



DOSSBOSS GUIDELINES

MicroStrategy World 2023 Edition

Sponsored by VitaraCharts



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SHOWCASE YOUR MICROSTRATEGY EXPERTISE ON THE MODERN STACK

Welcome to DossBoss—MicroStrategy World Edition! The DossBoss challenge is a highly anticipated global analytics competition where we provide the platform and competitive atmosphere, while you bring the innovation and creativity. World 2023 marks an exciting time in the MicroStrategy product journey. We feel passionately that the MicroStrategy platform is more powerful, easy to use, and future-focused than ever before. With our latest technology releases, the modern stack and the original have approached functional parity, and we want you to experience it!

For this year's World DossBoss competition, we want you to make full use of MicroStrategy's modern stack. You heard us! We are challenging you to build and publish your dossier exclusively using MicroStrategy Workstation & Library. We then want to see everything you created in a short demo video!

At MicroStrategy, we don't just talk the talk. In our December Hackathon, we challenged ourselves to do the same, and the results were monumental. Our engineers are sold on our modern product stack!

What data should you use? We have decided to leave the theme of this year's World DossBoss up to you! That's right, you get to BYOD (Bring Your Own Dataset). For this competition, any dataset is fair game; the more creative, the better!

This is DossBoss's biggest year yet! We've upped the requirements, so we've upped the reward. We will be giving out a **\$10,000 grand prize** at World 2023, so bring the best of your best. Following the guidelines below, creatively share the story of the data.

Workstation, Library, open dataset, \$10,000 grand prize—it doesn't get better than this!

PROJECT ELEMENTS

To enter the World DossBoss challenge, you will submit **two deliverables for evaluation**: a link to a dossier in MicroStrategy Library and a link to a demo video.

1. **Dossier**—We challenge you to build your dossier using MicroStrategy Workstation. Your dossier must follow the guidelines below and incorporate a number of modern features. You will publish your dossier to MicroStrategy Library and submit your dossier for consideration via a sharing link.
2. **Demo Video**—Produce a video (about 5 minutes long, maximum 10) showcasing your MicroStrategy experience and how you utilized elements of the MicroStrategy modern stack in your project. Follow the full video guidelines below to ensure that your video highlights ALL required elements in your project environment.

REQUIREMENTS

Ensure that you follow the guidelines below and include all required elements in your project environment.

1. **Data Source**—Connect to any data set. You can use any publicly available data and any topic is fine—it's up to you.

Winning projects will be featured at World and published on the MicroStrategy website. Please ensure your dataset is cleaned and able to be featured to a public audience.

2. **MicroStrategy Dossier with optional End-to-End Experience**—To really impress the judges, we recommend that your project features a full, end-to-end MicroStrategy user experience. In addition to your required Dossier, **we strongly recommend you showcase HyperIntelligence, Collaboration, Mobile, Transaction grids, Distribution Services, and Insights.** We also encourage leveraging our DossBoss sponsor, VitaraCharts! Reference the table below to determine which features to include in your dossier and project environment:

Products & Features <i>All required</i>	Visualizations & Visual Elements <i>Implement at least 5</i>	Add-Ons <i>Encouraged, but optional</i>
Information Window	Free-form Canvas	Mobile / Responsive Views
Panel Stack & Selector	Microchart	Applications
Metric & Attribute Selectors	Compound Grid	Transaction Grid
Dynamic Filter	Sankey Diagram	HyperIntelligence
Bookmarks	Time Series Visualization	Distribution Services
Contextual Linking	Gauge Chart	Insights
Attribute and Metric Selectors	Multi-metric KPI or Comparison KPI	Platform Analytics
	Geospatial Map	Collaboration
	Heat Map	VitaraCharts
	Rich Text Box	Embedding
	Geometric Shapes	Synchronized Chapter Filter
	Thresholds	

Please do not feel limited by this list! Showcase a great user experience utilizing the requirements above, then extend to other features and functionality. Get creative and have fun with it!

