

WHITEPAPER

Welcoming the Future: Transition from On-Premises to Cloud

Strategy is enhancing its focus on the Cloud while transitioning away from its legacy on-premises Strategy Enterprise Platform (SEP), offering users clear migration paths.

Introduction

At Strategy, we're all-in on the future of BI—driven by cloud and AI technology. Our cloud-native Strategy Cloud Environment (SCE) platform has already transformed data experiences for hundreds of customers with its unparalleled performance, security, and scalability. We have invested heavily in the latest technology, rebuilding our platform from the ground up to ensure our customers can tap into the power of their data faster and unlock new opportunities for growth.

To refine our focus as a cloud-first company, we are announcing the End of Support (EOS) date for our legacy on-premises Strategy Enterprise Platform (SEP). This decision allows us to dedicate our resources to further enhancing the Strategy Cloud Environment (SCE) platform, delivering cutting-edge innovations faster than ever before. More importantly, SCE is future-proofed, enabling you to maximize the value of your data assets in an increasingly evolving data, cloud, and AI landscape.

While we are confident that our customers will greatly benefit by adopting the SCE platform, we understand that changes of this nature require thoughtful planning and effort. Rest assured, we are committed to working closely with our customers to provide a smooth and timely transition. Our dedicated team and comprehensive resources will be available to guide you every step of the way on your journey to the era of modern BI.

Strategy On-Premises Support

Through December 31st, 2026: Strategy will provide Mainstream Support for SEP

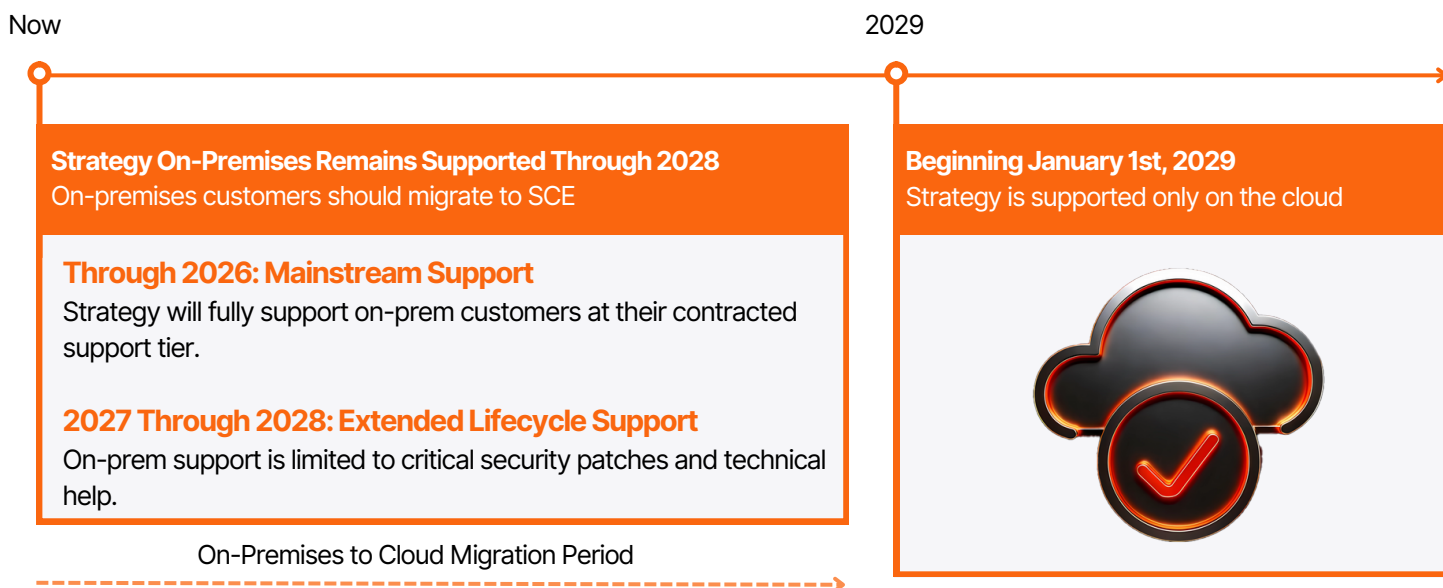
In the Mainstream Support period, Strategy will provide full support for Strategy on-premises including feature updates, security patches, and technical support services at your contracted support tier.

