



## MicroStrategy Delivers Enterprise Class Business Intelligence

**MICROSTRATEGY, INC.**  
 McLean, VA, USA  
[www.microstrategy.com](http://www.microstrategy.com)

**INDUSTRY:**  
 Business Intelligence Software

**ANNUAL REVENUE:**  
 US\$360 million

**EMPLOYEES:**  
 1,900

**ORACLE PRODUCTS AND SERVICES:**  
 Oracle Database  
 Oracle Real Application Clusters  
 Oracle OLAP  
 Oracle WebLogic Server  
 Oracle Enterprise Linux

- KEY BENEFITS:**
- Provide critical decision support systems to enterprises
  - Perform data mining, financial analysis, data visualization, and more
  - Run against all enterprise resource planning data sources and data warehouses
  - Use the same Web interface with one common metadata on the MicroStrategy BI platform
  - Interact with dashboards in real-time with seamless integration to all styles of BI
  - Deliver business reports with self-service capabilities to accelerate decision making
  - "Drill anywhere" for unlimited analysis: OLAP, predictive modeling, statistical analysis

"Our customers have some of the largest BI deployments in the industry, and they rely on MicroStrategy's exceptional query performance to analyze vast amounts of data." said Sanju Bansal, COO of MicroStrategy Inc. "Parallel in-memory caching of data in an Oracle 11g cluster will further enhance the performance of our customers' business intelligence applications."

Over the course of a long and successful technology partnership, MicroStrategy and Oracle have demonstrated a consistent focus on working together to deliver end-to-end enterprise Business Intelligence (BI) and Data Warehousing (DW) solutions. Together, the two industry leaders help deliver an enterprise reporting platform that satisfies some of the most demanding business requirements — including but not limited to high data volumes, growing and diverse user populations performing advanced analytics, and high levels of performance.

As the only true "pure-play" ROLAP vendor in the BI market, the MicroStrategy platform is designed to not only complement the Oracle information management product suite but also to leverage the powerful functionality that customers have come to rely on from our leading edge technologies. MicroStrategy and Oracle's core technologies interoperate to create a broad and tight integration, resulting in solutions that more effectively address customer needs and optimize decision-making.

### Technical Collaboration and Integration

MicroStrategy has been one of the early adopters of Oracle's database server software and certifies the latest releases of Oracle databases. MicroStrategy's active participation in Oracle's beta programs ensures that our products interoperate out-of-the-box, before general availability. A seamless integration and smooth implementation of our products result in ease of setup, administration, and quicker time to value for customers. MicroStrategy also works with Oracle Labs to share and transfer knowledge on R & D initiatives impacting product integration for future releases. This allows customers to integrate insight from the MicroStrategy BI platform into enterprise portals with the full range of OLAP manipulations as well as sophisticated visualization via Dynamic Enterprise Dashboards.

Throughout its development, the MicroStrategy BI platform has been fully optimized for Oracle via investments in scores of Oracle specific features. MicroStrategy's unique 64-bit native BI platform uses a dynamic multi-pass SQL generation engine to leverage the processing power of Oracle database



products and return the smallest datasets for middle-tier processing. Specifically, by automatically generating optimized SQL for Oracle's database products and iterating queries between the BI platform and the database, MicroStrategy supports advanced analytics and combines rapid performance with transaction-level data access.

Oracle offers MicroStrategy numerous unparalleled benefits that allow us to deliver accurate business intelligence to our customers. Cube Organized Materialized Views provide MicroStrategy's SQL Engine a relational view of OLAP cubes enabling it to access information by generating the same optimized SQL that it would generate to access relational data. This feature, therefore, allows next generation MicroStrategy SQL Engine to leverage the many advantages offered by OLAP cubes – improved query performance, rich analytic content, and fast and incremental cube updates – for its business user base without any additional configuration. Additionally, taking advantage of Oracle's Caching enhancements, MicroStrategy SQL Engine can insert SQL hints in the relational SQL to store the results of a query in memory (SQL result cache). Once again, this leads to improved report performance –from minutes to subseconds. Finally, Oracle's SQL Performance Analyzer allows MicroStrategy report developers to accurately identify and predict the effect of any database changes such as database upgrades and optimizer statistics refresh on the report SQL. This information is invaluable for report developers and analysts to design highest performing reporting applications by getting MicroStrategy SQL Engine to always generate optimal SQL. This feature combined with real-time SQL monitoring significantly improves the efficiency of report development process.

#### Customer Success Story: Dick's Sporting Goods, Inc.

Dick's Sporting Goods, Inc. uses the MicroStrategy platform as its enterprise-reporting standard. Dick's Sporting Goods is an authentic sporting goods retailer that offers a broad selection of high-quality, competitively priced brand name sporting goods equipment, apparel, and footwear.

After reviewing reporting solutions from the many available BI products, Dick's chose MicroStrategy to replace its Cognos installation. Dick's Sporting Goods employees, including store managers, merchandising analysts, and senior management, use MicroStrategy software to analyze a 2-terabyte Oracle data warehouse. End users are able to perform sales, category, and inventory management analyses in order to more effectively track product sales, product mix, and inventory levels.

"Dick's Sporting Goods' commitment to MicroStrategy is further proof of the importance of business intelligence to large corporations today," said MicroStrategy's COO Sanju K. Bansal. "Leading retailers like Dick's Sporting Goods are choosing MicroStrategy's industrial-strength platform to gain visibility into their operations and make revenue-generating decisions that please management, shareholders, and most importantly, a discerning customer base."

