps.



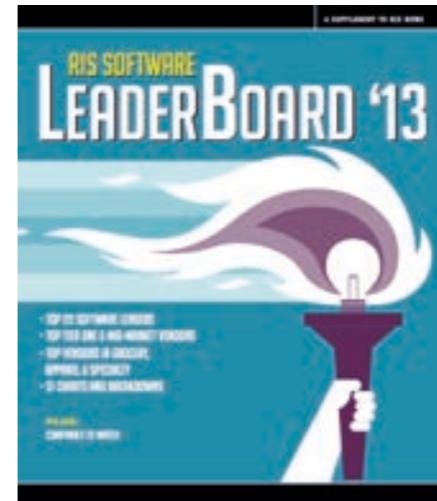
- ✓ Store Operations
- ✓ Store Inspector
- ✓ Loss Prevention
- ✓ Merchandising
- ✓ Customer Insight
- ✓ Vendor Portal
- ✓ Executive Overview
- ✓ Corporate Approvals

MicroStrategy is a Leader in Mobile and Retail

Leading Retailers Across the Globe Rely on Us



#1 Retail Software Vendor & Mobile App Award Winner



Ranked #1:

- Overall Retail Software Providers
- Large Vendor Leaders
- Broad Suite Vendors
- Vendors for Tier One Retailers

Lowe's MicroStrategy "mobileDart" app

- RIS News Mobile App of the Year Winner
- Retail Touchpoints Mobile Store Ops Award Winner



The Container Store's "The Score" app

- Retail Touchpoints Mobile Store Ops Award Winner



Leader in Mobile Enterprise Software

MicroStrategy Mobile Rated “Excellent” - Gartner’s 2013 App Dev Platform Report

Product Recognition

Analysts agree.



Gartner

MicroStrategy Mobile “Excellent”



Gartner

MicroStrategy Mobile #1



Dresner Advisory Services

MicroStrategy Mobile #1



OVUM

MicroStrategy Mobile #1



BI Scorecard

MicroStrategy Mobile #1



BARC

MicroStrategy Mobile #1

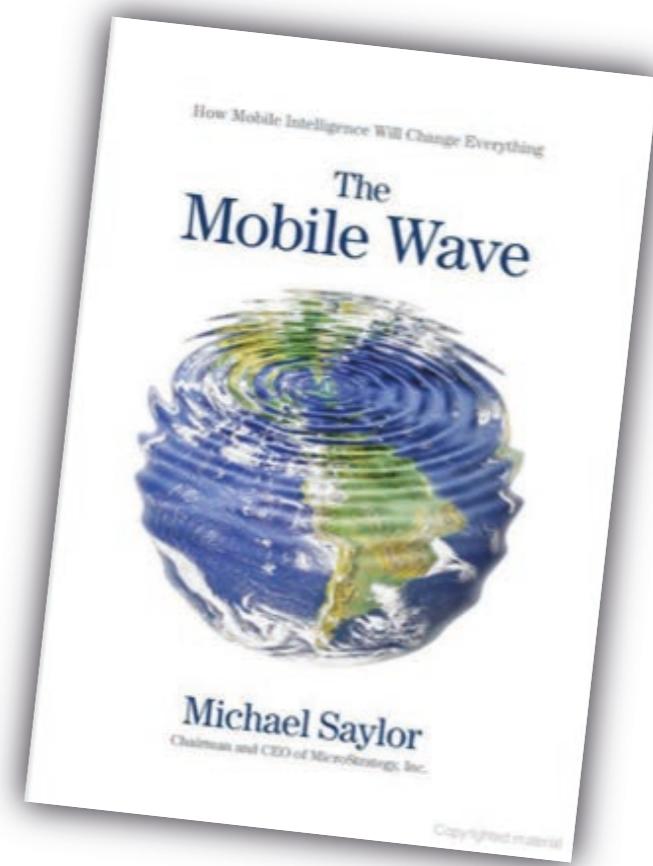


iTunes Rewind

Best iPhone Business Apps

Thought Leadership

“The Mobile Wave” by MicroStrategy CEO and Author, Michael J. Saylor



New York Times Best Seller

With Collaborative Mobile BI Capabilities

MicroStrategy Adds Cisco's Unified Communications Rich Collaboration Capabilities to its MicroStrategy Mobile App Platform

MicroStrategy's Mobile App Platform now integrates with Cisco's Unified Communications (UC) platform, providing real-time user presence, instant messaging, voice, and video-calling capabilities. MicroStrategy customers can now build custom business apps embedded with rich collaboration alongside their transactions, multimedia, and analytics.

Through the integration with Cisco UC, MicroStrategy mobile app users will now be able to take the action of calling a colleague via an encrypted channel, right from the app. Additionally, this integration offers command and control applications through conferencing. This technology can improve operations in a numerous ways. . For example, store managers can video call their peers at other stores on the other side of the world to discuss store performance while still interacting with their store performance information.

Through data-driven knowledge of employee information and "presence" capabilities provided through Cisco Unified Communications Manager, the caller will not only be able to identify the right person to call, but will also know whether or not that person is currently on duty and available. For instance, a retail executive who is exploring store performance KPIs, might notice that sales in a particular store surged last week. Rather than exit out of the app and go to another system—or worse, to a different device—to determine the name and contact details for the manager of that store, the executive both can see the name of the appropriate employee and determine whether the

Collaborative Mobile BI for Retailers with MicroStrategy & Cisco



Providing Retailers with: Real-time user presence, instant messaging, voice, and video calling. Transforming how Retailers work.

individual is working and if he or she is available for a call or IM chat.

Face-to-face discussions are the foundation of human communication. MicroStrategy and Cisco's collaboration capabilities make it easy for you to react and adjust to nonverbal clues and increase the effectiveness of your discussions. Now available integrated into all your retail apps.

To make this integrated solution readily available to customers, MicroStrategy is offering a Mobile Collaboration QuickStrike, a free 10-day engagement with MicroStrategy mobile specialists designed to accelerate the deployment of a MicroStrategy-powered mobile app integrated with Cisco UC. Please contact info@microstrategy.com for additional information.

Apps for Retail

“Mobile Retail Apps accelerate informed action, support internal collaboration and empower associates to better serve the customer. Ultimately this is about connecting with the customer in ways that are meaningful to them.”

- Frank Andryauskas, VP of Retail Solutions at MicroStrategy



What are MicroStrategy Mobile-Powered Apps?

Apps mobilize everyday processes, remove costly bottlenecks, and accelerate business. MicroStrategy apps reside at the intersection of a great user experience and great development infrastructure.

The MicroStrategy Mobile App Platform enables organizations to build a wide variety of essential mobile apps that deliver workflows, transactions, mobile operations systems access, multimedia, and business intelligence in compelling, customer native apps.

Native Apps provide users with the most optimal device-specific experience.

Compelling Workflows gracefully present any business process in an intuitive manner.

Contextual Apps empower users to input location (GPS), barcode (camera), device orientation (rotation), and user preferences (personalizations) to drive the app experience.

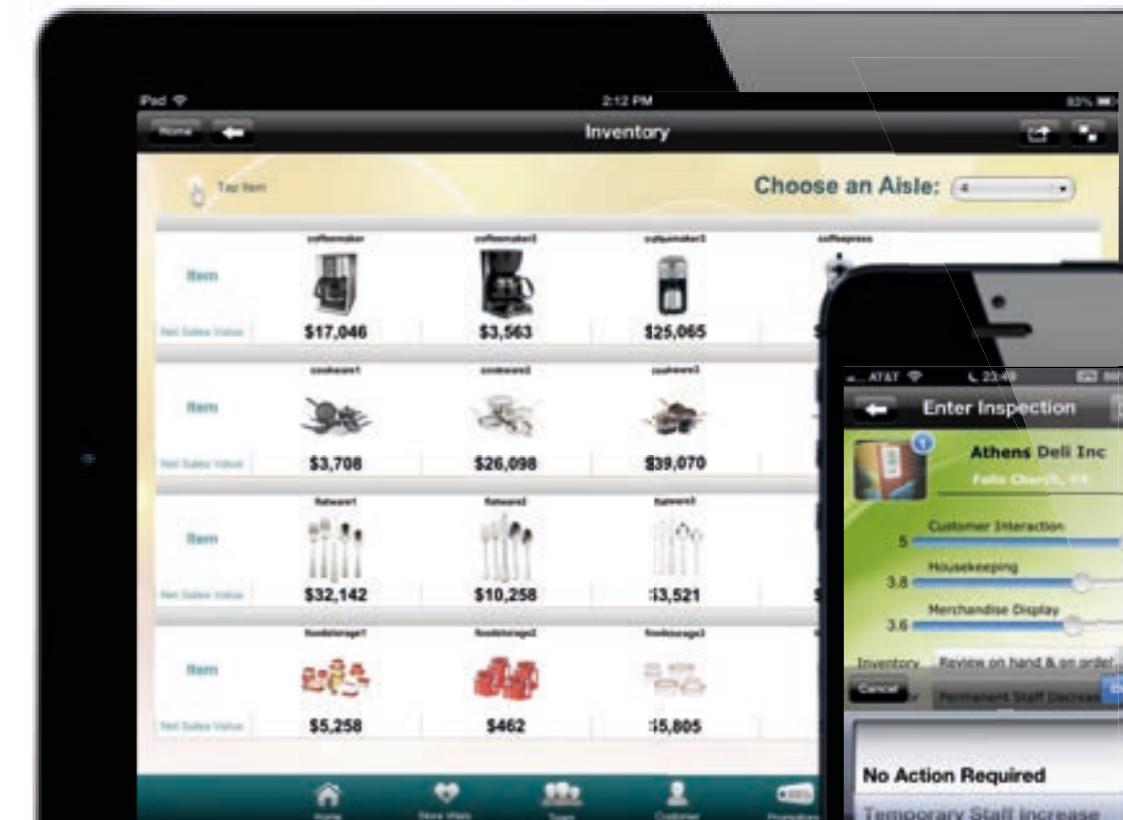
Highly Secure Apps protect your data with a combination of sophisticated security capabilities--ensuring that data transferral, reception, and storage is secure.