From January 1st, 2027, through December 31st, 2028: Strategy will offer Extended Lifecycle Support for SEP at an added cost

During this Extended Lifecycle Support period, Strategy will not provide new feature updates to the on-premises platform and tools. During the Extended Lifecycle Support period, Strategy will provide technical support services at your contracted support tier at an added cost. No product updates will be provided beyond the Mainstream Support period. On-premises Extended Lifecycle Support will be limited to critical security patches and technical help.

December 31st, 2028 marks the End of Support (EOS) for the legacy on premises Strategy Enterprise Platform (SEP)

After December 31, 2028, Strategy will not support SEP. Consequently, there will be no further feature updates, security patches, or technical assistance provided for this platform. To ensure a smooth transition to the SCE platform, we are committed to offering comprehensive Mainstream Support and maintenance for the years 2025 and 2026, followed by Extended Lifecycle Support for the years 2027 and 2028.



Strategy On-Premises Support

Migrate to Strategy Cloud Today

While most of the tools and products offered on-premises are available in the containerized SCE platform, there are a few legacy on-premises tools that have been replaced by more modern tools in the cloud offering. These tools will follow the Strategy on-premises EOS dates:

Legacy SEP Tool		Modern SCE Replacement
Narrowcast Server	→	<u>Distribution Services</u>
Enterprise Manager	→	<u>Platform Analytics</u>
Strategy Web ASP	→	<u>Strategy Web JSP</u>

To support you in your transition to Strategy Cloud, we offer the following:



Migration Assistance

Our team of experts is ready to assist you with the migration process, providing guidance and support to ensure a smooth transition to the modern cloud platform. Reach out to Strategy Support or your Customer Success Manager to discuss your options and plan your migration.



Training & Resources

We will provide comprehensive training materials to help your team get up to speed with SCE. Whether your team is new to Strategy or are experienced users, our training programs are structured to ensure everyone can leverage the full capabilities of SCE.



Consulting Support

For organizations with highly customized solutions, we offer consulting support to ensure a successful migration to SCE. Our team of experts will work closely with you to understand your unique requirements and develop a tailored strategy.

Frequently Asked Questions

1. What does “End of Support” (EOS) mean for SEP?

The End of Support (EOS) for SEP means that Strategy will no longer provide Mainstream Support, feature updates, or new enhancements for SEP after December 31, 2026. Extended Lifecycle Support will be available until December 31, 2028, but it will be limited to critical security patches and technical assistance at an additional cost.

After December 31, 2028, Strategy will not support the Strategy platform on-premises. SEP includes the Strategy Windows and Linux on premises installs. There are also a few legacy on-premises tools that have been replaced by more modern tools in the SCE offering. As these tools are only available on-premises, they will not be supported past the Strategy on-premises EOS date:

Legacy SEP Tool		Modern SCE Replacement
Narrowcast Server	→	<u>Distribution Services</u>
Enterprise Manager	→	<u>Platform Analytics</u>
Strategy Web ASP	→	<u>Strategy Web JSP</u>

