

MicroStrategy Recognized as a Leader for the Second Consecutive Year in Snowflake's Modern Marketing Data Stack Report

Report validates MicroStrategy's vision for an AI and BI platform that extends data insights to all employees with joint solutions built on Snowflake's Data Cloud

TYSONS CORNER, VA – October 23, 2024 – [MicroStrategy®](#) Incorporated (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced that it has been recognized as a leader for the second consecutive year in Snowflake's annual report: [The Modern Marketing Data Stack 2025: How Leading Marketers Are Thriving In a World Redefined By AI, Privacy and Data Gravity](#). Additionally, MicroStrategy was honored by Snowflake as its EMEA Data Cloud Product Acceleration Partner of the Year on Oct. 9, an award that recognizes MicroStrategy's ability to create rapid growth for customers in collaboration with Snowflake.

In its report, Snowflake analyzed usage patterns of more than 9800 customers to identify the technology vendors that organizations consider when building their marketing data stacks. The company's extensive research shows that customers are adopting solutions from a rapidly changing ecosystem. For analytics and BI vendors, MicroStrategy stood out as a leader among Snowflake's customers. MicroStrategy's leadership is recognized by thousands of the largest, best-known brands in the world for delivering pervasive analytics at scale. MicroStrategy goes beyond simple dashboarding and embedded analytics to expand access to AI-powered analytics beyond senior management and into the hands of employees, partners, and customers.

The University of Auckland, a New Zealand institution of higher learning with more than 45,000 students, deployed MicroStrategy ONE earlier this year. MicroStrategy ONE connects to Snowflake's Data Cloud Platform/ Snowflake's unique elastic compute and storage architecture, which has reduced data loading and query times and eliminated the resource constraints from legacy technologies. Business users now have secure access to all the data they need to drive innovation and value.

"MicroStrategy's modern and user-friendly platform will empower our staff and faculty to make data-driven decisions with greater ease and efficiency," said Jason Mangan, Chief Digital Officer at the University of Auckland. "This shift to the cloud will also ensure greater scalability and agility as our data needs evolve."

MicroStrategy was the first BI vendor both to release a cloud-native platform and to integrate it with GenAI. With MicroStrategy ONE®, employees from the C-suite to the frontline can easily inquire about data and insights 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.

"Snowflake's recognition of MicroStrategy as a leader two years in a row and their recognition of MicroStrategy as the EMEA Data Cloud Product Acceleration Partner of the Year both

underscore the value we both bring to our enterprise customers with our AI-powered analytics and Snowflake's data cloud as a joint solution," said Mel Zeledon, EVP of Alliances and Transformation at MicroStrategy. "Our AI capabilities and cloud-native solutions bring data and insights to every corner of a company, enabling smarter, faster decisions. We're very proud to be included in the report yet again."

To read the full report, visit <https://www.snowflake.com/the-modern-marketing-data-stack-report/>.

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.

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