

## MicroStrategy Recognized as a Customers' Choice through User Feedback Submitted on Gartner® Peer Insights™ for Third Consecutive Year

*MicroStrategy is the only vendor in the Analytics & Business Intelligence Platforms market to receive this distinction for three years in a row based on ratings from professional product users*

TYSONS CORNER, VA – January 15, 2025 – [MicroStrategy®](#) Incorporated (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced that are named a Customers' Choice in the 2024 Gartner Peer Insights '[Voice of the Customer](#)' report. MicroStrategy was the only vendor to receive this distinction for the third consecutive year in the Analytics & Business Intelligence (ABI) Platforms market.

Gartner defines the ABI market as platforms that enable organizations to understand their data. ABI platforms are enabled by IT and augmented by AI to ultimately empower users to model, analyze, and share data. MicroStrategy is one of only three vendors named as a Customers' Choice in this year's '[Voice of the Customer](#)' report out of 20 ABI platforms based on criteria spanning reviews during an 18-month submission period ending September 30, 2024.

Gartner Peer Insights publishes the '[Voice of the Customer](#)' report annually to synthesize reviews into insights for buyers of technology and services in the ABI platforms market. The aggregated peer perspective it offers, along with the individual detailed reviews available online, complements Gartner expert research and can play a key role in your buying process. 'Peers' are verified product reviewers who both rate the technology and provide valuable feedback to consider before making a purchase.

"It's awesome to be recognized as a Customers' Choice again," said Saurabh Abhyankar, Executive Vice President and Chief Product Officer at MicroStrategy. "As the largest publicly-traded, independent BI provider, we have the flexibility to focus on what matters most: innovation and our customers. This award is a testament to our dedication to providing cutting-edge BI solutions. With MicroStrategy ONE, we're making it easier than ever for businesses to empower every employee to quickly and easily access insights and make data-driven decisions that improve outcomes in their daily work."

The distinction follows four prestigious awards MicroStrategy received in the late 2024 and early 2025, which highlight the breadth of use cases enabled by MicroStrategy ONE. In October, [Snowflake honored MicroStrategy](#) as its EMEA Data Cloud Product Acceleration Partner of the Year, recognizing our successful collaboration in creating rapid growth for customers. Snowflake also recognized the platform as a leader in its annual report, [The Modern Marketing Data Stack 2025](#), for the second consecutive year. In November, MicroStrategy [received the Proddy Award](#) for Top Embedded BI Product at ProductCon 2024 from the [Product School](#).

After being named a Finalist in December, this week MicroStrategy announced that it won two [Vendors in Partnership Awards](#) at NRF 2025: Retail's Big Show—Partner of the Year and AI Innovation & Application. Co-sponsored by the National Retail Federation, the world's largest retail trade association,

winners for the prestigious VIP Awards program were announced at NRF’s annual conference, where long-time customer, [GUESS](#), joined MicroStrategy to share their data enablement and AI success story.

“Today we leverage MicroStrategy solutions across our entire organization to better understand customer needs and market trend insights,” said Bruce Yen, Vice President of Retail Applications at GUESS. “Our long-standing partnership with MicroStrategy offers our business a trusted source of information and helps us embrace innovations as new technologies shape the market. We’ve recently been exploring MicroStrategy AI to accelerate access to insights for our end users. These bots can be force-multipliers to help organizations ‘free’ their data.”

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

### **About Gartner® Peer Insights™**

*Source: Gartner, Voice of the Customer for Analytics and Business Intelligence Platforms, By Peer Contributors, 20 December 2024*

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### **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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