

## MICROSTRATEGY AND LONGVIEW SOLUTIONS



**MICROSTRATEGY, A GLOBAL LEADER IN BUSINESS INTELLIGENCE TECHNOLOGY, PROVIDES INTEGRATED REPORTING, ANALYSIS, AND MONITORING SOFTWARE THAT EMPOWERS BUSINESS USERS TO MAKE EFFECTIVE BUSINESS DECISIONS EVERY DAY.**

**LONGVIEW SOLUTIONS, A LEADING PROVIDER OF CORPORATE PERFORMANCE MANAGEMENT (CPM) SOFTWARE HELPS COMPANIES DRIVE PERFORMANCE WITH SPEED, VISIBILITY, AND FINANCIAL INTEGRITY, BASED ON A SINGLE REPOSITORY OF FINANCIAL TRUTH.**

### CORPORATE PERFORMANCE MANAGEMENT FOR MID TO LARGE SIZE ENTERPRISE

Business Intelligence (BI) and Corporate Performance Management (CPM) technologies are converging as organizations strive to get better visibility into key financial processes and their impact on the broader organization both in terms of historical performance, and future planning. Leveraging the combined power of the two technologies, business users have access to more reliable, real-time information that they can use to plan, measure, monitor and optimize their results and make timely and critical business decisions every day.

Longview Solutions, a MicroStrategy global technology partner, helps companies manage the business of finance with a unified, scalable application that can automate any one or combination of, the following financial processes: Planning, Budgeting, Forecasting, Consolidation, Financial Close Management, Tax Provisioning, Management

Reporting and Profitability Analytics. Since 1994, hundreds of Fortune 1000 enterprises have standardized on Longview's CPM software to create a single source of financial truth, realizing significant improvements in data integrity, decision support, visibility, and financial transparency.

Longview's CPM software enables organizations to plan, manage, and report business performance by creating a single repository of financial truth that drives key financial processes, MicroStrategy's BI software showcases these capabilities with advanced business intelligence and sophisticated data visualization on a highly scalable platform.

#### BUSINESS BENEFITS

- **Reduced financial risk and improved regulatory compliance** through centralized financial reporting with embedded XBRL tagging
- **Faster, accurate top-down or bottom-up planning**, at the consolidated level or decentralized, with full variance analysis and goal seeking capabilities
- Improved ability to **identify key drivers** of profitability
- Simplification of **complex and cross-functional planning**, budgeting, and forecasting
- **Faster closing of books** through global, automated financial and tax consolidation
- **Increased productivity and accuracy** in financial processes due to elimination of manual validation and manipulation
- **Better scrutiny of financial risks** and rewards through financial modeling and scenario analysis
- **Transparent, collaborative planning** supporting unlimited number of users, through workflow tracking, notifications, and alerts
- **Improved reporting capabilities** based on multiple accounting standards (e.g. multiple GAAPs, IFRS, federal regulations) and multiple formats (e.g. Excel, pdf, XBRL, HTML)
- **Higher confidence and speed of response** due to a single, validated source of financial data
- **Unified view of business and real-time visibility** into KPIs and key business processes

# DELIVERING BEST-OF-BREED BI-CPM SOLUTIONS

*"We were not only convinced that the Longview Platform would do the best job for us, we felt that its scalability would enable it to meet our needs as we continued to grow."*

– GRAHAM BAUERLE, Senior Financial Analyst, GE Healthcare

*"Longview gave us full visibility into both the expense and revenue sides on a real-time basis, allowing us to make business decisions throughout the year instead of having to wait until year end when all the numbers are in."*

– CHRIS POINSATTE, CFO & Executive VP Finance and IT, Dallas Fort Worth International Airport

*"Longview continuously ranks as a top performer for customer satisfaction in BPM Partners' annual Beyond the Hype Survey. This makes them a formidable competitor to the 'mega vendors' such as IBM, Oracle and SAP."*

– CRAIG SCHIFF, President, BPM Partners

## THE ALLIANCE

Longview Solutions is a MicroStrategy global technology partner and shares a solid commitment to drive customer success through a fully integrated BI and CPM solution. Our complementary technologies allow our enterprise customers to standardize on MicroStrategy as a scalable, high-performance platform for BI and Longview as a robust CPM and financial planning solution.

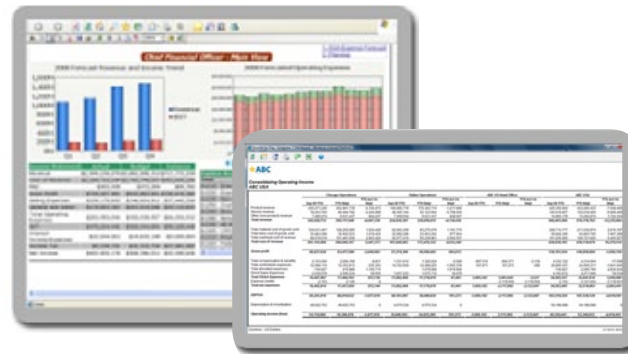
The integration of BI and CPM delivers a solution that enables organizations to plan, manage, and report business performance by creating a single repository of financial truth that drive on key financial processes and presents a unified view of business performance.