Systems Apps enable you to transact with any operational system so apps can be built for any new or existing business process.

Integrated Native Mapping plots geo-locational data directly onto integrated native maps.

Fast Apps handle the most complex questions and transactions from thousands of users concurrently.

Offline, Online Capabilities optimize the user experience for the varying levels of connectivity (strong 802.11 a/b/g/n Wi-Fi, LTE, intermittent 3G, or offline).



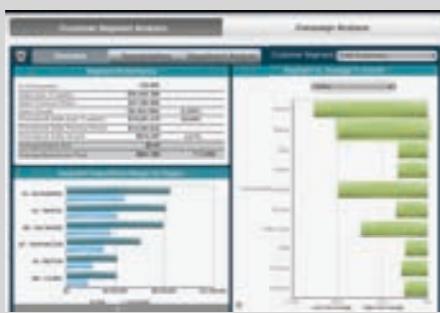
Apps for Retail

Stores have a wide array of inventory, personnel, sales, and revenue information that must be tracked and analyzed. Therefore, apps created for stores usually center around one or a couple specialized business analytics or operations processes, allowing store managers to quickly access the desired information.

Summary apps can be deployed on tablets for a more holistic, detailed view of store operations and key performance indicators (KPIs), while specialized apps can be deployed on employees' personal or business smartphones.



Store Operations



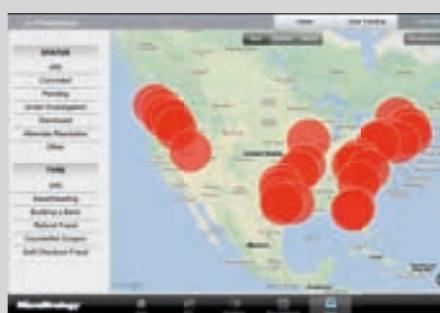
Customer Insight



Merchandising



Store Inspector



Loss Prevention



Vendor Scorecard

Apps for Retail Managers

Improve sales, promotion execution, and reduce stock outs.

APP SOLUTIONS

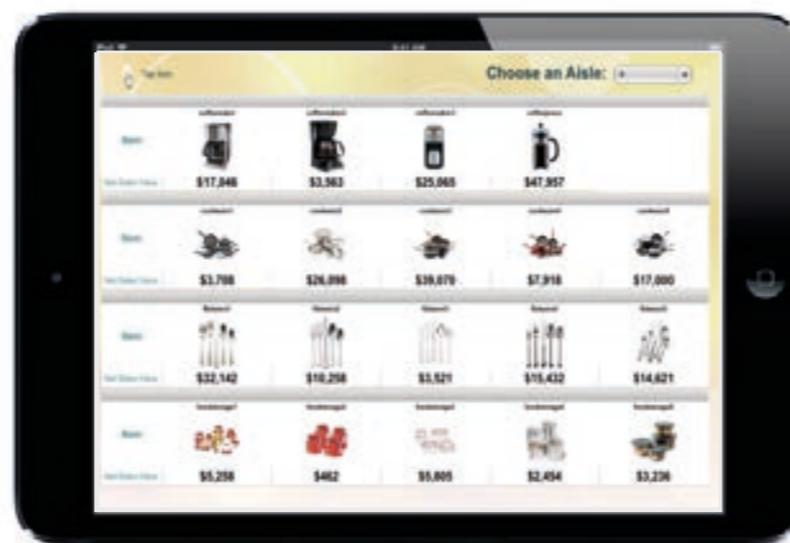
1. Store Walks
2. Flash Sales
3. Promotional Management
4. Staff Scheduling
5. Employee Training

Store operations apps empower managers to maximize revenues by optimizing the shopping experience for the customer. Today's retailers face the challenge of profitably increasing same-store sales, executing merchandising programs across numerous stores, while also controlling labor costs. Leading retailers are facing this problem by dynamically sharing information with their employees in the form of apps.

Instead of distributing dense reports that take the store manager off of the sales floor, apps enable managers to distribute proactive alerts and filtered, task-specific guidance delivered in a timely manner to associates' mobile devices anytime, anywhere.



Summary of Key Performance Indicators



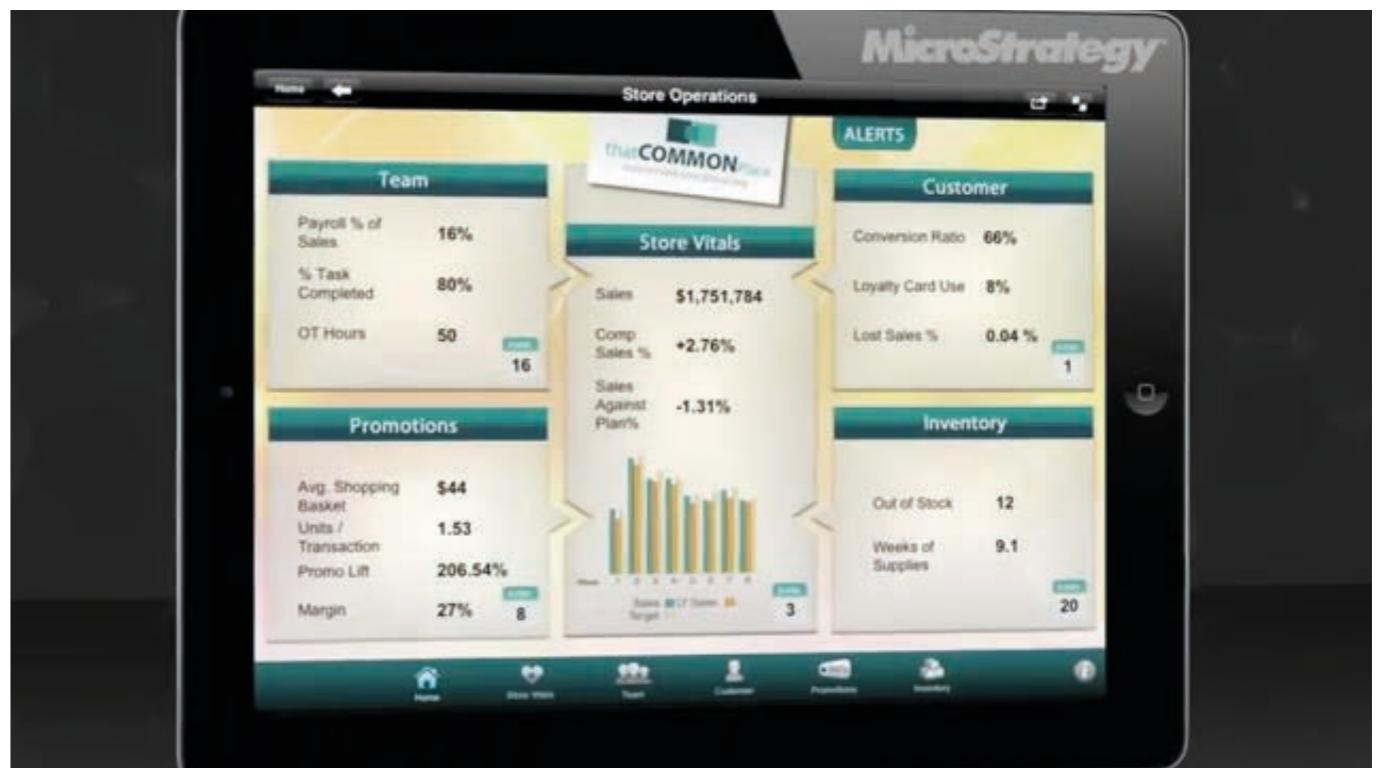
Store-Specific Inventory Information



Easy-to-Use Metric Analysis

Alert-Assisted Storewalk for iPad

The MicroStrategy Mobile App Platform lets you build any information-driven app you can imagine; such as the Alert-Assisted Storewalk app, which allows store managers to quickly access vital sales and inventory information, analyze trends, and view associates and customer information. The delivery of relevant filtered information to their mobile devices, enables store managers to make better decisions and take immediate actions as they walk the sales floor.



