



“The MicroStrategy Spring Symposium provides a forum for networking with other MicroStrategy customers, learning about the latest advances in business intelligence technology, and providing feedback on MicroStrategy product direction.”

Sanju K. Bansal, COO, MicroStrategy

The MicroStrategy Spring Symposium offers a unique, interactive environment to share ideas, solve challenges, and gain technical insights to enhance your business intelligence initiatives.

During this two-day event, you'll exchange ideas with peers and industry experts, learn best practices from successful customer case studies, and participate in sessions designed to provide practical ideas to fine-tune your organization's business intelligence performance. You will have the opportunity to talk directly with MicroStrategy executives and product experts to ask questions and to provide your feedback for future MicroStrategy product enhancements.

The MicroStrategy Spring Symposium is packed with information to help you get the most from your business intelligence investment.

- World-class companies will present case studies illustrating how they use MicroStrategy to increase revenues, reduce operational costs and improve growth.
- MicroStrategy business consultants and product managers will demonstrate advanced reporting and application development techniques and share proven strategies for deploying and tuning your BI applications for maximum business impact.

What's different about the MicroStrategy Spring Symposium?

Unique to this event, MicroStrategy will introduce new interactive Product Direction Sessions with senior Product Managers and Program Managers. As a participant in these sessions, we want to hear from you. Attendees will be encouraged to bring their requirements and use cases to help shape future enhancements of MicroStrategy products such as MicroStrategy Report Services, MicroStrategy Office, and MicroStrategy Portal Integration Kit.

The MicroStrategy Spring Symposium offers another exclusive opportunity. Attendees will be able to arrange one-on-one consultations on-site with our top technical experts, Technical Principals from the MicroStrategy Technology Advisory Service (TAS). You can schedule a one-hour session, at no charge, with a MicroStrategy Technical Principal to discuss your most challenging BI issues.

Register Today!

www.microstrategy.com/ParisSymposium2006_registration

Tracks & Sessions

BUSINESS AND TECHNOLOGY TRACKS

Track 1: Reporting, Analysis and Monitoring

This track is geared toward end users, BI project managers, and report developers. Learn how business users can interact with MicroStrategy 8 scorecards, dashboards, reports, SAP BW and data mining. Learn how to design pixel-perfect reports and intuitive dashboards that can be accessed from any web browser, Microsoft Office and E-mail.

TRACK 1 SESSIONS

1: Scorecards, Dashboards and Enterprise Reporting – *MicroStrategy Report Services*

Learn how MicroStrategy Report Services augments and leverages the capabilities of the MicroStrategy platform by delivering seamless convergence of reporting and analysis, full design flexibility to create all types of enterprise reports, user-defined web reporting and dynamic report personalization, high-throughput production reporting to all user touchpoints, and unlimited analytic scope of enterprise data assets.

2: Designing Interactive Scorecards and Dashboards – *MicroStrategy Report Services*

This session will focus on developing scorecards and dashboards that provide users a highly graphical, summary view of key metrics. Learn how to develop cascaded scorecards that allow users to seamlessly drill from a summary scorecard to progressively greater levels of detail, still in a scorecard format. This session will also provide an introduction to using multiple datasets within a single MicroStrategy Report Services document.

3: Designing Interactive Enterprise Reports – *MicroStrategy Report Services*

Learn best practices and advanced techniques for designing highly formatted enterprise reports that may span hundreds of printed pages. This session will devote time to both the end-user and the report developer roles and will include demonstrations of operational workflows via document drilling, dynamic images, conditional formatting, and advanced usage of multiple datasets.

4: Building BI Applications Accessing Multiple Data Sources

This session presents MicroStrategy 8's new data source engines that allow application designers to build reports and dashboards that combine data from multiple data sources into a single view. Learn how to join important related information from multiple relational sources as well as multiple SAP BW instances within a single MicroStrategy report. Additional techniques such as database gateways and the use of MicroStrategy Narrowcast Server for non-structured content integration will also be discussed.

SYMPOSIUM SPECIAL FEATURE

5: Technology Direction – Scorecards and Dashboards

This special session on scorecards and dashboards is part of the MicroStrategy Symposium Product Direction series that offers attendees a unique opportunity to ask their hardest questions and provide feedback. MicroStrategy's top technologists will lead the interactive discussion.

6: Data Mining – Integrating with Data Mining Tools for Predictive Analysis

MicroStrategy allows users to leverage their existing data mining investment by integrating with third party data mining workbenches, such as SAS, SPSS, IBM Intelligent Miner, KXEN, and others. With this integration, users can deliver data mining and predictive analysis to the masses. In this session you will learn how MicroStrategy integrates with third-party data mining workbenches using Predictive Model Markup Language (PMML) and how these models can be used to create predictive metrics and reports. In particular, you will see various examples of different neural network, decision tree, and clustering algorithms reports in MicroStrategy.

