

Strategy Unveils Bold Data and AI Solutions at Strategy World 2025 Giving Organizations Back Control of Their Data

Company Demos New Products for Universal Data Connectivity, Governance, Modeling and Open Reporting, Powered by Next Generation AI

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Highlights

- [Livestream link](#) to Strategy World 2025 Technology Keynote by Chief Product Officer Saurabh Abhyankar
- New [Strategy Mosaic™](#) provides universal business semantics and governance to any AI, productivity, and analytic applications, including Tableau, Power BI, and Google Sheets
- Strategy One™ [Auto 2.0](#) expert agents deliver reliable, highly scalable AI results faster – even for unstructured data – to harness deeper insights with greater conversational fluency
- New [Strategy One Standard](#) edition provides a way for smaller organizations to take advantage of enterprise-grade business intelligence capabilities, including Mosaic, in a lightweight package with easy setup.

News Summary

Today at Strategy World 2025, Strategy (formerly MicroStrategy) unveils its new analytics and data management software offerings designed and built for the AI era. The new products will allow organizations of all sizes to encapsulate their proprietary business logic and fully leverage their data by moving freely between databases, business intelligence tools, and cloud providers.

Introducing Strategy Mosaic™

Strategy Mosaic™ is a game-changing data management solution that lets businesses connect, govern, and leverage all their data – across any platform, any cloud, and any application – without costly data movement. With the universal intelligence layer of Mosaic, the unique capabilities of Strategy for enterprise data governance are no longer limited to the Strategy One platform. Built using next generation AI expert agents, Mosaic frees users to access data using any reporting tool, without exposing sensitive data to the underlying Large Language Models (LLMs). Mosaic can access data from hundreds of data

sources while providing a consistent semantic governance layer that ensures a single version of truth for enterprise analytics data. Mosaic Studio, also announced, provides AI-powered data modeling that reduces the time and effort typically required to build rich semantic models to mere minutes.

Introducing Auto 2.0

Strategy One now includes Auto 2.0, an advanced AI engine built using a next generation agentic architecture and supporting both structured and unstructured data. With Auto 2.0, organizations can implement expert agents that learn from human and bot conversational interactions. It supports threaded conversations in parallel, and lets users ask questions across multiple bots to see all relevant data from multiple perspectives. With enhanced scalability and conversational fluency, Auto 2.0 delivers reliable results faster, especially when accessing complex data or responding to multi-step questions.

Introducing Strategy One Standard Edition

Strategy One Standard edition is an entry-level offering of the Strategy One business intelligence platform for smaller organizations or departmental needs within a larger organization. Available on AWS and supporting up to 300 users, the Standard edition eliminates barriers that have prevented smaller teams from leveraging their data through the open, trusted, enterprise-grade analytics available in Strategy One. It also includes Mosaic and Mosaic Studio.

Quote from Saurabh Abhyankar, Chief Product Officer at Strategy

“With Mosaic we’ve broken through the biggest barriers to business innovation: data silos, conflicting metrics, runaway data transformation and integration costs, and slow time-to-insight. Strategy has always been known for – and differentiated by – our powerful semantic graph that ensures enterprises have a single source of truth when it comes to enterprise analytics. Mosaic extends this capability through a consistent, universal layer of intelligence that can be used with any cloud, any reporting tool, and any data source. When you combine Mosaic with our new Managed Cloud Standard edition, now companies of all sizes can leverage AI to power decision-making and data-driven innovation with insights they can trust.”

Quote from Ponna Arumugam, Chief Technology Officer at Strategy

“Almost two years ago we were the first in our space to deliver AI-powered BI, but we knew that wasn’t the end game, it was only the beginning. We reimagined and rebuilt our AI engine into a series of parallel autonomous agents which could each learn, adapt and grow as the organization adopted AI. This truly changes the face of enterprise intelligence,

unlocking business value by making access to enterprise data faster and easier without compromising security and governance.”

Livestream links for LinkedIn and YouTube streaming channels:

<https://www.strategysoftware.com/world25/live>

For information about Mosaic, visit:

<https://www.strategysoftware.com/strategymosaic>

For information about Strategy One Standard edition and Auto 2.0, visit:

<https://www.strategysoftware.com/strategyone/whats-new>

About Strategy

MicroStrategy Incorporated d/b/a Strategy (Nasdaq: MSTR/STRK/STRF) 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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