For more Retail related Apps, tap [HERE](#) to download the MicroStrategy Mobile App from the App Store



Apps for Retail Associates

Empower every employee with a mobile device.

APP SOLUTIONS

1. Assisted selling
2. Key sales and product information
3. Peer store comparisons
4. SPIF target tracking and sign-up
5. Benefit and employee profile information

Every Mobile business app you need. MicroStrategy Mobile Retail Associate apps on the iPod touch, iPhone, iPad mini, iPad, and Android devices deliver apps that empower every store associate to be more productive and to better serve and connect with customers. Each App extends all of the most important capabilities to each associate such as assisted selling, requesting merchandise to avoid potential stock outs, viewing key sales performance information and peer store comparisons, SPIF target tracking and sign-up, benefit and employee profile information, and much more.

In the near future, every retailer will empower every employee with a mobile device or risk losing sales to their competition. These apps will track all aspects of retail life, such as inventory checks and ordering, payroll and benefit management, and may even create mobile point-of-sale situations.



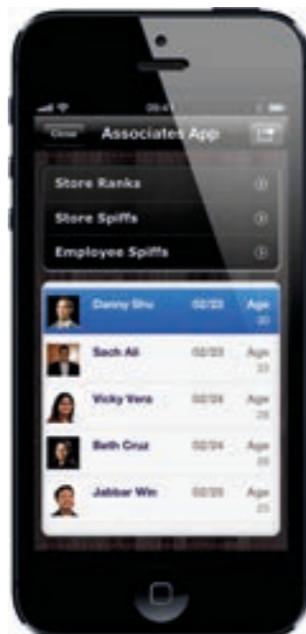
Analysis of KPIs



Transactions on-the-go



Store ranks



Benefit and employee profile information 13

Store Inspector and Associates Apps for iPhone

The **Store Inspector app** enables store inspectors to locate stores, rate amenities, and access comprehensive store inspection histories. Now inspectors can instantly log their reports on handheld devices using preset criteria, which eliminate the mountains of paperwork that once characterized and lengthened the knowledge-sharing process. By standardizing the criteria and using geolocation technology to pinpoint inspection locations, the logistical difficulties have been eliminated, enabling inspectors to more fully engage and understand the businesses that they are visiting.

The **Store Associates app** allows managers and employees to monitor their own progress towards obtaining incentive items as well as keeping track of their colleagues's milestones. The rewarding experience of marking individual and store achievements as well as observing associate birthdays helps to encourage a high achieving workplace.

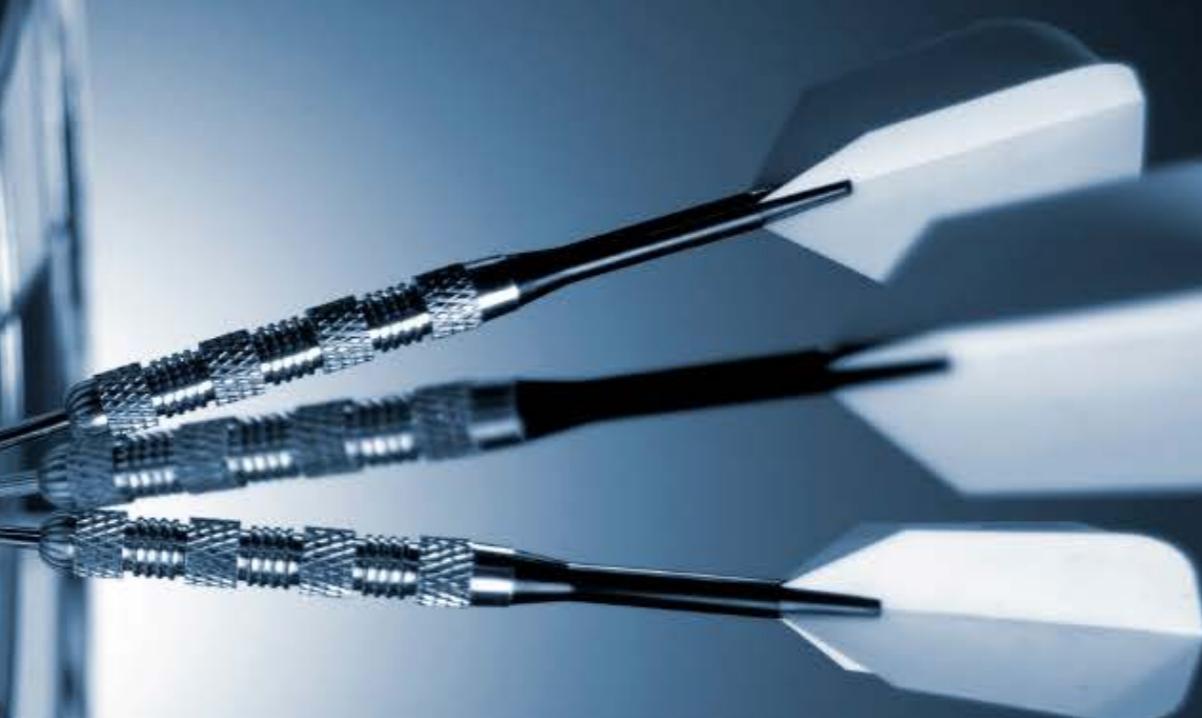


For more Retail related Apps, tap [HERE](#) to download the MicroStrategy Mobile App from the App Store



MicroStrategy Mobile Apps in Action

Leading organizations worldwide have used the MicroStrategy Mobile App Platform to build and deploy apps to their iPad and iPhone users. Some of those apps are presented through this chapter as customer success stories and press releases.



Customer Success: Guess



"We are seeing our business in a whole new light. Deploying MicroStrategy Mobile to our executives is the next achievement in delivering actionable, accessible, and visually compelling information."

– Bruce Yen, *Director of Business Intelligence, GUESS, Inc*



Photo Credit: Sara Liu



Company Overview

GUESS, Inc. is one of the most widely recognizable apparel companies across the globe, with over 1,421 GUESS and GUESS accessory retail stores in over 90 countries worldwide. A company known for its innovative style, GUESS continues to dress and accessorize the world with fashion-forward apparel, handbags, watches, shoes, and more.

Early Adopters

In 2008, the GUESS BI team wanted to ensure that their executives, corporate directors at headquarters, and regional directors in the field were receiving critical information regardless of their location by delivering timely information to their RIM BlackBerry devices.

In order to achieve their growing mobile needs, GUESS selected MicroStrategy to develop a mobile business intelligence initiative that would deliver operational information to end users'

GUESS Success Story Video



Learn more about GUESS's mobile solution--in their own words.

smartphones. Instead of receiving cumbersome spreadsheets, they could open up a PDF document on their BlackBerry devices, get a snapshot of the business, and make immediate decisions that would impact sales and revenue growth. GUESS soon decided to deliver the same insight to the iPad. In 2010, GUESS chose MicroStrategy Mobile to develop an iPad app that allows its executives, designers, and merchants to analyze sales performance.



One App with Multiple Business Workflows

GUESS has outfitted its iPad users with multiple windows into its data: Merchant and Sales. The app allows both a high-level and detailed view of the data, depending on the user. Executives can quickly view graphs and charts on the business, and see data at a weekly, monthly, or yearly level. From there, it is a simple matter to assess the sales at the company level or drill down to the store level with a few swipes and taps.

Merchants can see best sellers across multiple levels of detail and drill down to a specific store, view inventory or sales on a map, and look at detailed information by style, down to the size level with over four months of history. The app allows merchants to be able to make quick and informed decisions based on current trends, and they can analyze this information while at home, while traveling, or even when visiting stores. They can perform a virtual store visit before visiting the store, compare sales of each style to the sales at other stores, and pull up any style and view its selling history.

