

MicroStrategy®

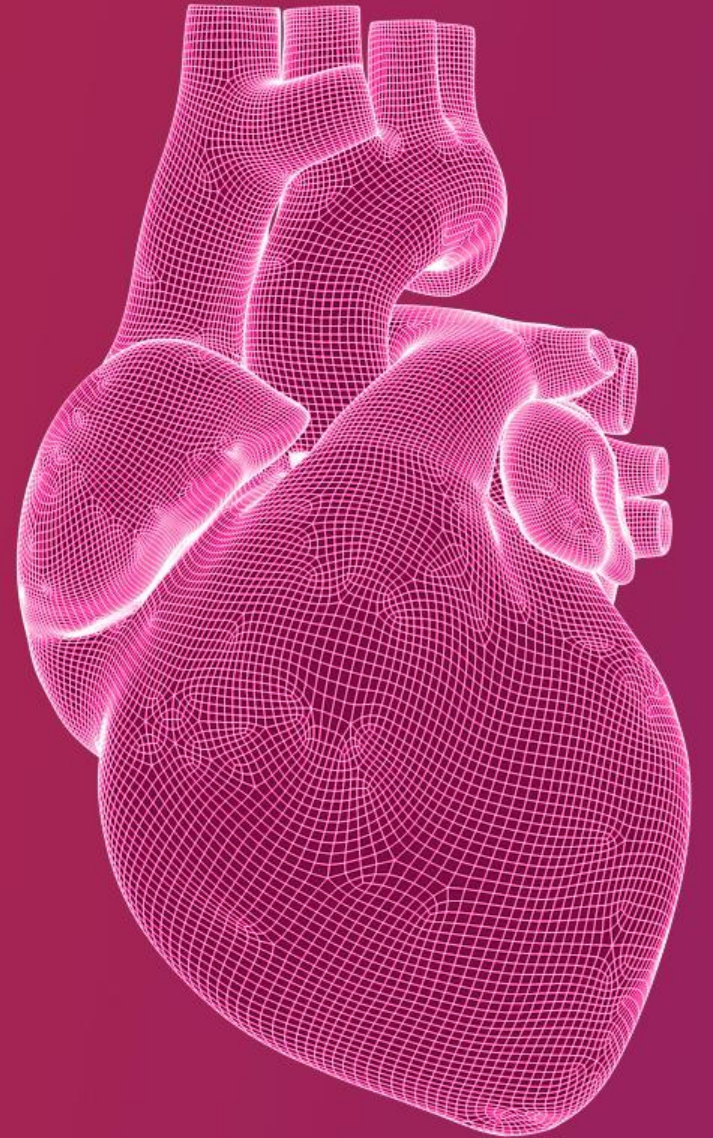
AI+BI **INNOVATION
DAY-SEOUL**

Our Event Sponsor

MOCOCO

Information is like water

Data is like *blood*



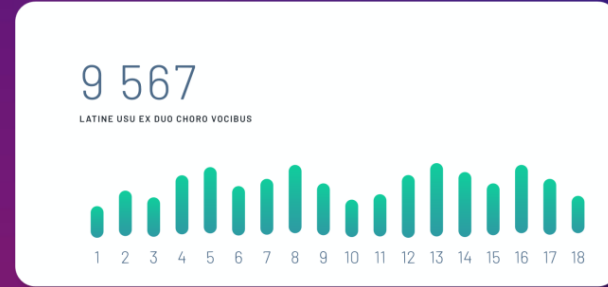
Let the *lifeblood* flow

But it doesn't always work this way

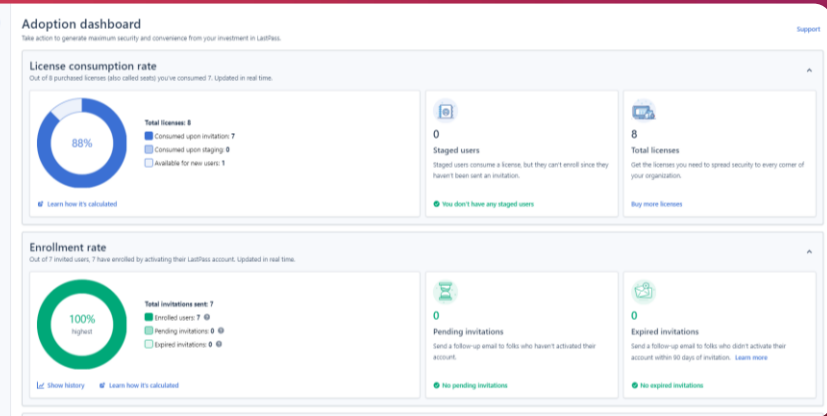
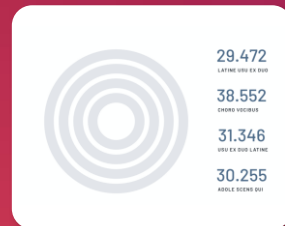
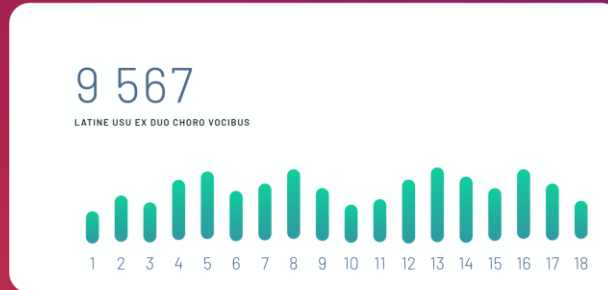
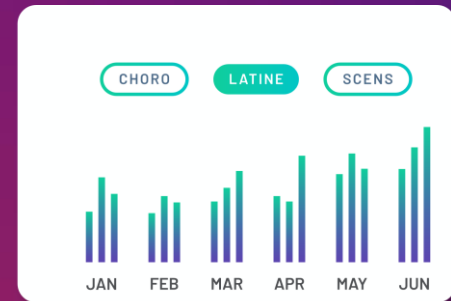
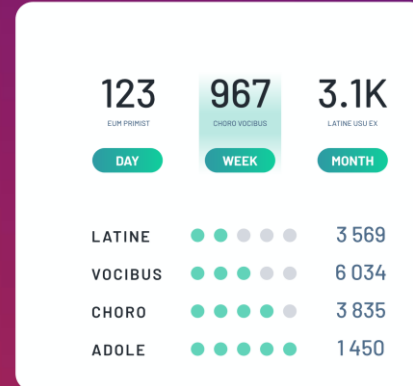
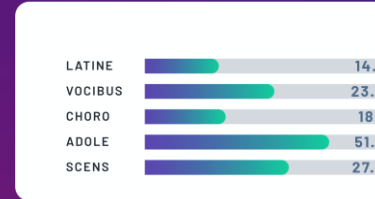
The background is a dark purple gradient with a complex pattern of glowing pink and white digital elements. These include binary digits (0s and 1s), various geometric shapes like squares and rectangles, and lines of different thicknesses and orientations, some of which are dashed. The overall effect is a sense of a busy, interconnected digital space or data stream.

Data overload

The big data stupor



We overcompensate



Application sprawl





Employees
get frustrated



MicroStrategy®

ONE



AI + BI

MicroStrategy

ONE

THE AI + BI PLATFORM

Empower
Everyone

Deploy
Anywhere

Accelerate
Time to Value

A streaming
experience with
data



Personalized,
trustworthy,
automated.

A high performing
organization





Time to look up

Empower every frontline worker



“
