

MicroStrategy Releases Auto, the Customizable AI Bot That Makes Enterprise Analytics Accessible to Anyone, Building on MicroStrategy AI

MicroStrategy ONE™ Users can ask for AI-powered insights in natural language without relying on a dashboard, making it simple to incorporate business intelligence into every business decision

TYSONS CORNER, VA., March 26, 2024 – MicroStrategy® Incorporated (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced the release of MicroStrategy Auto™, the customizable AI bot that offers a faster, simpler way to deliver business intelligence to anyone in an organization. Auto is the latest enhancement to [MicroStrategy AI™](#), released in October 2023, a first-to-market solution for rapidly building AI applications on trusted data.

Auto AI Bot – Analytics for Everyone

Lightweight and embeddable, Auto can be deployed as a stand-alone app in the [MicroStrategy ONE](#) library or embedded into third-party applications. It also offers complete customization to tailor its appearance, language style, and level of detail. And because it's powered by generative AI, users can interact with the bot using natural language.

As a result, Auto removes barriers to fast, effective decision-making by making applications smarter and putting enterprise analytics in the hands of users no matter what skill level or application they're using. There's no need to use a complex dashboard to get insights, and users can ask for information in ordinary language, making it effortless to incorporate business intelligence into business decision-making.

Auto dramatically increases productivity and effectiveness for data consumers and data creators alike. For example, sales representatives in the field can quickly access detailed analytics on customer production volume or product failure rates with a single question to Auto during client negotiations. For data analysts, Auto eliminates many ad-hoc requests for report or dashboard enhancements by making end users more self-sufficient. With backlog reduced, data analysts can spend more time on projects that add strategic value to the organization.

"We think using MicroStrategy AI will unlock huge value by providing a variety of users with deeper insights that previously required more clicks and more granularity to understand; it's powerful for user self-service," said Nena Pidskalny, Director of Supply Chain Strategy and Planning for Federated Co-operatives Limited.

Building on a Solid Generative AI Foundation

MicroStrategy AI includes preconfigured applications of [Auto](#) for specific uses, such as Auto SQL for automating SQL generation, Auto Dashboard for dynamically building dashboards from conversational queries, and Auto Answers for streamlining support queries within MicroStrategy ONE. MicroStrategy AI makes it easy for any user, regardless of analytic skill level, to interact with data using natural language.

“Our modern cloud architecture, proven semantic graph, and robust APIs gave us the agility to lead the market with a solution that combines the latest generative AI with trusted BI,” said Saurabh Abhyankar, Chief Product Officer at MicroStrategy. “And now, with Auto added to MicroStrategy AI, we’re enabling customers to build and deploy custom AI bots in minutes. But this is just the beginning. We have dozens of new features underway for MicroStrategy AI that will help every organization capitalize on our vision for Intelligence Everywhere.”

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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