Mobile BI Meets High Fashion

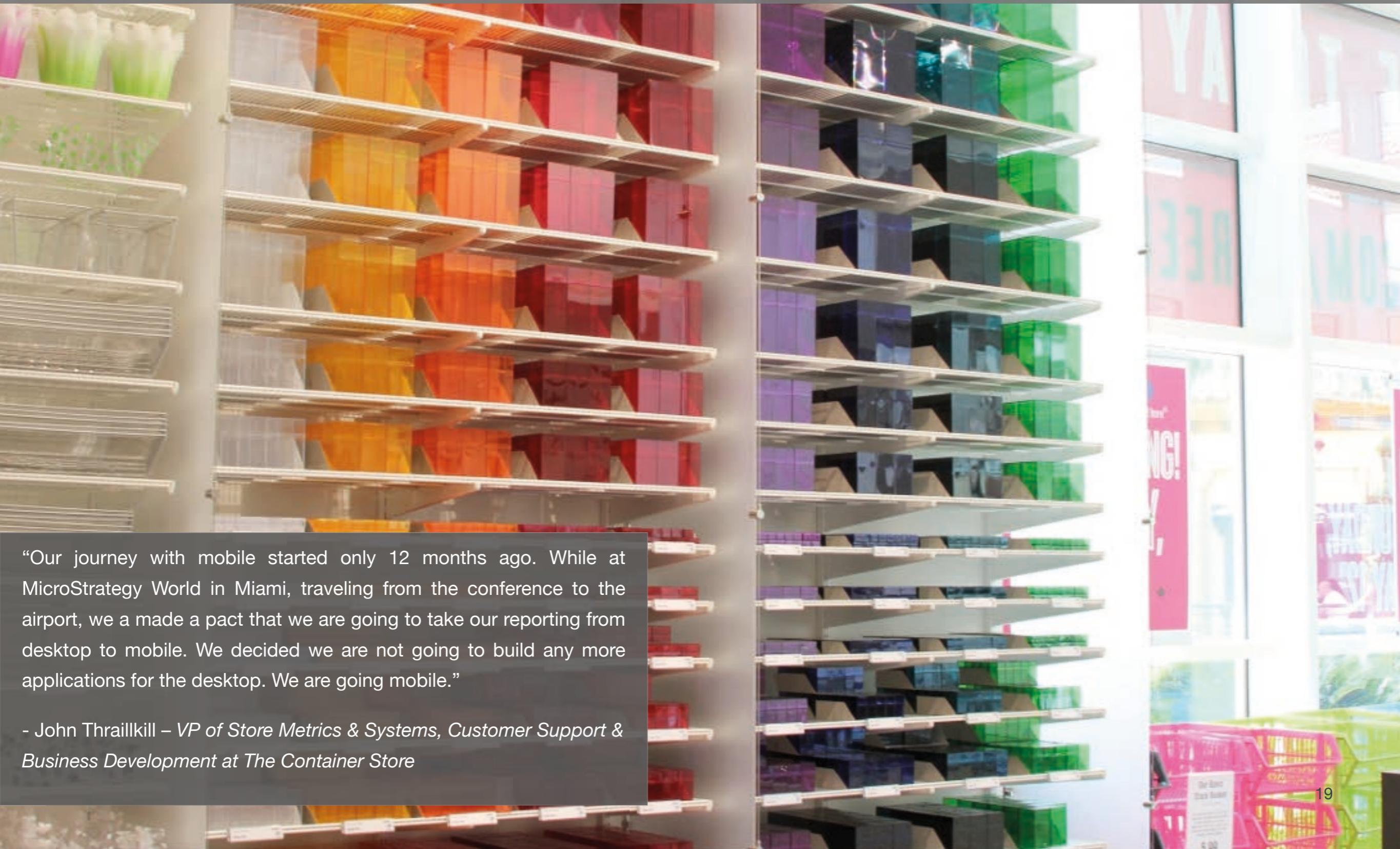
Whether designing clothes or adopting a new technology, GUESS is a very design-focused company. iPad screens had to reflect GUESS's fashion-forward corporate culture. Since some members of the GUESS design staff aren't used to grids or graphs, the graphic designer worked with MicroStrategy Mobile consultants to

incorporate more visual elements into the screens that a typical GUESS employee could relate to.

Once the app went live, feedback was overwhelmingly positive in terms of design and ease of use. The app simplified everyday decisions for GUESS executives meeting in conference rooms, designers checking their designs, and the merchants and planners analyzing store performance.



Customer Success: The Container Store



"Our journey with mobile started only 12 months ago. While at MicroStrategy World in Miami, traveling from the conference to the airport, we made a pact that we are going to take our reporting from desktop to mobile. We decided we are not going to build any more applications for the desktop. We are going mobile."

- John Thraillkill – VP of Store Metrics & Systems, Customer Support & Business Development at The Container Store



Company Overview

The Container Store was first opened in Dallas in 1978 and was devoted entirely to storage and organization. Currently, there are 60 stores across the US with annual sales growth in the double digits with sales forecast for 2013 of approximately \$766 Million.

They stock over 10,000 products with nearly 2,000 new products added annually. Kip Tindell, Co-founder and CEO of The Container Store, is proud to be a workplace of choice, with no layoffs or store closings during the recent economic recession.

The Score

The Container Store's app is called "The Score", which originates from their CEO, to reflect the idea of complete transparency in their business. Their motto is "there is no way your team can win the game unless everyone on the team knows the score". The Container Store went from concept to production within months and their app provides executive sales recap, payroll performance, company sales, store sales, flash sales, and trend reports rolling 3,6, and 12 months.

The Container Store has been a strategic MicroStrategy partner for over 15 years. They began with grid and graph reporting targeting merchandising, buying, and finance.

The Container Store Success Story Video



Learn more about The Container Store's mobile solution--in their own words.

Only a limited amount of dashboard reporting was developed until recently. The Container Store decided to participate in a MicroStrategy Mobile QuickStrike to fulfill the needs of their promotional sales reporting for the buying teams. The QuickStrike demonstrated the power of the MicroStrategy platform and brought dashboards to mobile devices. A huge shift from reporting via email and spreadsheets to mobile devices was underway. The outcome achieved was actionable, consistent, and timely reporting for the store leadership team and was well received by the thought leaders of the company.



Secrets to Mobile Success

A key to the success at The Container Store was getting all the right people in the room at the same time to scope out the app with the end user in mind. The retailer uses what they call a “whole brained approach” when it comes to developing all key company initiatives. They spoke with all business units to decide on KPIs and then created storyboards to conceptualize the look, feel, and flow of the app. They then developed a roadmap with realistic and achievable goals that led to a very informative and beautifully-crafted user-friendly app with 14 dashboards. Simply put, they began with the “end” in mind.

Also, by using the MicroStrategy Platform, The Container Store was able to provide for the first time ever information about their payroll, as well as actionables to optimize their schedules based on current trends and predictive analysis. They are now able to compare sales per payroll hour to customer-facing payroll hours. This information makes it easier to better manage personnel hours.