Start with the user experience and work
your way back to the tech.”

STEVE JOBS
1997





Data is in multiple places

Users don't want to use new tools

Application Silos

Infrastructure cost + maintenance

The **CURRENT** way

More **EVERYTHING** ~~CONSERVATIVE~~ **BEHAVIOR**



A **BETTER** way
“speed and agility”

SMARTER **EVERYTHING**



MicroStrategy

ONE

gets you there

FAST

Convenient

Reliable

Flexible

Convenient

At your fingertips

On any device

In any application

Answers when you need them



Reliable

The answers you need

Built on trusted data

With world class governance

At enterprise scale



Flexible

Adaptable

Configurable

Embeddable

Portable



Meet
AUTO
MicroStrategy AI



AUTO delivers AI across every
experience in **MicroStrategy ONE**



Convenient NOW

 Dashboards

 Custom Bots

 Embedded

 Mobile



New Dashboard | Chapter 1 | x

← → ↺ aqueduct-tech3.customer.cloud.microstrategy.com/MicroStrategyLibrary/app/ ☆ 🌐 📄 📁 📌 📥 📦 📱 🌐 New Chrome available ⋮

File Insert Format View Help

New Dashboard | Chapter 1 | Page 1 (🔗 Editing)

📊 📄 📌 📁 📌 📌 📌 📌 📌 📌

CONTENTS

1 Chapter
1 Page

▼ Chapter 1

Page 1

DATASETS

All ▾ 🔍

▼ retail-sample-data.xls

In memory

📍 City

📍 Item Category

📍 Month

📍 Month Date

📍 Supplier

📍 Cost

📍 Revenue

📍 Row Count - ret...