### Key Features

- Single data repository ensuring a single version of truth and single point of maintenance
- Dynamic data architecture enabling real-time rollups and data access
- Budgeting, Planning, Forecasting, Consolidation, Financial Close Management, Tax Provisioning and Profitability Analytics tightly integrated with the MicroStrategy BI platform
- Multi-site, multi-national, multi-currency capabilities for global organizations



A unified global view of plans, forecast, and budgets with current and historical trends



Detailed financial and production reporting capabilities for thousands of users with no impact on performance

- High availability and reliability essential for 24 x 7 implementations
- Service Oriented Architecture for easy integration with existing infrastructure and applications
- Vertically and horizontally scalable architecture to support vast number of users and user concurrency
- High configurability for extremely complex planning requirements
- Superior performance with multi-threaded architecture for data intensive environments

- Robust security mechanism including segregated and limited administration
- Powerful workflow functionality with email alerts and notifications
- Advanced modeling engine for enterprise-wide models based on financial and non-financial drivers
- Flexible end user options for data input and reporting including web and MS Office
- Dynamic reporting, analysis, dashboards and visualization leveraging the MicroStrategy BI Platform



Real-time visibility into key business processes with workflow tracking, reports, and alerts ensure efficient and transparent planning process

# TECHNICAL COLLABORATION

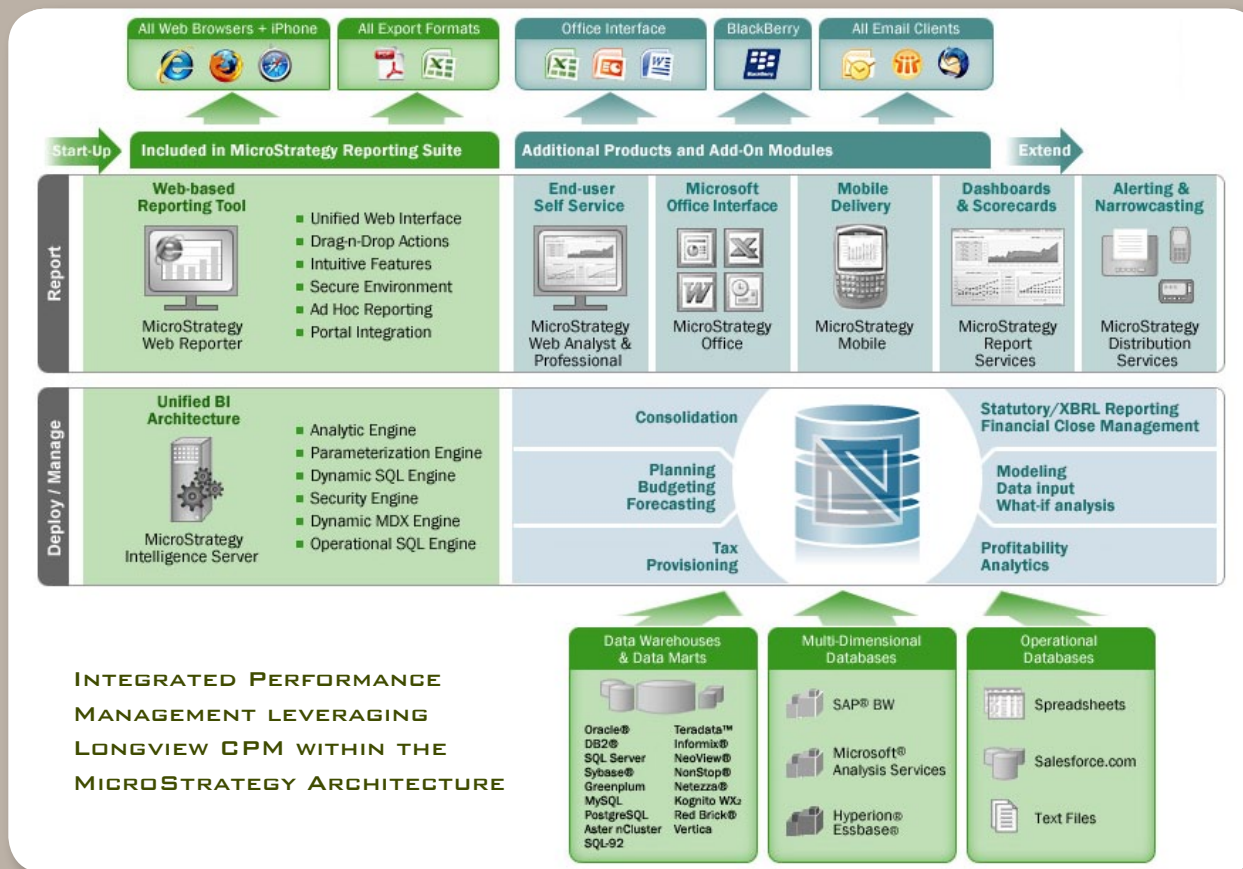
## Technical Collaboration and Integration