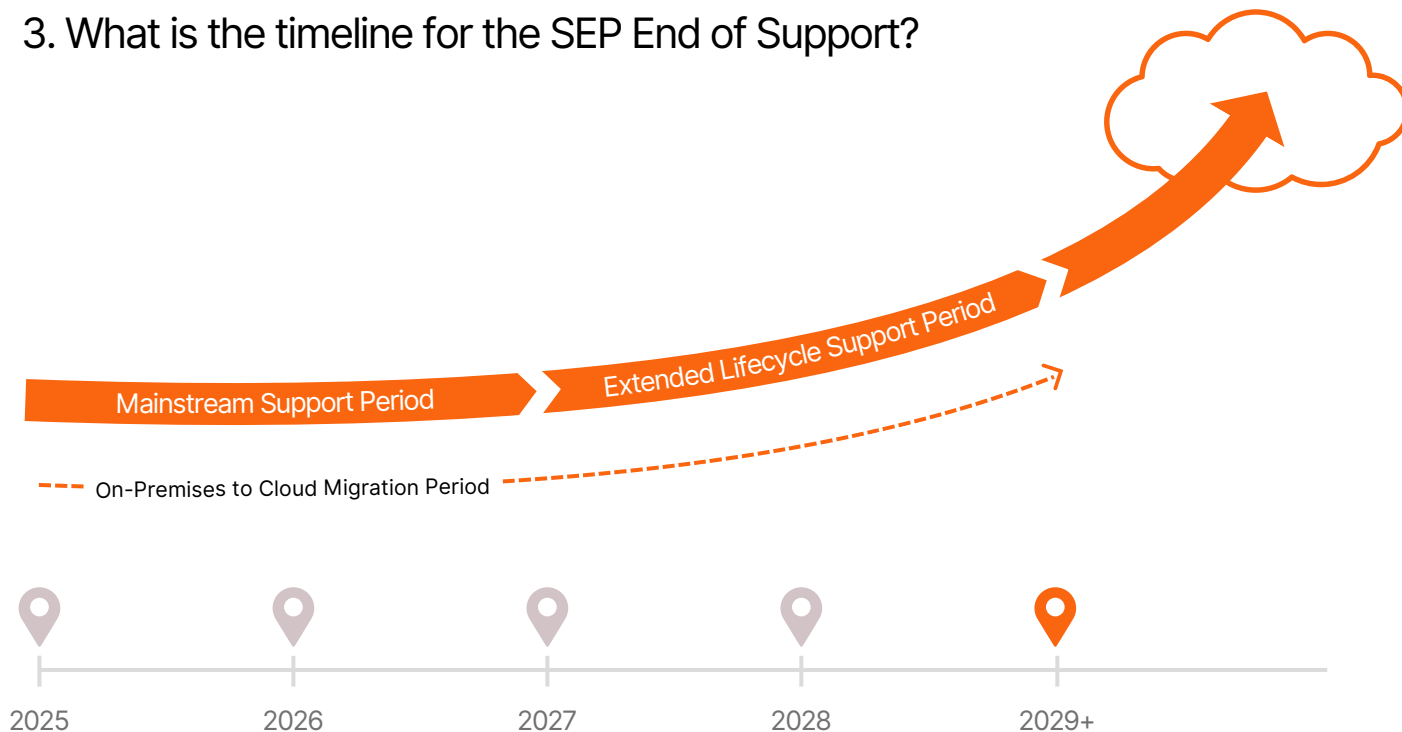
Throughout the Mainstream Support period, we are committed to continuously investing in our modern replacement products to ensure a robust and seamless user experience as you migrate. Our goal is to ensure that you benefit from the improved performance and enhanced capabilities of these modern tools. We aim to achieve functional parity with the legacy tools you have relied on for the vast majority of use cases, while also continuing to expand the capabilities of the newer tools beyond what the legacy tools provided.

2. Why is Strategy ending support for Strategy on-premises?

The decision to retire SEP is part of our cloud-first strategy to focus on more advanced platforms that can offer enhanced performance, security, and features. In order to continue to innovate alongside our customers, we have fully embraced the power of the cloud. Strategy is committed to delivering cutting-edge features that simplify the analytics experience and amplify the power of your data. The modern, cloud-native architecture of the SCE platform enables our team to deliver new capabilities faster and with the flexibility your organization needs.