📍 Unit Price

📍 Units Available

📍 Units Sold

Visualization 1

📊


Grid

Add 1 or more 📍 attributes and/or 1 or more 📍 metrics

AUTO DASHBOARD

🗑️ 🔗

📄 Save



You can ask business questions to create a dashboard page with multiple visualizations or a single visualization based on your question and data.

▼ I think you may be looking for... 🗨️

📊 Show me a graph of Cost by City.

📊 Display the highest Cost by City.

📄 Create a page for Cost analysis.

💡 Page creation recommendations.

Ask me a question.



Employee Performance Analysis

Notes Comments 152%

New Bot

10.27.70.22:8080/MicroStrategyLibrary2021/app/B628A31F11E7BD953EAE0080EF0583BD/4802DE4C4C18F434C75BFA84EC8A5E4B/edit?isNew=true&isBot=true

New Bot (Editing)

Save

New Bot

Hello! I'm New Bot, your virtual assistant.
How can I guide you today?

Here are some suggested topics based on the provided data.

Top Selling Categories

Identify the most popular item categories based on units sold

Supplier Performance

Analyze the performance of different suppliers based on revenue and units sold

Monthly Revenue Trend

Track the monthly revenue trend to identify any patterns or seasonality

Here's more you can [Ask About](#)

Ask me a question.

AI can make mistakes. Consider checking important information for accuracy.

Manage access to data to answer questions

Search

retail-sample-data.xls

(All)

City

Item Category

Month

Month Date

Supplier

Cost

Revenue

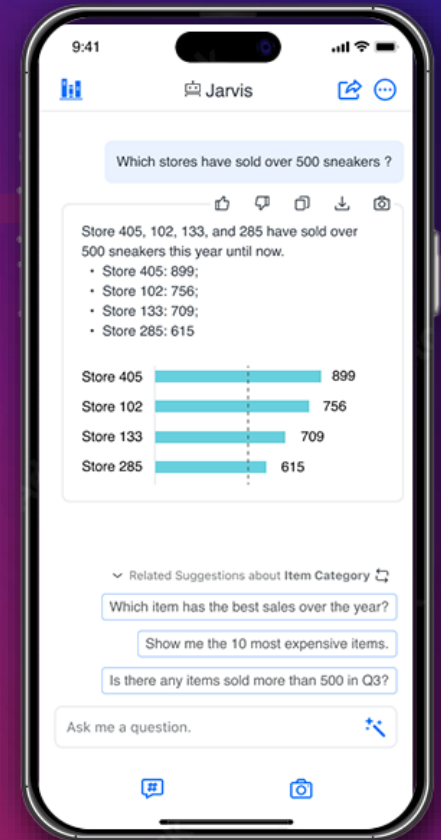
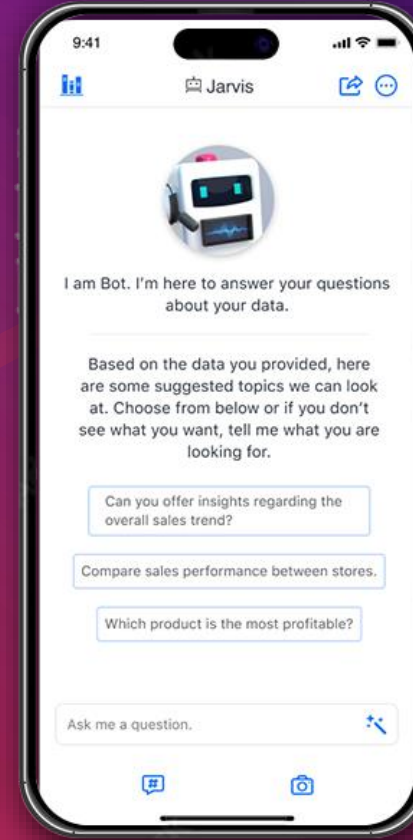
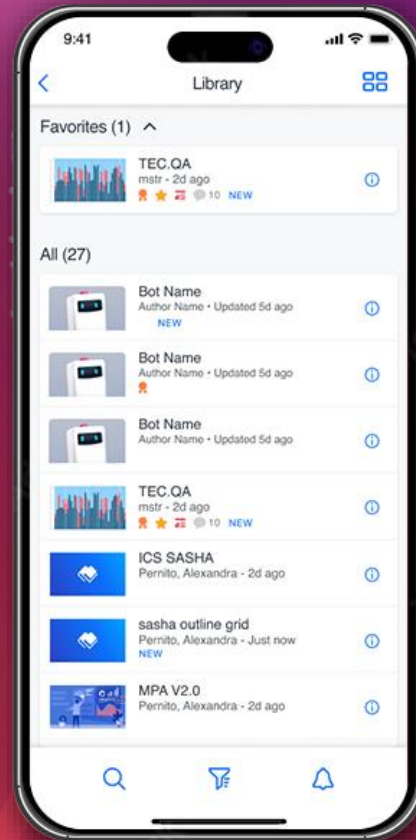
Row Count - retail-sample-data.xls

