Industry Analysts and Technology Partners Comment on the Significance of Mobile Business Intelligence

MCLEAN, Va., /PRNewswire-FirstCall/ -- MicroStrategy® Incorporated today announced that its customers are building a broad array of mobile business intelligence applications using MicroStrategy Mobile. MicroStrategy Mobile is a platform that enables companies to easily extend their business intelligence applications (apps) to the iPhone®, iPad™, and BlackBerry® smartphone.

Alloso Technologies, a software development and consulting company specializing in the hospitality industry, is using MicroStrategy Mobile to provide Hotel General Managers with access to real-time information, including P&L budgets, revenue segments, expenses, and links to guest reviews. "We were 'wowed' by MicroStrategy's technology and the ability to build this application in one week leveraging our existing infrastructure," said Jon Gorman, CTO at Alloso Technologies. "Our clients are very excited about our new iPhone app and the capabilities it provides to help them enhance efficiency and improve business performance."

GUESS®, a widely recognized apparel company with over 1,200 GUESS and GUESS Accessory retail stores worldwide, was an early adopter of MicroStrategy Mobile for its mobile BI application that spotlights sales trends. "Our successful MicroStrategy Mobile application keeps us nimble and competitive in the industry, and provides us with the insight and information to drive record-setting revenues across our global operations," said Michael Relich, EVP, CIO & Strategy, GUESS?, Inc. "GUESS decision makers, including executives, corporate directors, district managers, buyers, and merchants, receive business-critical information via BlackBerry smartphones, enabling them to respond quickly and identify new opportunities for business growth. MicroStrategy's BI platform allows us to build focused apps that provide specific insight, and are easy to use for our diverse user community."

GuestMetrics is a leading provider of customer insight solutions for the hospitality industry and its suppliers/distributors. The GuestMetrics iPhone App provides beverage suppliers and distributors with data on restaurant guests' purchasing behavior at the transaction level. "MicroStrategy Mobile enables us to deliver extremely useful iPhone apps to our clients," said Brian Barrett, President and CEO of GuestMetrics. "Our new app will help our clients quickly understand consumer trends, evaluate product performance, and plan successful consumer promotions. It's important that our mobile apps reflect our corporate culture, and MicroStrategy gives us the flexibility to design apps that infuse our brand identity and business environment."

VHA, a national health care network, selected MicroStrategy to build a mobile application that provides member hospitals with instant access to supply chain

analytics data. VHA members can view price benchmarking and spending reports to help them manage and monitor cost reduction efforts. "Working closely with MicroStrategy helped VHA introduce an innovative, new capability to the health care market," said Guillermo Ramas, Vice President, Strategy & Product Development for Information and Data Services for VHA. "We were pleasantly surprised by how straightforward it was to build an effective mobile business intelligence application. MicroStrategy made it easy by simply extending their MicroStrategy 9-based metadata-driven, point-and-click development environment."

Zilliant, a leading provider of price optimization and management solutions for B2B manufacturers, distributors, high-tech, and industrial service companies, Zilliant chose MicroStrategy Mobile for its mobile app that will help sales people work more efficiently. "We are thrilled about working with MicroStrategy to deliver a high performing mobile BI solution to our clientele in the manufacturing and distribution industries," said Javier Aldrete, Director of Product Management, Zilliant. "MicroStrategy's BI platform provides a great foundation for developing and deploying apps that can be tailored for a mobile sales force to help them monitor performance, uncover sales opportunities, and improve profitability."

Leading Industry Analysts and MicroStrategy Technology Partners Comment on Mobile Business Intelligence and MicroStrategy Mobile.

"MicroStrategy has recognized the importance of mobile for current and upcoming generations of BI users and has taken the lead in providing optimal mobile BI solutions for a range of devices," said Wayne Eckerson, Director TDWI Research. "They've got the vision and are now executing. The competition is clearly in catch-up mode."

"The latest generation of highly interactive intelligent mobile devices coupled with the availability of fast wireless bandwidth has changed the game in terms of the types of information-rich applications that enterprises can deliver via a mobile device," said Howard Dresner, Dresner Advisory Services.

"Companies will be able to use BI more widely and more actively throughout their organizations, impacting everyone from on-the-go executives to operational workers, to help ensure every decision is fully informed and fact-based. The release of MicroStrategy Mobile for iPhone and iPad represents an aggressive approach to this rapidly expanding market."

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