Lotte Department Store Implements Strategy One for AI-Powered CRM Analytics

SEOUL, Korea – July 3, 2025 – Strategy (formerly MicroStrategy) today announced that [Lotte Department Store](#) is the first in the industry to deploy generative AI within a Business Intelligence (BI) data analytics system, leveraging the Strategy One platform. The retailer is using Strategy One to enhance its Customer Relationship Management (CRM) analytics with real-time insights powered by Gen AI.

Lotte Department Store recognized the need for a solution that could leverage a Large Language Model (LLM) to accurately interpret user queries and deliver reliable analytical results. This led to the launch of a project to build a next-generation tool to support data-driven decision-making. After carefully evaluating multiple solutions, the company selected Strategy One for its reliability, ease of use, and scalability.

"Strategy One is an innovative generative BI platform that empowers anyone to derive data-driven insights with ease," said Joo-dong Park, Head of Data Platform at Lotte Department Store. "Previously, users struggled with complex CRM analytics requirements. However, the natural language-based Auto 2.0 with its intuitive chatbot interface, has significantly reduced the barrier to analysis. Analytical processes that once took hours can now be accomplished in less than a minute, dramatically accelerating practical decision-making in the field."

"This project demonstrates the effectiveness and scalability of generative AI+BI," commented Kyung-Whu Chung, Country Manager of Strategy Korea. "Strategy offers the only AI+BI solution on the market that's ready for enterprise use. Its flexible deployment model makes it easy for organizations of any size to adopt AI-powered intelligence. We will continue to strengthen our leadership in the AI+BI space through this collaboration with Lotte Department Store."

For more information about Strategy One, visit https://www.strategysoftware.com/strategyone.

About Strategy

Strategy (Nasdaq: MSTR) is the world's first and largest Bitcoin Treasury Company. We are a publicly traded company that has adopted bitcoin as our primary treasury reserve asset. By using proceeds from equity and debt financings, as well as cash flows from our operations, we strategically accumulate bitcoin and advocate for its role as digital capital. Our treasury strategy is designed to provide investors varying degrees of economic exposure to bitcoin by offering a range of securities, including equity and fixed-income instruments. In addition, we provide industry-leading AI-powered enterprise analytics software, advancing our vision of Intelligence Everywhere. We leverage our development capabilities to explore innovation in Bitcoin applications, integrating analytics expertise with our commitment to digital asset growth. We believe our combination of operational excellence, strategic bitcoin reserve, and focus on technological innovation positions us as a leader in both the digital asset and enterprise analytics sectors, offering a unique opportunity for long-term value creation.

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