

MicroStrategy Delivers Rapid Value from AI through Personalized Experiences with Latest Release

Recent updates to MicroStrategy ONE improve handling of ambiguous questions and provide personalized input to AI Bot responses

TYSONS CORNER, VA, January 30, 2025 – MicroStrategy® Incorporated (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced the latest release of MicroStrategy ONE®, which helps enterprises gain rapid value from generative AI (GenAI) by personalizing the AI experience for each user.

MicroStrategy's Auto AI bot delivers a human-like conversational experience for users interacting with data. This release includes new chart types and a range of enhancements designed to help Auto better understand ambiguous questions using context and past interactions with the user.

Individual users can now provide direct feedback that Auto will use to tailor future responses for that user. For example, a user might let the bot know when they type "JD," it should be interpreted as "Jane Doe." Administrators have the option to promote individual feedback to improve the experience for all users, where appropriate. The new release also provides more granular controls for developers and partners looking to deploy AI bots within their own applications.

In 2024, MicroStrategy added the Auto AI bot to [HyperIntelligence](#), a patented mechanism for deploying insights on top of any web application with zero code. The new release enhances this capability by providing personalized context to Auto, improving the experience for end-users.

"Last year we achieved a major milestone in natural language BI with our Auto AI bot – the ability for users to ask freeform questions and receive trusted answers from governed data. Each release of MicroStrategy ONE delivers increasingly powerful AI models, expanding the breadth and depth of questions Auto can reliably answer, along with greater transparency in how it generates the answer," said Saurabh Abhyankar, Chief Product Officer at MicroStrategy. "Working with the top companies in the world drives us to push the boundaries of BI towards self-driving analytics that can transform a business."

MicroStrategy ONE offers everything from paginated reporting to self-service dashboards and modern AI bots – all from a single platform. Everything is unified by an object-oriented semantic graph, so everything remains in sync and secure. Built on a fully containerized microservices architecture, MicroStrategy ONE is available in major marketplaces such as AWS, Azure, and Google, as well as [STACKIT](#) in Europe, making it easy to leverage existing cloud credits while eliminating cloud lock-in.

For more information on MicroStrategy ONE, visit <https://www.microstrategy.com/enterprise-analytics>.

About MicroStrategy Incorporated

MicroStrategy (Nasdaq: MSTR) is the world's first and largest Bitcoin Treasury Company, and the largest independent, publicly traded business intelligence company. We provide cloud-native, AI-powered enterprise analytics software to thousands of global customers, and leverage 35 years of software expertise to explore innovation in 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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