7: Creating Reusable Report Books and Presentations with MicroStrategy Office

Wouldn't it be great to reuse spreadsheets and presentations by refreshing them with new data as it becomes available? Learn how to develop these documents with MicroStrategy Office and its powerful API. This session will include tips for incorporating dozens of personalized reports from different projects and cover topics such as customized prompt answers, single sign on, gradually expanding attributes, evolving data, integration with simple Microsoft Office visualization and automatic refresh.

8: Creating Advanced Information Delivery Applications Using MicroStrategy Narrowcast Server

MicroStrategy Narrowcast Server offers customers a robust architecture to build applications that proactively send information to end users via e-mail, printers, file servers and other devices. In this session you will learn techniques to building such sophisticated applications including dynamic service recipient personalization, automatic slicing of data based on user profiles and output device configuration.

SYMPOSIUM SPECIAL FEATURE

9: Technology Direction – *MicroStrategy Office*

This special session, led by MicroStrategy's top technologists on MicroStrategy Office is part of the MicroStrategy Symposium Product Direction series that offers attendees a unique opportunity to ask their hardest questions and provide product feedback.

Track 2: Advanced Development

This track is aimed at application developers and integrators. Learn how MicroStrategy 8 accesses data stored in SAP, Essbase, Microsoft Analysis Services, and operational databases. Learn how to integrate MicroStrategy with Portals and use MicroStrategy Web Services using the Software Development Kit.

TRACK 2 SESSIONS

1: Developing Business Intelligence Applications on Microsoft Analysis Services and Hyperion Essbase

Many organizations store corporate data in Microsoft Analysis Services® cubes or Hyperion Essbase. MicroStrategy Intelligence Server 8.0.2 supports Analysis Services and Essbase as a data source for BI using XML/A connectivity. Developers will learn how to use this new functionality to set up connectivity, create reports against this data source and join data between Analysis Services and Essbase cubes and other data sources.

2: Using Free Form SQL to Retrieve Operational Data, Reuse Proven Queries, and Rapidly Create Reports

Some report developers may prefer to employ user defined SQL statements to retrieve data instead of using the optimized SQL engine within MicroStrategy Intelligence Server. This session introduces report developers to MicroStrategy 8's new Free Form SQL engine that allows developers to create reports for end-users based on their own user defined SQL. These reports are accessed and executed by end-users through the same Web interface, with the same report interactivity options as regular reports.

3: Developing Business Intelligence Applications on SAP BW

MicroStrategy 8 introduces a new MDX generation engine allowing MicroStrategy to connect and execute reports against SAP Business Warehouse (BW). Attend this session to learn how to set up connections to multiple SAP BW instances from within a single MicroStrategy project, how to expose and import cube definitions into MicroStrategy and various techniques for creating reports based on SAP BW cubes.

4: Designing Reports and Analysis from Unmodelled Data Sources with a New Graphical Query Builder

MicroStrategy Desktop Designer 8.0.2 includes a graphical query building tool that allows users to intuitively create reports against a relational data source that has not been modeled through MicroStrategy Architect using a drag and drop graphical interface. This session explores the various aspects of this tool including join types, mapping to attributes and metrics and other features.

SYMPOSIUM SPECIAL FEATURE

5: Technology Direction – Enterprise Reporting

This special session on enterprise reporting is part of the MicroStrategy Symposium Product Direction series that offers attendees a unique opportunity to ask their hardest questions and provide product feedback. MicroStrategy's top technologists will lead the interactive discussion.

6: Delivering Business Intelligence to the Extranet

Learn how to deploy MicroStrategy Web outside of your company's walls and into the hands of your extranet users on a permission basis. Topics of particular interest for extranet applications include firewall protection, user and data level security through secure socket layer protection, data encryption, proxy server support and single sign-on security.

7: Integrating MicroStrategy with Enterprise Portals

With the emergence of Portals as a key IT initiative, companies want their users to access critical BI information through their corporate portal. The MicroStrategy Portal Integration Kit is designed to help BI developers easily and quickly deploy MicroStrategy through leading portal products. This session will detail the features of the Portal Integration Kit and review various techniques and standards -- such as URLs, Web services, iFrames and JSR168 -- for integrating with leading portals. In addition, we will review personalization and single sign-on concepts, and you will view a live demonstration on how to integrate MicroStrategy BI content into a portal.

8: Building BI Web Services Solutions – Implementing MicroStrategy in a Web Services-based Services Oriented IT Architecture

Web services have started playing a significant role in the creation and delivery of BI solutions. The MicroStrategy architecture is designed from the ground up to be modular with a set of services providing the BI functionality. MicroStrategy Web Services exposes these services to other applications to consume BI content and functionality. Learn how to use Web Services to build BI applications with MicroStrategy integrating multiple enterprise data sources and applications.

