

## **MicroStrategy Receives Proddy Award for Top Embedded Business Intelligence Product**

*Award recognizes MicroStrategy ONE, the company's cloud-native AI + BI platform, for easy access to data and insight for all employees*

**TYSONS CORNER, VA – November 7, 2024** – [MicroStrategy](#)<sup>®</sup> Incorporated (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced that the [Product School](#) has awarded MicroStrategy a [Proddy Award](#) for Top Embedded BI Product. The Product School considers hundreds of digital products each year, selecting the top solutions to honor with the Proddy.

MicroStrategy was the first BI vendor both to release a cloud-native platform and to integrate it with generative AI (GenAI). MicroStrategy's GenAI bot, Auto, can be embedded within applications such as Microsoft Teams to enable employees – from the C-suite to the frontline – to easily query MicroStrategy ONE<sup>®</sup> using natural language to get a response that's immediately useful and understandable. In this way, the entire company can make rapid, data-driven decisions to accelerate growth.

The Proddy Awards, now in their seventh year, were announced at [ProductCon San Francisco 2024](#). They recognize digital products that assist product managers and teams across a number of categories.

“Winning a Proddy Award is a nice validation of our goal with MicroStrategy ONE, which is to make it simple for every employee to easily and quickly access data and insights so they can make data-driven decisions in their daily work, improving outcomes as a result,” said Saurabh Abhyankar, executive vice president and chief product officer at MicroStrategy. “Our embeddable GenAI bot, Auto, enables companies to make ‘Intelligence Everywhere’ a reality.”

For more information about MicroStrategy ONE, visit <https://www.microstrategy.com/enterprise-analytics>.

### **About MicroStrategy Incorporated**

MicroStrategy (Nasdaq: MSTR) considers itself the world's first Bitcoin development company. The MicroStrategy software business develops and provides industry-leading AI-powered enterprise analytics software that promotes our vision of Intelligence Everywhere™. Our flagship cloud-native platform, MicroStrategy ONE, is trusted by the most admired brands in the Fortune Global 500 to drive business agility, efficiency, and revenue. We also use our software development capabilities to develop Bitcoin applications. We believe the combination of our operating structure, bitcoin strategy and focus on technology innovation provides a unique opportunity for value creation.

MicroStrategy, MicroStrategy ONE, and Intelligence Everywhere are either trademarks or registered trademarks of MicroStrategy Incorporated in the United States and certain other countries. Other product and company names mentioned herein may be the trademarks of their respective owners.

**CONTACT**

Jeff Miller

Market Street Group

541-207-6413

[microstrategy@marketstreetgrp.com](mailto:microstrategy@marketstreetgrp.com)

## MicroStrategy Receives Proddy Award for Top Embedded BI Product

*Award recognizes MicroStrategy ONE, the company's cloud-native AI + BI platform, for its ability to deliver cost effective, modern data experiences for both employees and customers*

**TYSONS CORNER, VA – October XX, 2024** – [MicroStrategy](#)<sup>®</sup> Incorporated (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced that the [Product School](#) has awarded MicroStrategy a [Proddy Award](#) for Top Embedded BI Product. The Product School considers hundreds of digital products each year, selecting the top solutions to honor with the Proddy.

MicroStrategy enables companies to seamlessly embed powerful analytics directly into their applications, enhancing end-user engagement and driving broader application adoption. With a single, cloud-agnostic platform, MicroStrategy provides an extensive range of modern analytics experiences—from AI-driven insights and self-service dashboards to pixel-perfect reporting. This embedded intelligence offers instant, in-context insights that empower users within your application, making it more valuable and essential in their workflows. With robust security, scalability, and a unified data layer, MicroStrategy supports product owners in delivering impactful, cost-effective analytics solutions that enhance application stickiness and user satisfaction.

The Proddy Awards, now in their seventh year, were announced at [ProductCon San Francisco 2024](#). They recognize digital products that assist product managers and teams across a number of categories.

“Winning a Proddy Award is a nice validation of our goal with MicroStrategy ONE<sup>®</sup>, which is to make it simple and cost effective for data and product professionals to deliver high value, modern data experiences to their user communities,” said Saurabh Abhyankar, executive vice president and chief product officer at MicroStrategy. “Embedding a variety of data experiences – including AI bots – into the workflow of users is quickly becoming a necessity for any application to consider itself modern.”

For more information about MicroStrategy ONE's embedded capabilities, visit <https://www.microstrategy.com/embedded-analytics>

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