

## **MicroStrategy Celebrates Customer and Partner Awards and the Launch of Auto Express at its 27<sup>th</sup> MicroStrategy World**

*Over half (60%) of attendees built an AI bot on Auto Express, a new 30-day free trial of MicroStrategy AI announced at World 2024*

**TYSONS CORNER, VA — May 9, 2024** – MicroStrategy® Incorporated (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced highlights from [MicroStrategy World 2024](#), which took place in Las Vegas, April 29 – May 2. Attendees traveled to the conference from six continents to participate in more than 70 customer presentations, workshops and product sessions.

Additionally, the majority of attendees built an AI bot with the recently released [Auto Express](#), which is the trial version of [Auto](#), a lightweight, embeddable bot that eliminates the need to train a custom bot on customer data. As a result, customers can embed data-driven AI assistants into any application, anywhere they are needed, to leverage any data. Auto runs on AWS, a World 2024 Titanium sponsor.

“It was a privilege to be part of such an exceptional event with MicroStrategy and its customers, and it was especially an honor for AWS to be awarded the Global Cloud Hyperscaler Award,” said Carol Potts, General Manager, US ISV Sales, AWS. “MicroStrategy and AWS share a core value of customer obsession, and that’s one of the many reasons our strategic partnership has been so successful over the past decade. I’m proud of all the growth and innovation we’ve achieved together and look forward to the next decade of creating transformative experiences for our customers.”

### **MicroStrategy's Partner of the Year Awards 2024**

These awards recognize MicroStrategy partners who have made exceptional contributions and an unwavering commitment to driving innovation and customer success within the business intelligence industry.

- Global Cloud Hyperscaler Award: [AWS](#)
- Global Systems Integrator Award: [Cognizant](#)
- Technology Alliance Partner Award: [Snowflake](#)
- North America: [iSeyon Analytics](#)
- US Federal: [Vertosoft](#)
- Europe: [Devoteam](#)
- Middle East & Africa: [Obase](#)
- Asia Pacific: [Mococo](#)
- Latin America: [Solar Insights](#)

### **MicroStrategy Customer Awards 2024**

These awards recognize organizations who demonstrated remarkable value in their data and analytics practices over the past year in partnership with MicroStrategy.

- Business Impact Award: Bank of America
- Intelligent Enterprise Award: Bayer
- Innovation Award: The Warehouse Group

For photos of the awards presentation and more information about each award, read MicroStrategy's post, [Cheers to our 2024 Customer Award Winners](#).

### **MicroStrategy World 2024 Keynote Speech**

Phong Le, President and CEO of MicroStrategy, gave the World 2024 keynote, which is also [now available for streaming](#). The keynote included strategic partners AWS and Microsoft, plus a customer panel joined by Bayer Pharmaceuticals, the U.S. Department of State, and Vuori. Titled "[Let the Data Lifeblood Flow](#)," Le's presentation explored how to combat the 'big data stupor' that workers experience from an overload of complex, non-actionable data by using AI+BI to make smart data more accessible to the frontlines. Chief Product Officer Saurabh Abhyankar then demonstrated how the latest release of MicroStrategy ONE uses generative AI to deliver the convenience, reliability and flexibility needed to create more innovative, high-performing organizations.

### **Bitcoin for Corporations**

MicroStrategy World also featured [Bitcoin for Corporations](#) May 1-2. This event was [livestreamed](#) and attracted 100,000+ viewers. Bitcoin for Corporations provided a unique opportunity for corporate leaders, finance executives, and technology innovators to discuss the latest developments and institutional adoption of Bitcoin as an asset class. The keynote from MicroStrategy Chairman and Founder [Michael Saylor](#), titled "[Bitcoin: There Is No Second Best](#)," is also available for streaming. Other speakers included LightSpark's CEO David Marcus; River Financial's CEO and CTO Alex Leishman; Citibank's Head of Digital Assets Puneet Singhvi; Bitwise's CEO Hunter Horsley; Fidelity's Director of Research Chris Kuiper; and Galaxy Digital's Head of Research Alex Thorn, among other industry leaders.

### **MicroStrategy World 2025**

Planning is underway for MicroStrategy World 2025, which will be held May 5-8, 2025 in Orlando, Florida at [The Signia by Hilton](#) and [Waldorf Astoria Orlando](#). Registration is now open at the [MicroStrategy World 2025 website](#).

"World 2024 was an enormous success," said Carla Fitzgerald, EVP and Chief Marketing Officer at MicroStrategy. "We worked closely with our customers and partners to ensure each session delivered impactful content to empower and inspire our global community of users. More than half of attendees learned how to build AI bots with Auto Express, and nearly 400 meetings were conducted onsite with our technology experts and executives. The response has been overwhelmingly positive, and we're already looking ahead to World 2025 in Orlando where we intend to deliver even more energy and innovation."

For more information on MicroStrategy World 2025, visit <https://www.microstrategy.com/world25>.

### **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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