WHY MICROSTRATEGY AI?

MicroStrategy vs. Tableau

The integration of artificial intelligence (AI) has become a pivotal factor in empowering organizations to derive deeper insights from their data. Learn how MicroStrategy is advancing AI-powered analytics and what sets us apart from Tableau.

Explore the top ways that MicroStrategy outperforms Tableau.

**MICROSTRATEGY**

**Advanced Natural Language Querying**
Understand the “why” behind your data. Ask questions using the conversational AI assistant. Tailored visualizations and custom narratives answer your questions.

**Auto Dossier Creation**
Generates Dossiers in seconds. Specify the data you are interested in and let the AI assistant do the rest.

**Auto SQL Generation**
Generates accurate and efficient SQL Queries. Optimizes existing SQL statements. Explains complex SQL statements in natural language.

**AI for All**
AI features that empower all users. From architects to analysts to the end consumer.

**Robust AI Features Available Now**
Harness the power of AI today. Transform workflows with Auto for SQL Generation, Dossier Creation, and Q&A. Additional features will be released soon.

**Semantic Graph to Ensure Responsible AI**
Trusted AI-generated answers. Provides centralized and reusable data structure. Ensures that the data is always accurate, and all users get the same answers.

**Application Governance**
AI features automatically respect Access Control Lists and security limitations at the user level. Build on our trusted BI capabilities to fast-track AI deployments.

**Singular Focus**
All AI innovation at MicroStrategy is focused on augmenting our BI capabilities and AI powered application development.

**Consumption-Based Pricing**
Pay only for what you use.

**TABLEAU**

**Dated Natural Language Querying**
Advanced natural language processing capabilities are currently only in pilot phase, with no published generally available (GA) release date. Current GA features provide inefficient Natural Language Processing. Questions must exactly match attribute/metric names. The output only includes visualizations.

**No Comparable Offering**
No published plan for similar feature.

**AI for the Few**
AI features tailored to consumers. No AI tools catering to architects or developers.

**Unclear Timeline**
Tableau GPT will not be in pilot until November 2023. No concrete GA release date, as of September 2023.

**Inconsistent Object Definitions**
Many objects are stored at dashboard level. Additional resources required to ensure that AI will generate the same answers for all users.

**Decentralized Security**
Must manually configure security for each dataset, which may introduce data security issues.

**Salesforce Prioritization**
Salesforce has prioritized integrating GPT-powered features in its CRM platform. Salesforce AI features launched in July 2023. Tableau GPT GA will not be released until 2024.

**Pay Per User**
Pay a flat rate per user per month. Waste money on unused subscriptions.

See the MicroStrategy difference

Deploy AI with trusted BI. Learn how: www.microstrategy.com/ai

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