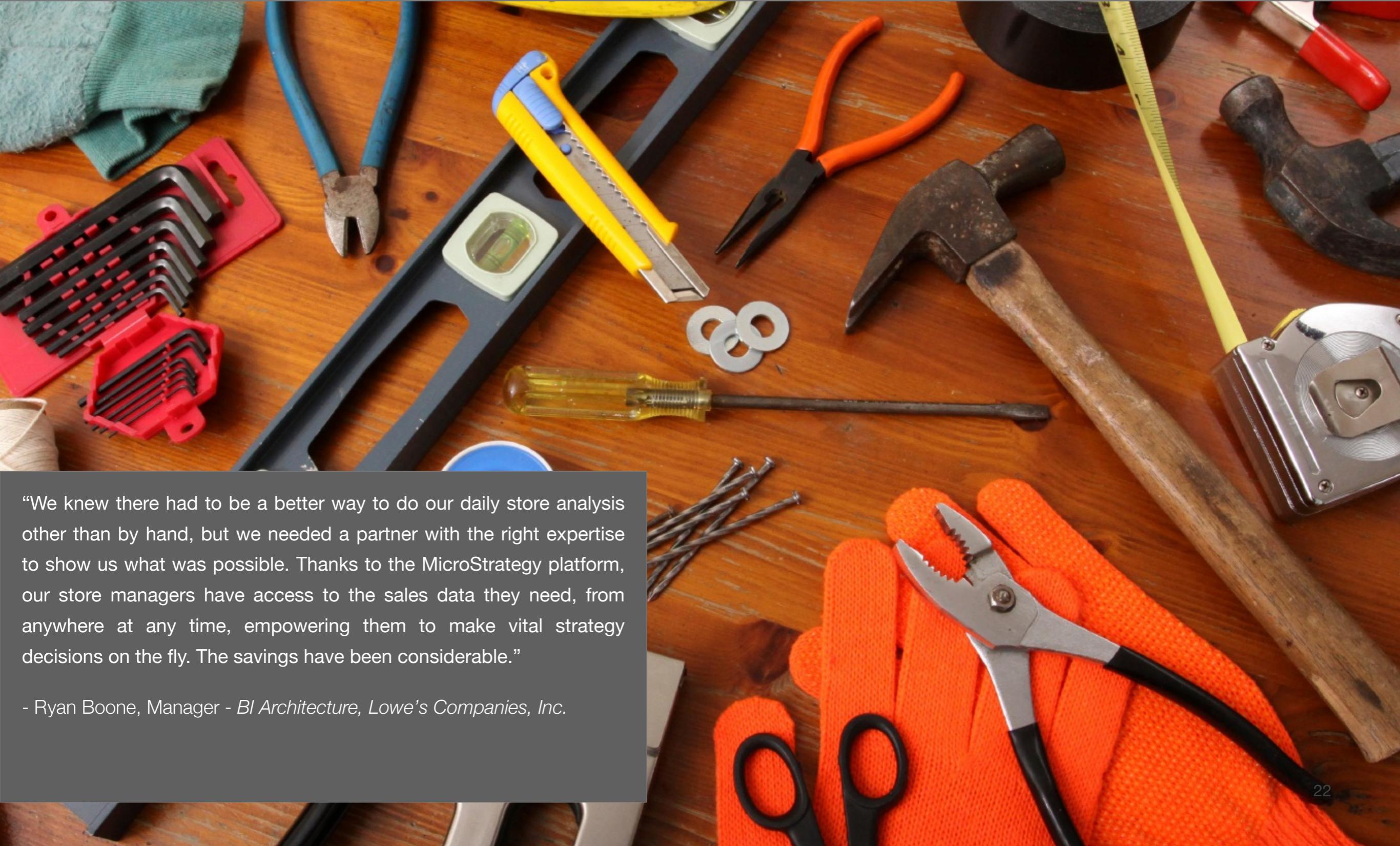
Mobile Future

The executive team identified gaps in store reporting as the greatest opportunity for improvement and innovation. The Container Store decided that future development of The Score will include store productivity, campaign performance, sales performance, shrink and

general damage reporting, employee ranking, in-store alerts, store department sales performance, a custom design center / Elfa performance module, store operations module, and inventory control. Also, their app will include transactional services to further enhance the productivity of their teams in the field.



Customer Success: Lowe's



"We knew there had to be a better way to do our daily store analysis other than by hand, but we needed a partner with the right expertise to show us what was possible. 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 savings have been considerable."

- Ryan Boone, Manager - BI Architecture, Lowe's Companies, Inc.



Client Profile

Lowe's Companies, Inc. is the second-largest hardware chain in the world with over 1,700 stores in the US, Canada, Mexico, and Australia. They employ 161,000 people and posted revenues of \$50 billion in 2012.

Challenge

In-store protocol required managers and assistant managers to write out their sales figures by hand, every day, without fail. The process was inefficient, cumbersome, and error-prone. Perhaps most frustrating, it required that management retreat to backroom offices to complete the task, thereby removing key talent from the sales floor and compromising the productivity of the team.

Solution

Lowe's was already one of MicroStrategy's largest clients, leveraging the MicroStrategy platform for everything from supply chain cost analysis to vendor management. When Lowe's

executives described the issues and frustrations they were experiencing with sales reporting at the store level to the team at MicroStrategy, it was apparent to all that MicroStrategy could offer an efficient solution. The robust mobile application presented by MicroStrategy was simple to use and extremely popular with the management team.

The application provided store-based sales information for nearly 20,000 managers, assistant managers, and corporate employees and made this information available on mobile devices. Teams could now analyze sales statistics from anywhere and not be anchored to a workstation— fulfilling the promise of mobility in the BI world.

The MicroStrategy Difference

Since its debut, MicroStrategy's customized application has provided the following benefits for Lowe's:

- Use of the application has saved an estimated four minutes of each manager's workday, resulting in a savings of \$4.5 million across the retailer's 1,700 locations.

- 
- Using the updated sales information, managers now have visibility into what is selling well, which items need to be restocked, and what inventory should be marked down or packaged together, resulting in better overall sales strategy.
 - Improved flexibility and access ensures that management is available on the sales floor to boost staff productivity and provide adequate supervision and support.

The MicroStrategy platform is evolving to provide more mobile applications and dashboards to all levels of employees across the organization. It is expected that as the licenses roll out across the organization, store-level associates will also have access to real-time business information while executive-level management will have insight into enterprise-wide data, on their devices at headquarters.

Before MicroStrategy

- Store-level sales reporting was written by hand and carried throughout the store for reference
- Managers had to leave the sales floor to run data for reports

Goals

- Make sales data available daily
- Mobilize processes
- Granulate the data for strategic decision making
- Keep store management on the sales floor and focused on customers

After MicroStrategy

- \$4.5 million savings per year
- Enhanced agility to respond to customer demands
- Store management efficiencies

Case Study: Whole Foods



“Every day, our team leaders require updated sales and operations information for their stores. Our iPhone app, built on MicroStrategy Mobile, delivers that, and also empowers our team leaders to run their stores more effectively and provide superior customer service every step of the way.”

-Dave Zodikoff, *Global IT Director of Purchasing and Reporting Systems at Whole Foods*



Company Overview

Whole Foods Market is the leading natural and organic food retailer in the United States. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by Health magazine. In addition, Whole Foods has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 14 consecutive years.

Supporting a Fast-Paced Retail Environment

At all times, Store Team Leaders (managers, or STLs) must keep constant tabs on the pulse of overall store performance, as well as the performance of individual departments. Having sales and operations information in the palm of their hand is a necessity.

From the beginning, Whole Foods Market wanted to involve their STLs in the brainstorming and research process involved with building a mobile app. They worked closely with MicroStrategy to

create a "pilot group" of STLs and other employees to identify use cases and test the app.

Their STLs made it clear that having intuitive, high-level KPIs was critical to effective decision-making.

Throughout the development and deployment process, Whole Foods Market listened to feedback from their STLs. This ensured that their new iPhone app would change the way managers conduct their business every day.

Information at their Fingertips

Whole Foods Market deployed a new iPhone app across the wide majority of their stores. The app, known as "i-STL" (i-Store Team Leaders) is used by STLs throughout its 300+ stores in the United States, Canada and the United Kingdom.

STLs begin their workday by accessing the app and keeping tabs on their store's most important operational and sales metrics. They can evaluate store performance down to individual "sub-teams" (that is, departments), such as Seafood and Produce. These key performance indicators are evaluated for several time periods, including the previous day, week-to-date, and month-to-date.