You must optimize the dossier for use on a mobile device using responsive view. We challenge you to build your dossier using MicroStrategy Workstation. You'll be surprised how far Workstation has come toward Developer parity!

If you want to use VitaraCharts to enhance your visualizations, you can install it directly from the [VitaraCharts Download page](#). Click [here](#) to download a VitaraCharts license key valid through the end of the competition.

3. **Video**—Film a short video showcasing all elements of your project environment. Ensure that the video traverses your entire MicroStrategy user experience and highlights all of the required functionality, products, and add-ons.

We challenge you to showcase your dossier and optional end-to-end MicroStrategy experience in about 5 minutes. Keep your video entertaining yet concise; video submissions should be no more than 10 minutes long.

You can choose to narrate your video or let the demo speak for itself (background music is recommended if you choose to omit narration). The style of the video is up to you, just share the story that your data tells.

Evaluations will be primarily based on the video you submit. The video should show ONLY the modern stack of interface products: Workstation, Library, and Hyper. Please do not show Web or Developer in your demo.

COMPETITION TIMELINE

- You may start this challenge at any time.
- To enter the contest and be eligible for the prize, you must submit your project through the submission form by 12:00 PM EST on **April 17th, 2023**.
- The top 5 teams will showcase their projects at the World23 Welcome Reception on Monday, May 1st.
- The winner of the MicroStrategy World 2023 DossBoss competition will be announced on Tuesday, May 2nd at World23. The DossBoss World Champion will receive a \$10,000 prize.

EVALUATION

In addition to meeting the requirements above, all submissions will be evaluated based on three main areas of execution: use of data, product utilization, and innovation.

1. EFFECTIVENESS OF ANALYTICAL WORKFLOW

Emphasis on data manipulation and wrangling

Inclusion of derived metrics, attributes, and elements

Addition of reference and/or trend lines, averages, totals, and functions

2. INFORMATION PRESENTATION

Diversity of features incorporated

Mobile-friendliness

Use of mapping, thresholds, and feature linking

Advanced filtering and page-to-page targeting

3. CREATIVITY & DESIGN

Generate intriguing insights

Incorporated themed visuals, color palettes, and additional text

Cohesive formatting and design throughout the content

Integrated images, web links, or videos

4. BUSINESS VALUE

Presence of comprehensive, cohesive datasets

Organized chapters and pages that tell a story with the data

A variety of visualizations included used sensibly

Each submission will be preliminarily judged by a MicroStrategy DossBoss panel on the above criteria. The top 5 projects will be showcased at World23 and World attendees will vote on their favorite dossier.

SUBMITTING YOUR PROJECT

Follow the steps below to submit your project, including shareable links to your dossier and video. **You must submit your project by 12:00 PM EST on April 17th, 2023.** Note that if you work with others, only one submission per team is necessary.

Finalize and upload your dossier:

1. Save your dossier with the applicable naming convention:
 - If you worked alone: FirstNameLastName_DossBoss2023 (for example, JohnSmith_DossBoss2023)
 - If you worked in a pair or group: TeamName_DossBoss2023 (create your own team name)
2. Publish your dossier to Library. Use Library's Share capabilities to generate a link to your dossier.

Record and publish your video:

1. Save your video with the same naming convention as your dossier in a location in which you can generate a shareable link: YouTube, Wistia, OneDrive, etc.

Submit your project to the challenge inbox:

1. Visit <https://mstr.wufoo.com/forms/w1cawuxj1fs2i7u/> and follow the instructions to upload your dossier and video links.
2. Answer the questions about your project and submit!

We're looking forward to seeing you in Orlando for World 2023! If you have any questions, please post them in the [DossBoss Community Group](#) or reach out to Community@MicroStrategy.com.

DossBoss World Official Competition Rules



MicroStrategy
Intelligence Everywhere