Frequently Asked Questions

3. What is the timeline for the SEP End of Support?



Until December 31st, 2026: Mainstream Support Period

Strategy will continue to provide full support to customers with an active subscription to support services at the customer’s contracted support tier, including:

- Feature updates
- Security patches
- Technical help

January 1st, 2027 through December 31st, 2028: Extended Lifecycle Support Period

Extended Lifecycle Support will be offered at an added cost. Strategy will continue to provide:

- Critical security patches
- Limited technical help

After December 31st, 2028: Move to Strategy Cloud; Strategy will not support SEP

Strategy will not provide:

- On-prem feature updates
- On-prem security patches
- On-prem technical support

What’s the difference between Mainstream Support and Extended Lifecycle support?

Mainstream Support is your typical Strategy support. It includes full technical support, feature updates, bug fixes, and security patches: business as usual. Mainstream Support services are delivered at your contracted support tier.

Extended Lifecycle Support includes ONLY critical security patches and technical help. No new features or enhancements will be released for Strategy on-prem during this period. Extended Lifecycle Support will be provided at an added cost.

For additional questions about on-prem support, please reach out to your Customer Success Manager or the [Strategy Support Team](#).

Frequently Asked Questions

4. What are my options now that Strategy on-premises is reaching its End of Support?

We strongly recommend migrating to the Strategy Cloud Environment (SCE) platform. SCE offers numerous benefits, including enhanced performance, security, scalability, access to the most innovative features, and lower total cost of ownership. SCE is available on leading hyperscalers including Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP), providing you the agility and flexibility you need. Our team is available to assist you with the migration process to ensure a smooth transition.

5. How do I start the migration to SCE and what resources are available to me?

Welcome to the modern cloud era! We are here alongside you every step of the way. To begin the migration process, please contact your Customer Success Manager, or reach out to our [support team](#).

We understand that transitioning to a new platform requires careful planning and effort. To support your transformation journey, we offer a range of resources:

- Migration Assistance: Our team of experts is ready to assist you with the migration process, providing guidance and support to ensure a smooth transition to the modern cloud platform.
- Training and Resources: We will provide comprehensive training materials to help your team get up to speed with SCE.
- Consulting Support: If customers have highly customized solutions, Strategy consulting services will provide support to ensure your migration to SCE is successful.

6. Will there be any cost associated with the migration to SCE?

The cost of migration will depend on the specific requirements of your organization, including the extent of customization, data migration, and training needs. We recommend discussing your specific situation with your Customer Success Manager to get a detailed cost estimate.

7. How long will it take to migrate to SCE?

On average, the actual migration of environments from Strategy on-premises to Strategy in the cloud lasts about 2-4 weeks, but the time required to migrate to SCE will vary based on the size and complexity of your current on-premises environment, the amount of data, and the level of customization. We recommend starting the planning process as soon as possible to ensure a timely and efficient migration.

Frequently Asked Questions

8. What happens if I do not migrate by the End of Support date?

If you choose not to migrate by the End of Support date, you will no longer receive any support, updates, or security patches for Strategy on-premises. Operating unsupported software can expose your organization to security vulnerabilities and operational risks.

9. Can I continue using Strategy on-premises after the End of Support date?

If you purchased perpetual on-premises licenses, you can continue using SEP after the End of Support date, but please be aware that Strategy will no longer provide any support, updates, or security patches. Using unsupported software can lead to security risks and potential operational challenges for your organization as the product becomes outdated.

If you purchased on-premises licenses with a fixed term, you can continue to use the licenses until the expiration of your license term subscription. Your licenses will expire on their subscription end date and you will not be able to access Strategy beyond your contracted term.

10. What if I have more questions or need additional information?

If you have any further questions or need more information, please do not hesitate to contact our [support team](#) or reach out to your Customer Success Manager. We are here to help you through every step of the transition.

11. Will the name change from MicroStrategy to Strategy impact the End of Support process for Strategy on-prem?

No, the name change from MicroStrategy to Strategy will not impact the end of support process for Strategy on-prem. The MicroStrategy Enterprise Platform (MEP) is now called the Strategy Enterprise Platform (SEP). The MicroStrategy Cloud Environment (MCE) platform is now called the Strategy Cloud Environment (SCE) platform. The product and support details previously communicated remain unchanged.