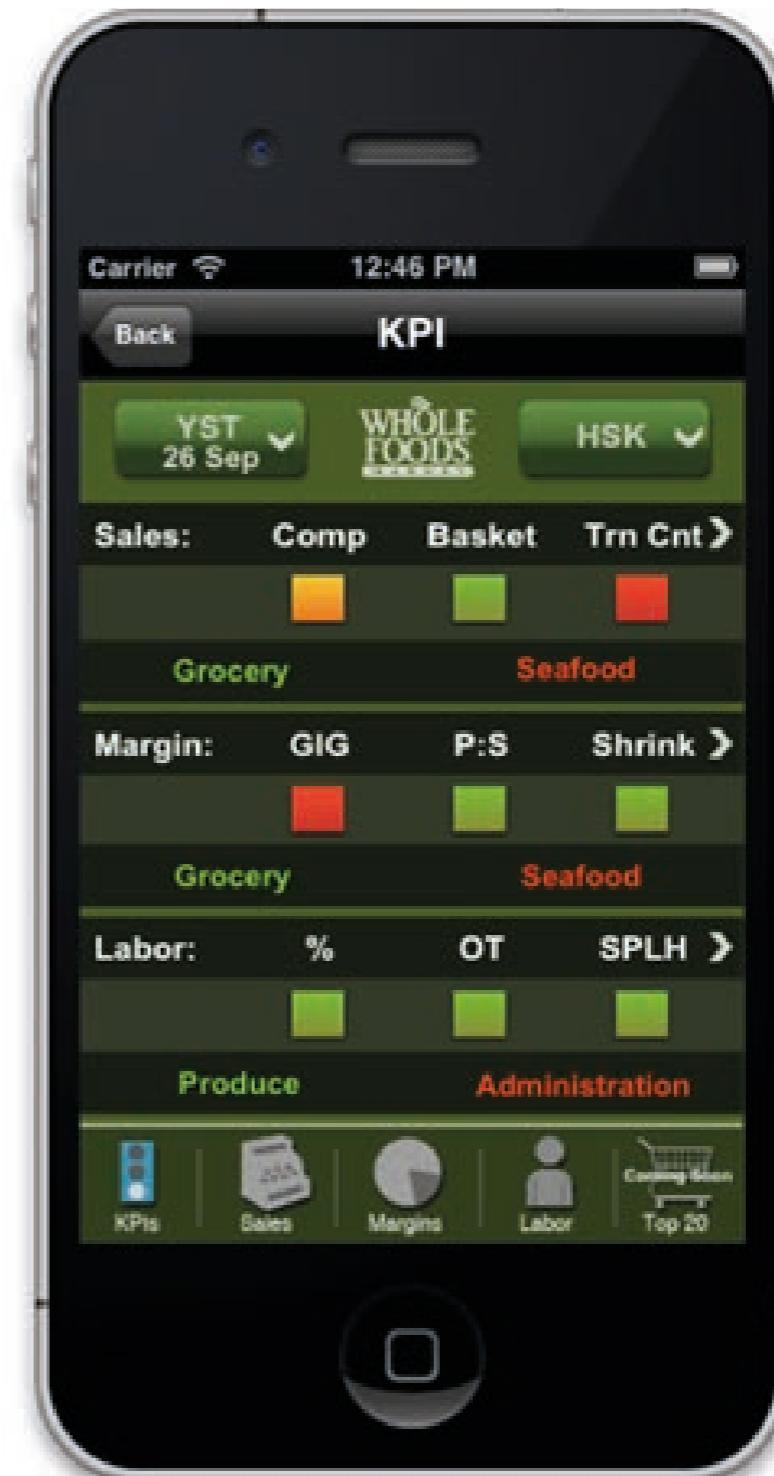


The iPhone app is focused primarily on three main categories of key performance indicators and information: Sales, Margins, and Labor.

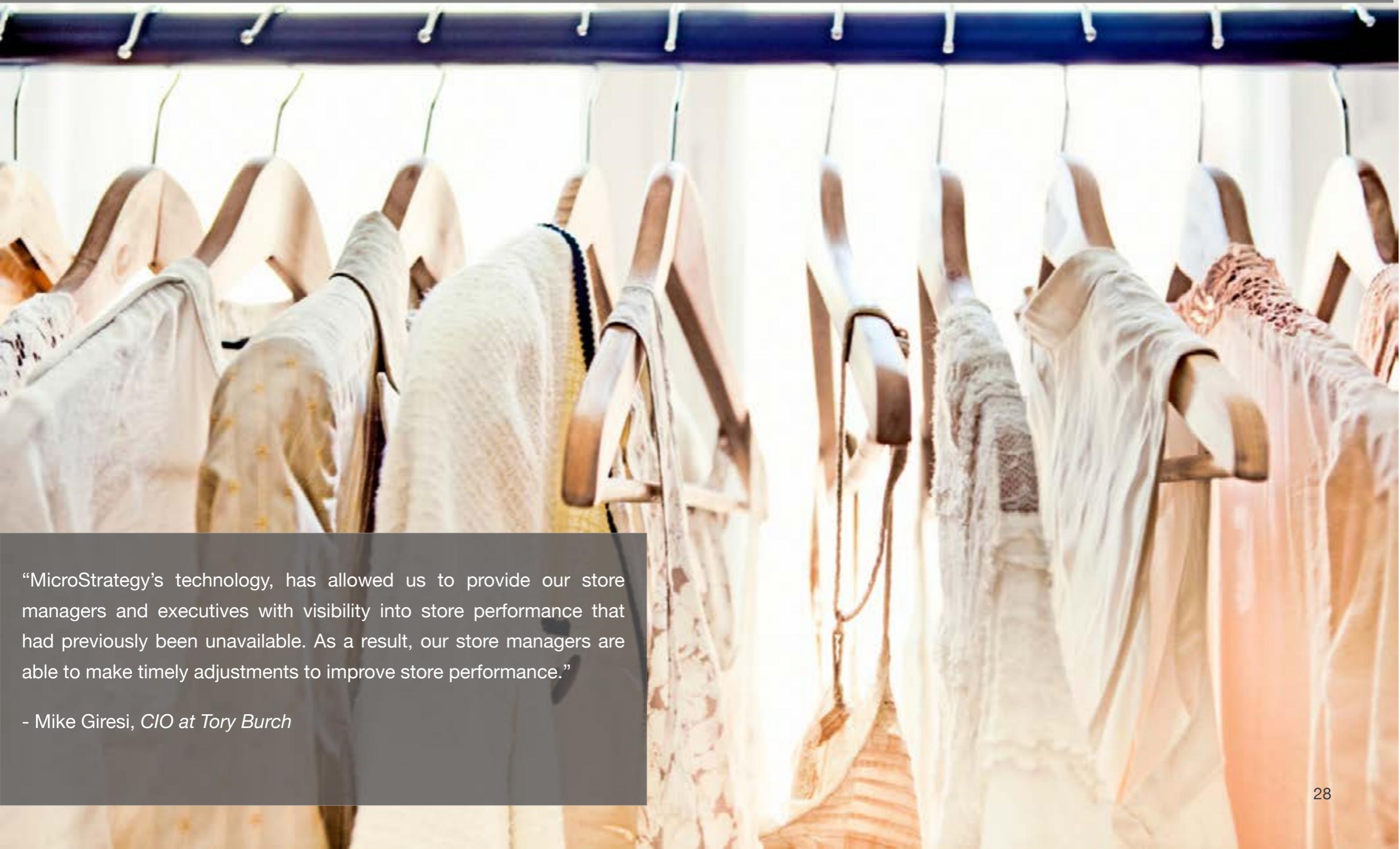
During the brainstorming and development of the app, STLs made it clear that they needed to have a high-level view of store operations and performance that was easy to grasp. The iPhone app succeeds in doing this. In the very first screens of the app, STLs see a summary of the most important daily operational metrics. Green, yellow, and red performance indicators reveal how each team is performing across various KPIs.

Due to the interactive nature of the iPhone app, a manager can quickly see how store departments are performing in terms of daily sales or profit, and can quickly compare those key performance indicators to other teams. Managers can even see key performance indicators focused on labor statistics, such as the percentage of overtime hours worked by employees.

The app drives healthy competition between the STLs of different stores, as each manager can compare his or her store's performance to four other stores throughout the company. This aspect of the app helps drive widespread adoption in the near and long-term. This ensures that there is a shared, broad understanding of the most important performance metrics across all of Whole Foods Market.



Press Release: Tory Burch



“MicroStrategy’s technology, has allowed us to provide our store managers and executives with visibility into store performance that had previously been unavailable. As a result, our store managers are able to make timely adjustments to improve store performance.”

- Mike Giresi, CIO at Tory Burch



Tory Burch iPad App Built on MicroStrategy Mobile

Southport Services Group partners with Tory Burch to build mobile app that provides executives and store managers with timely insights

Tysons Corner, VA (PRWeb) January 29, 2013

MicroStrategy® Incorporated (Nasdaq: MSTR), a leading worldwide provider of business intelligence (BI) and mobile software, and Southport Services Group, a leading MicroStrategy solutions provider, today announced that Tory Burch, a luxury lifestyle brand and hyper growth company in the retail space, has partnered with Southport Services Group to build and deploy a store operations reporting application for the iPad® using the MicroStrategy Mobile platform.

The application enables Tory Burch executives and store managers to analyze sales trends and track performance at the store, product, and sales associate levels. The application analyzes detailed transaction-level data in near real-time to deliver personalized reports and dashboards to Tory Burch business users. The application can be accessed via a branded mobile application on the iPad or a set of customized dashboards via the Web.

Tory Burch teamed with Southport Services Group, a leading MicroStrategy solutions provider, to design and build the application based on Southport's deep expertise and proven track record with

MicroStrategy's enterprise software platform. "We had a very clear vision of the information we wanted our field leaders to have access to as well as the way they should be able to view, manipulate and analyze sales, product and sales associate data" said Matt Marcotte, SVP Retail, Tory Burch. "The concepts of access, mobility and intuitive interface were elements that were crucial to us and the partnership with Southport helped us to realize our vision and create something unique in the industry and most importantly, easily adopted and useful to our leaders."

"MicroStrategy's technology, combined with Southport's expertise, has allowed us to provide our store managers and executives with visibility into store performance that had previously been unavailable." said Mike Giresi, CIO, Tory Burch. "As a result, our store managers are able to make timely adjustments to improve store performance."