SYMPOSIUM SPECIAL FEATURE

9: Technology Direction – Portals

This special session on portals is part of the MicroStrategy Symposium Product Direction series that offers attendees a unique opportunity to ask their hardest questions and provide product feedback. MicroStrategy's top technologists will lead the interactive discussion.

Track 3: Deployment, Administration & Performance Tuning

This track is for BI administrators and architects who focus on the best practices used in deploying MicroStrategy. Find out how to monitor, manage and integrate MicroStrategy 8 into your organization's IT environment for optimal performance. Architects will also learn tips on how to tune MicroStrategy's SQL generation and handle common data modelling challenges.

TRACK 3 SESSIONS

1: Popular MicroStrategy Web Customizations

MicroStrategy customers have extensively extended the MicroStrategy Web functionality and integrated it with other IT systems. This session delivers a comprehensive look at a wide range of examples of what customizations



are possible such as straightforward look and feel changes, to mapping, to advanced visualization, to write back, to workflows.

2: Implementing Real-time BI Applications Through Advanced Caching Strategies and Techniques

What does real-time operation mean in the BI environment? How does it coexist with traditional BI applications? What do I need to consider when doing real-time BI with MicroStrategy? How do I set up caching for real time BI applications? Attend this session to discuss these and other questions.

3: Automating Administration and Managing Large BI Environments – *MicroStrategy Command Manager*

When managing a large number of users, administrators often prefer to use scripts and command lines instead of iconic interfaces, because scripts can be reused and automated for common repetitive operations. MicroStrategy Command Manager allows administrators to perform bulk administration and automatic tuning using command lines and scripts. In this session, administrators learn how to create users in bulk, grant or remove user privileges, create security filters and security roles, expire and delete caches and control the number of connections to the server.

4: Tuning MicroStrategy Intelligence Server

A scalable business intelligence architecture must allow administrators to ensure excellent query performance even as more users are added to the system. In this session, administrators will learn how to tune the system to maintain excellent query performance for large numbers of users.

5: Taming Complex Data Modeling Challenges Using Logical Views

MicroStrategy 8 introduces a new functionality called "Logical Views" that allows application architects to create any desired view using MicroStrategy, without DBA involvement. Once these Logical views are created, they are available to the report designer in a way similar to any other table. This allows developers to model attributes and facts whose expressions span multiple tables, flatten non optimal ragged and recursive hierarchies and solve other complex data modeling challenges. This session introduces application designers to Logical views and how best to use them.

6: Taking Advantage of 64-bit Business Intelligence

Discover the performance of 64-bit BI. This session will answer all the important questions: What are the benefits? Where (on which hardware platform) is it supported? Why do I need it? When should I consider upgrading? How does it perform? Where can I find out more? In short, you will learn everything you need to determine whether MicroStrategy Universal Edition is for you.

7: Monitoring Your Applications and Usage

Learn how MicroStrategy Enterprise Manager allows administrators to monitor their system and fully analyze the statistics collected about objects, reports and user sessions. Topics covered include analyzing the tables that users access most often, identifying targets for aggregation and indexing, identifying most (and least) popular reports, performing user profiling and best practices in setting up time intervals to run the data load process.

8: Optimizing MicroStrategy SQL Using Global SQL Settings and Other VLDB Parameters

The MicroStrategy ROLAP SQL engine dynamically generates optimized multi-pass SQL based on an object oriented metadata. MicroStrategy continues to invest in tuning the SQL engine for fastest performance. In this session, report developers will learn how to use the New Global SQL optimization settings and Set Operators in MicroStrategy 8.0.2 to help tune the SQL generated.

9: How to Achieve Top Report Batch Performance with MicroStrategy

Do you plan to roll out an enterprise reporting application to many users? Learn how to use batch reporting to proactively run many reports and send them directly to individuals with the MicroStrategy platform. We will also discuss how to best utilize unique features such as dynamic subscription sets, bursting or custom segmentation and production environments using MicroStrategy Object Manager.

Track 4: Industry Best Practices: Customer Deployment Strategies

Track 4 sessions are being confirmed. For the most up-to-date agenda, go to www.microstrategy.com/ParisSymposium2006

Register Today!

This event is your best chance to have in-depth two-way conversations to share your ideas and learn from MicroStrategy experts.

SYMPOSIUM PRICING (per person)

Early Bird (until February 28, 2006) – €99
Spring Special (until March 31, 2006) – €495
List Price (after April 1, 2006) – €695

TO REGISTER:

Registration online at www.microstrategy.com/ParisSymposium2006_registration
For questions, please contact customer service at +1(703) 848-8787 or via e-mail at symposium@microstrategy.com

HOTEL ACCOMMODATIONS

Reserve your room at Le Meridien Montparnasse. Special Rate of €170 (single) includes taxes and breakfast. Please contact Le Meridien Montparnasse at +(33)-01-44-36-44-36.

FOR MORE INFO:

www.microstrategy.com/ParisSymposium2006