



MicroStrategy Incorporated

An Overview of the Company and Its Latest
Release, MicroStrategy 9

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Background

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Evaluation Methodology

BI Scorecard evaluates vendor products with the view of a customer who wishes to buy a full BI suite or integrated toolset. Products are evaluated according to major functional areas ranging from query and reporting to architecture and administration. Within each functional area, we score vendors on various features. This list of criteria is based on:

- Features that customers often look for in evaluations
- Unique capabilities identified while evaluating products
- Vendor marketing claims that are either a point of differentiation or confusion

To evaluate products, we rely on vendor briefings, customer feedback, and newsgroup postings. To ensure an objective, consistent comparison of products, we also evaluate the software hands-on. When a task is not apparent via the menus or online help, we rely on vendor documentation. Poor documentation for complex products can hurt a vendor's evaluation.

Each feature is assigned a score of 0 to 3:

Score	Explanation
3	Exceptional capabilities
2	Very good capabilities
1	Limited capabilities, difficult to do, or may require a work around
0	Minimal capabilities out of the box. The software may require customization or coding to accomplish.

Summary scores are determined by an evaluation of approximately 300 detailed criteria. Preliminary scores for particular features are updated based on vendor briefings and demonstrations. Final and summary scores for this report are based on hands on testing of MicroStrategy 9 performed in Q3-Q4 2009.