"We are excited to have Tory Burch using MicroStrategy Mobile to drive better decision-making at stores throughout the world," said Dan Kerzner, Senior Vice President, Mobile, MicroStrategy Incorporated. "MicroStrategy is changing the way companies conduct business. MicroStrategy's easy-to-use Mobile App Development Platform gives users access to data and the ability to take action, anytime and anywhere."

About Tory Burch LLC

Tory Burch is a luxury lifestyle brand defined by classic American sportswear with an eclectic sensibility and attainable price point. It embodies the personal style and spirit of its CEO and designer Tory Burch. Recognizing a void in the market for a designer aesthetic at a more accessible price point, Tory wanted to create stylish yet wearable clothing and accessories for women of all ages. Launched in February 2004, Tory Burch is available at freestanding Tory Burch boutiques across the U.S., Europe, Middle East and Asia, toryburch.com, and over 800 select department and specialty stores worldwide.

Get Started

Find out how you can start creating mobile apps using the MicroStrategy Mobile App Platform.



Get Started with MicroStrategy Mobile for Free!

Everyone

Browse the MicroStrategy
Mobile YouTube Channel

Watch [HERE](#)

**Download the
MicroStrategy Mobile App**

Access business driven apps that
we have created for retail and for
other industries

**View Upcoming and On-
Demand Webcasts**

View the schedule [HERE](#)

Business Users

Schedule a Mobile QuickStrike

10-day intense mobile-focused
engagement with app experts

Create a fully-functional app

Choose up to 8 screens

Film a video of process

Developers

Attend a Free Intro Workshop

Learn more about developing
great apps in our free Intro to
Mobile App Platform hands-
on workshop

Download the Mobile Suite.

This free software bundle gives
you premium mobile app
development and reporting
capabilities

Download our iBook.

Read “The Platform Approach to
Mobile Apps: The Secrets to
Quickly Creating Business Apps
Code-Free”

**Download the Mobile Suite
Quickstart guide.**

This guide provides guidance on
configuring the MicroStrategy platform,
and creating your first set of apps

Introducing the MicroStrategy Mobile QuickStrike

Get a killer app. No cost. No joke.

**10
DAYS**

**1
FREE APP**

**2
EXTRAS**

There's a business app for that. It's yours in 10 days for free.

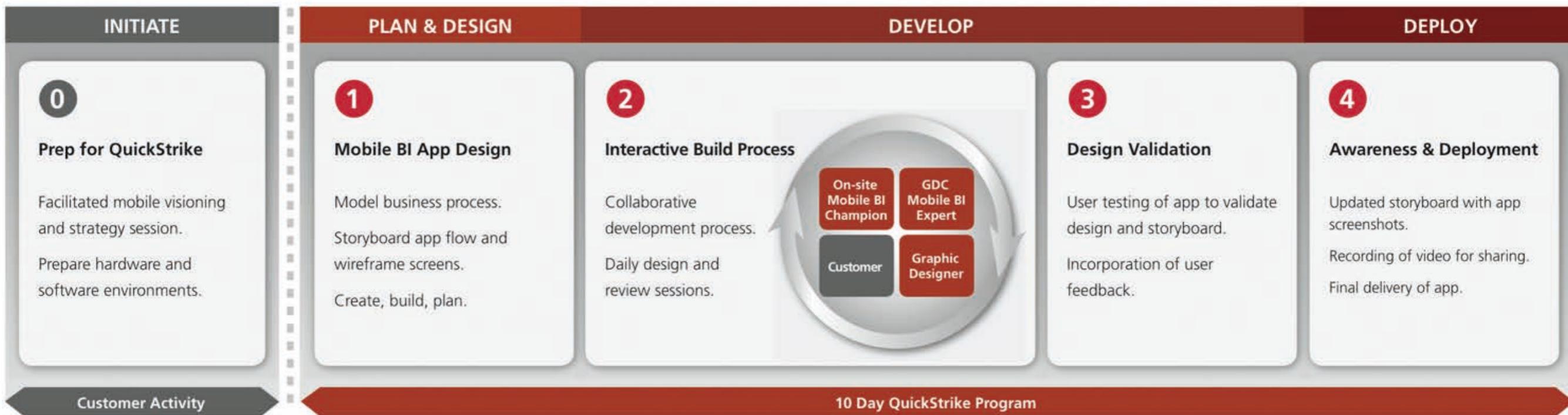
Check inventory from the retail selling floor. Share information from your mobile app in any conference room or while traveling to stores. Revolutionize the way people work in your company by mobilizing processes and information.

Not sure where to start? Schedule your free, MicroStrategy Mobile QuickStrike to kickstart your mobile strategy. One of our Mobile Specialists will create a fully-functional app for you that

guides users through your data to analysis, discovery, or decision. Choose up to 8 screens for your app. From vision to delivery, 10 days is all it takes.

We can build your app for either the iPad, iPhone, or Android. Each app is accompanied by a three-minute demo video of its features.

From Vision to Action



Deep Mobile Expertise

MicroStrategy has successfully implemented mobile solutions for customers across a variety of industries. Our Certified Mobile Champions - experts in mobile app solution design and deployment - are ready to help you develop and implement your mobile strategy while guiding you to a smooth application deployment.

Each Quickstrike team includes a dedicated on-site Mobile expert, supported by our Mobile BI team at MicroStrategy's Global Delivery Center. In addition, a graphic designer is available to review the design and ensure the consistent, high quality user experience.

Powered by MicroStrategy Mobile

The MicroStrategy Mobile App Platform enables organizations to build a wide variety of essential mobile apps that deliver workflows, transactions, mobile operations systems access, multimedia, and business intelligence in compelling custom native apps.

MicroStrategy Mobile takes full advantage of the unique capabilities of the iPod touch, the iPhone, the iPad mini, and the iPad. MicroStrategy Mobile delivers fast, easy development using a point-and-click, metadata-driven paradigm, and offers enterprise grade security, performance and extensibility.

Create an App with 3 Types of Content

Because of the diversity of users and information, different strategies need to be used to effectively impart meaningful, tailored apps. To accomplish this, the best apps combine varying degrees of three core Mobile capabilities: Transactions, Multimedia, and Analytics.

Transactions enable you to write to databases and operate ERP systems using SQL or XQuery to write back to databases or Web Services. With Transactions, we open up the scope of the type of applications you can build using our platform, as you can now take action on the data at your fingertips.

Multimedia enables you to access unstructured information, such as links to web content and email, and also allows you to share information, like PDF files and ePubs. This enables you to present information more dynamically.

Analytics give you the ability to explore and manipulate information, in tabular, graphic, and widget formats. Sophisticated data-mining and alerting capabilities provide apps with a richer level of intelligence to impart to the user.

Transactions



3 Essential QuickStrike Deliverables

Mobile App



A fully functional mobile app based on your data, design, and systems

Built just for you. A purpose-built app, designed to guide users through their data to analysis, discovery, or decision

Expressive interface design. Includes a customized home screen and workflow incorporating a rich selection of grids, graphs, and data visualizations

App Storyboard



A detailed, fully documented application design

A model for your app. A wireframe mockup showing app process flow and designs for each individual screen

Essential details. A description of the app that includes objectives, use cases, and user profiles

App Video



A video recording of your app, designed to share your success

Complete coverage. A two to four minute video demonstrating the full capabilities of your Mobile app

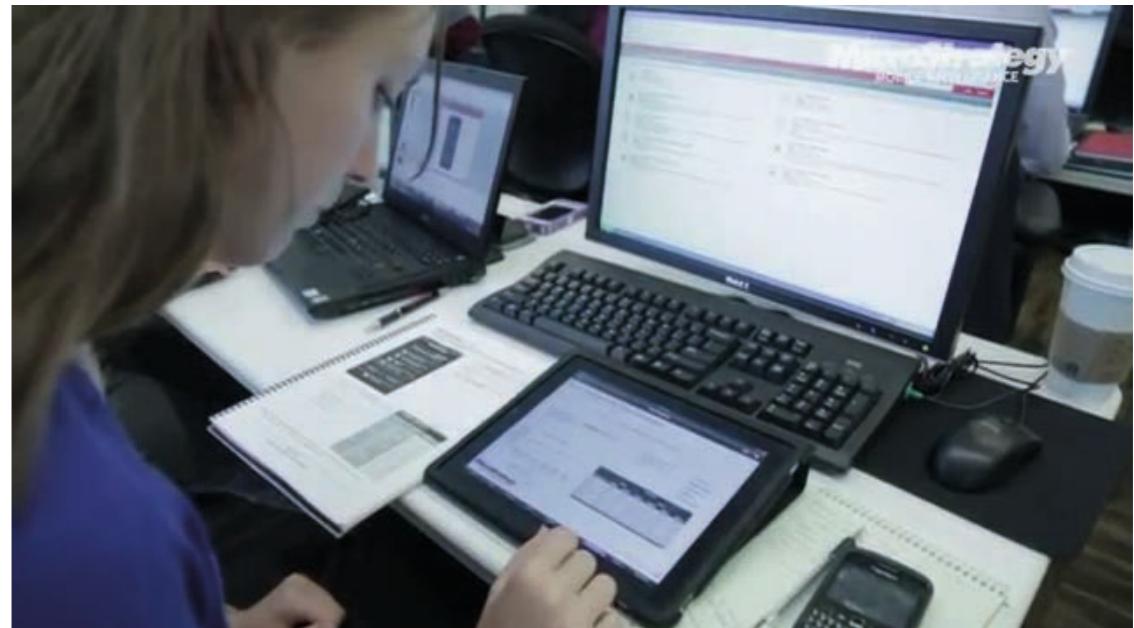
Narrated. Includes voiceover describing key functionality and business value