Unit Price

Units Available

Units Sold

AUTO + Mobile





Music Orders Bot (Editing)



Save



Music Orders Bot



My Snapshots



Hello! I'm Music Orders Bot, your virtual assistant. How can I guide you today?

Here are some suggested topics based on the provided

Customer Segmentation

Identify different customer segments based on their behavior

Sales Channel Analysis

Analyze the performance of different sales channels and

Here's more you can [Ask About](#)

Ask me a question.



Embed Bot



Music Orders Bot
Seven, Christopher - Just Now

Embed your Bot into any web application. [Learn More](#)

For optimal display quality, it is recommended to embed the bot within a container larger than 380px * 600px.



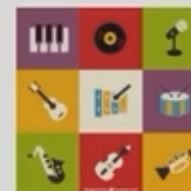
Hide

Select panels



Download code snippet

General



BOT NAME

Music Orders Bot

Active



BOT GREETING

Say something to your audience

Hello! I'm Music Orders Bot, your virtual assistant. How can I guide you today?

79/500

Enable topic suggestions (up to 3)



Customer Segmentation



Identify different customer segments based on their behavior and demographics



Sales Channel Analysis



Analyze the performance of different sales channels and identify the most effective ones



Customer Satisfaction Analysis



Analyze customer satisfaction levels and identify factors affecting satisfaction



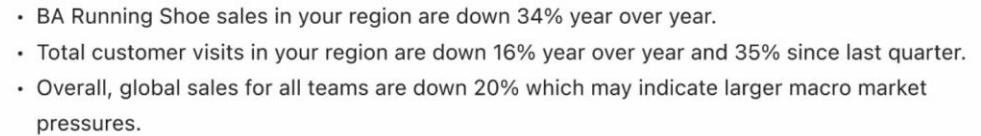
OPTIONAL FEATURES

Convenient

NEXT

  Chrome + Edge

 Teams





Reliable
NOW



Semantic Graph

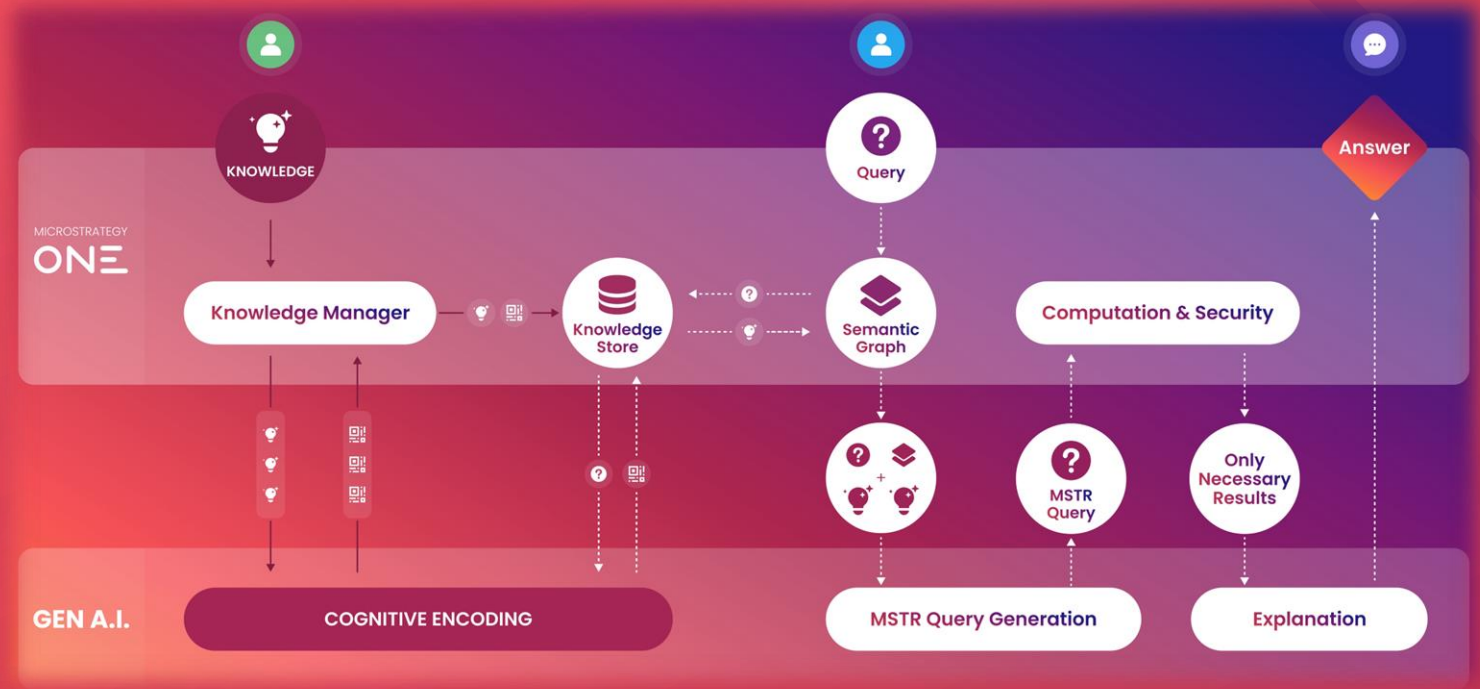


Governance



Enterprise scale and robustness

The Mind of AUTO





Reliable
NEXT

🕒 Individual learning

⚙️ Modeling

Ask About

Search

City

Item Category

This object provides context in which to report on and analyze business facts or calculations."

Here are some samples of the data.

- Action Movies
- Alternative Movies
- Art & Architecture
- Audio Equipment