Longview provides seamless integration of its CPM solution with the MicroStrategy BI Platform, providing significant improvements in how businesses plan, monitor, measure, and optimize financial processes and results. The seamless integration makes the user interface extremely friendly and helps increase user adoption of the combined offering. Users are able to realize tremendous visibility from near real-time views of consolidated results, projections, and cash flow estimates for all business units within the organization. Empowered

users have access to the right data and information to manage the complete financial planning lifecycle, and to measure, analyze, and simulate financial impacts on events including, but not limited to, mergers and acquisitions activity, restructuring, corporate financial performance, and new product launches.

A broad predictive visual environment empowers managers and analysts to build business scenarios and run simulations that help maximize ROI as well as achieve low total cost of ownership. All

simulations are immediately reflected in the overall unified view of the organization's data through MicroStrategy's managerial reports and Dynamic Enterprise Dashboards. MicroStrategy dashboards provide at-a-glance visualization of key metrics and reports, while allowing interactive drill-down functionality to detect root causes of problems for effective decision making.



*“The strategic fit between Longview and MicroStrategy is excellent; MicroStrategy can now offer customers the ability to enhance the value derived from their BI strategy by enabling them to also report on key financial data.”*

— JOHN POWER, PRESIDENT OF LONGVIEW SOLUTIONS

*“Longview’s CPM solution is a natural complement to MicroStrategy’s BI software, helping companies to harness their business data for enhanced insights into business performance.”*

— SANJU BANSAL, COO OF MICROSTRATEGY

With a solid commitment to work together, MicroStrategy and Longview continue to leverage their technological expertise to deliver streamlined implementations for enterprise customers. By exploring new avenues of collaboration, they offer a compelling value proposition for customers to maximize the full potential of BI and CPM.

- **Enterprise-level BI-CPM:** MicroStrategy and Longview provide corporations the toolsets to standardize on a single integrated platform that provides a unified version of the truth across all departments and lines of business.
- **Decision Making:** Sophisticated and robust reporting platform powered by enterprise-caliber CPM allows customers to leverage high performance analytics for effective and timely decision making.
- **Commitment to Customer Success:** MicroStrategy scores the highest in customer loyalty among its peer group for the sixth consecutive year, according to the BI Survey 9. Longview Solutions is ranked #1 in customer satisfaction among all CPM vendors.
- **Cross-platform Functionality:** MicroStrategy's open architecture allows for operational flexibility, allowing companies to fully leverage their existing IT infrastructure investments and address the need for incremental change.



For more information on Longview's integrated CPM/BI offering please visit us at [www.longview.com/microstrategy](http://www.longview.com/microstrategy) or call us at 1-888-454-2549

The combined solutions from MicroStrategy and Longview provide leading enterprises the ability to leverage best-of-breed solutions for optimal decision making.

MicroStrategy's unified architecture delivers all 5 Styles of BI to support the full range of reporting, analysis, and monitoring. Enabling industrial-strength scalability and ease-of-use, the 5 Styles of BI provide a seamless view into the depth and breadth of corporate data with mission-critical reliability.

#### 5 STYLES OF BI

- **Scorecards and Dashboards:** 'At-a-glance' highly graphical reports ideal for the monitoring needs of business users. MicroStrategy's Dynamic Enterprise Dashboards combine advanced data visualization with its industrial-strength BI platform to deliver highly intuitive dashboards for enhanced decision making.
- **Enterprise Reporting:** Print-perfect detailed reports contain critical business information for all user levels.
- **OLAP Analysis:** Slice-and-dice analysis of data for basic exploration within a limited range of data.
- **Advanced and Predictive Analytics:** Full investigative analysis of data down to transaction level detail, coupled with predictive and statistical analysis.
- **Alerts and Proactive Notification:** Continuous scanning of the database for exception reporting, proactive alerts, and event-triggers to escalate issue detection and resolution.



For more information on MicroStrategy please visit us at [www.microstrategy.com](http://www.microstrategy.com) or call us at 1-888-537-8135

MicroStrategy empowers business users to make informed decisions by providing timely, relevant, and accurate answers to their business questions. Companies choose MicroStrategy Business Intelligence software for its advanced technical capabilities, sophisticated analytics, Dynamic Enterprise Dashboards, and superior data and user scalability.

With a zero-footprint Web interface and user-friendly reporting features, MicroStrategy increases BI user adoption for companies with diverse user populations. MicroStrategy software is meticulously engineered to ensure its reliability, scalability, security, and ease of administration for organizations of all sizes.

To learn more about how your organization can take advantage of the combined power of MicroStrategy and Longview Solutions, contact us today!