Shareable. Designed for easy sharing within your organization

Sign Up [HERE](#)

Sign up for and Attend an Intro 2 Mobile Class in Your Area For Free

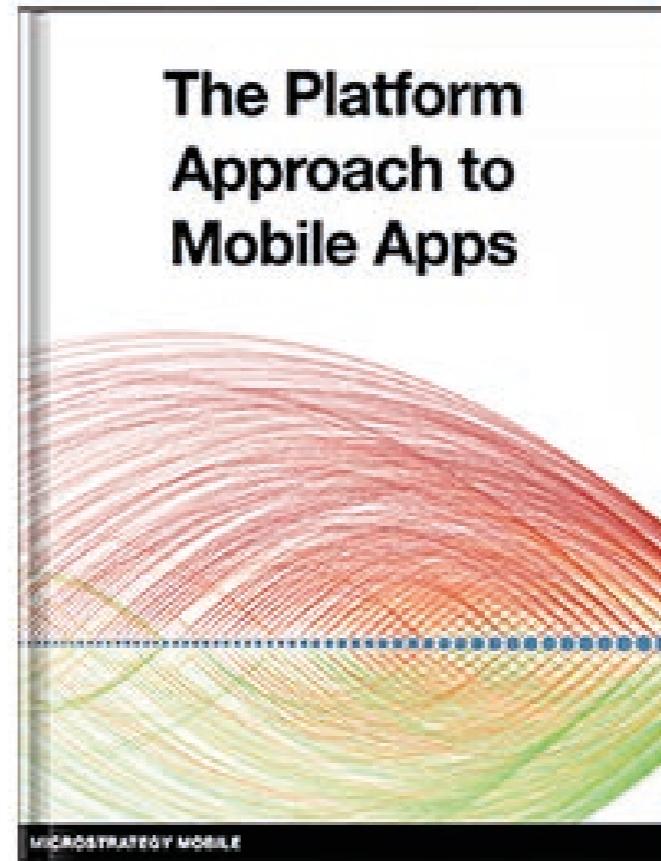
Intro 2 Mobile Classes



These one-day, hands-on workshops will introduce you to MicroStrategy's Mobile App Platform, Architecture and Design. Learn how to rapidly, without writing a single line of code, build smartphone and tablet apps to access information, anytime, anywhere.

Find and Sign Up for a Class [HERE](#)

Download our iBook



Read “The Platform Approach to Mobile Apps: The Secrets to Quickly Creating Business Apps Code-Free”. In 70+ pages you can learn how to rapidly design, develop, deploy, monitor and maintain code-free, native apps enterprise apps. Further, learn about companies who have successfully used MicroStrategy’s Mobile App Platform to change the way they work.

Download our iBook [HERE](#)

Download the MicroStrategy Mobile Suite



MicroStrategy Mobile Suite™

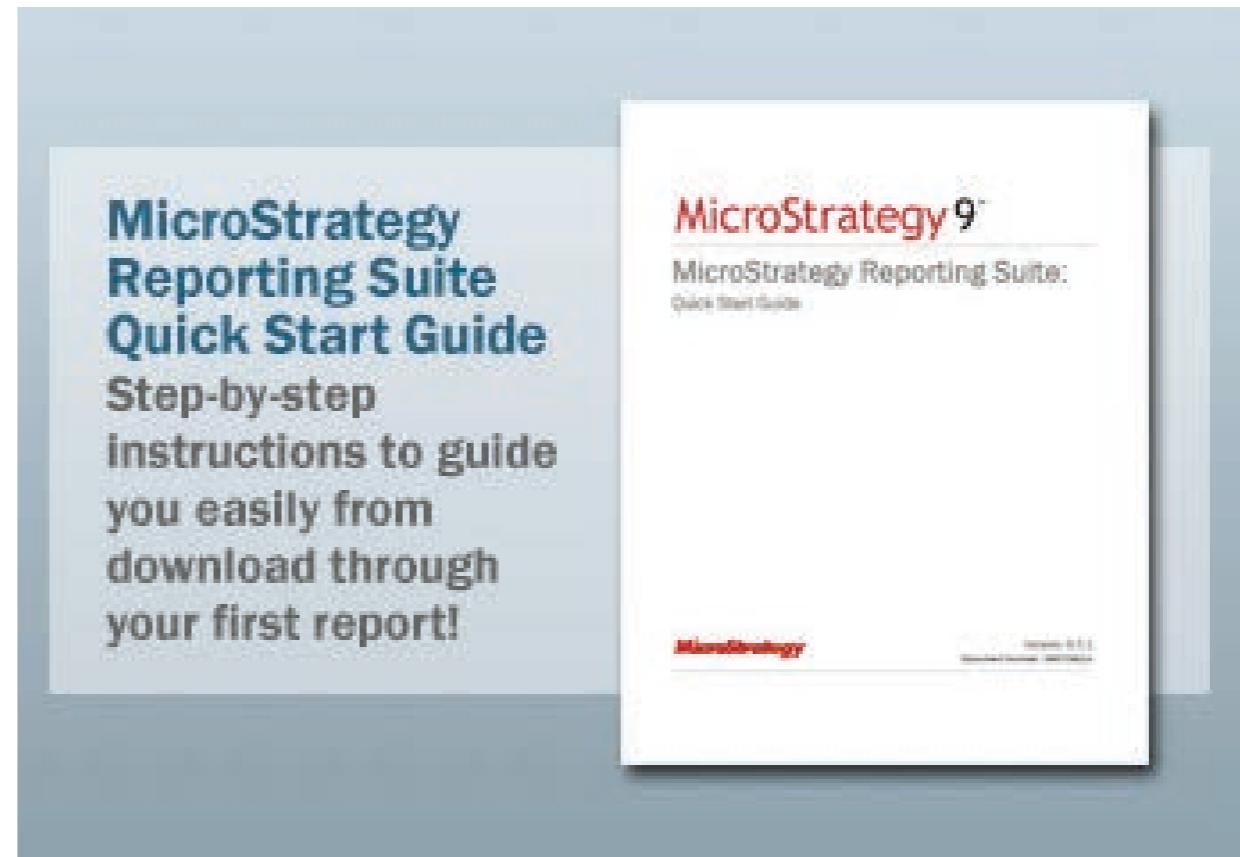
MicroStrategy's award-winning business intelligence software and mobile app development platform are now available in a convenient free software suite, designed for departments to start building and using mobile apps, dashboards, and reports quickly and easily and at no charge.

Essential End-User Reporting	MicroStrategy Suite
Access reports and dashboards through both MicroStrategy Web and MicroStrategy Mobile	✓
Interact with data in detailed tabular grid reports	✓
Self-Service Data Exploration through interactive and compelling visualizations	✓
Act immediately upon business insight through data input and write-back capabilities	✓
Change view mode between grid and graph or view as grid-and-graph	✓
Format grid reports using a choice of built-in styles	✓
Discover data patterns and forecast using predictive analytics built with sophisticated data mining algorithms	✓
Context sensitive right mouse click menus	✓
Run ad hoc reports, selecting report data by answering prompts	✓
Save personal prompt answers for reuse	✓
View and add notes in reports for collaboration	✓
Export reports to Microsoft Excel, HTML, PDF or text formats	✓
Run interactive reports from IBM WebSphere, Oracle WebLogic, Microsoft SharePoint, and SAP NetWeaver	✓

Download the Mobile Suite [HERE](#)

Download the MicroStrategy Mobile Suite Quickstart Guide

The MicroStrategy Suite is a free software bundle that gives you mobile app development capabilities to quickly develop and deliver mobile apps on your data and information systems. The Quickstart guide provides developers with guidance on configuring the MicroStrategy platform, and creating your first set of apps.



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MICROSTRATEGY MOBILE APP PLATFORM