- Books
- Business Administration
- Cameras
- Comedy Movies
- Computers
- Country Music

Quarter

Supplier

Cost

This object represents business measures and key performance indicators. It is a calculation performed on the data.

Revenue

This object represents business measures and key performance indicators. It is a calculation performed on the data.

Retail Assistant

Which of the 10 stores were opened last year?

Store 405, 102, 133, 644, and 285 were opened last year.

Which item has the best sales over the year?

Show me the 10 most expensive items.

Is there any items sold more than 500 in Q3?

Which

- 📊 All >
- 🔗 My Content
- ☆ Favorites
- 🕒 Recents
- 👤 Insights
- 📅 Subscriptions
- 📖 Data Catalog
- 🕒 Content Discovery
- 👤 Default Groups ▾

● Group 1

● Group 2


● Group 3
- 👤 My Groups ⊕ ▾

● Group 1

● Group 2


● Group 3

Data Catalog (128)




TEC CLD Accounts Budget

Author Name • Updated 5d ago




Retail Sample

Author Name • Updated 5d ago




Airline Sample

Author Name • Updated 5d ago




SLS Opportunity

Author Name • Updated 5d ago




TEC CLD Accounts Budget

Author Name • Updated 5d ago




SLS DSI

Author Name • Updated 5d ago




SLS Account

Author Name • Updated 5d ago




Sales Cube

Author Name • Updated 5d ago




DS5: LiveCube

Author Name • Updated 5d ago




SLS DSI

Author Name • Updated 5d ago




DS3: Intelligent Cube

Author Name • Updated 5d ago




game-sample-data.xls

Author Name • Updated 5d ago




retail-sample-data.xls

Author Name • Updated 5d ago



Sales by Location

Author Name • Updated 5d ago



DS3: Intelligent Cube

Author Name • Updated 5d ago



Flexible NOW

- Multi-cloud
- Any data
- Extensive REST APIs



Google Cloud



Flexible NEXT



Multi-LLM



Any Cloud

MicroStrategy

ONE +



MicroStrategy

ONE

The future is *now*





Get
started!

Attend Auto demo sessions

Visit the Build-a-bot workshop

Sign up for Auto Express (free!)

FREEDOM

