



Case Study

Organization
MicroStrategy

Location
Headquarters in Virginia,
United States

Industry
BI Software

Self-Service Mapping for BI Customers

MicroStrategy, a leading vendor in the business intelligence (BI) marketplace, recently gave its customers the capability of free self-service mapping and data analysis for desktop, web, and mobile. Everyday workflows familiar to MicroStrategy users are now enhanced with maps and dashboards for more insightful analysis. MicroStrategy users can extend their data with location at the helm, visualizing that data on a map to help new patterns emerge.

Solution

MicroStrategy worked with Esri to create a free, out-of-the-box mapping tool powered by ArcGIS™ Online for its MicroStrategy analytics platform, which incorporates several Esri® basemaps, including street views and satellite imagery. They also enabled the means to place MicroStrategy data points or shaded geographic areas on a map, as well as the ability to create clusters, density maps, and other spatial visualizations.

MicroStrategy found an ease of integration and exceptional mapping functionality with Esri technology. The resulting interactive Esri Maps can be filtered, used as part of a dashboard, and used to filter a different visualization in the dashboard.

Technology

The capabilities and functionality provided within the MicroStrategy solution includes Esri basemaps and standard geographic boundaries. For companies that require additional spatial visualization or analytical capabilities, Esri provides an affordable, hosted solution through its ArcGIS Online developer APIs. The Esri platform is designed for an ease of integration and broad functionality through the Esri web map specification. Esri provides thorough documentation and code samples, as well as professional services, to enable a supported integration effort.

To learn more and sign-up for free developer account, visit developers.arcgis.com.

“We have transformed the self-service analytics market with our new, on-the-fly data-blending technology. We now have free, out-of-the-box map analytics for all MicroStrategy customers.”

Paul Zolfaghari
President
MicroStrategy



Understanding our world.