

SUMMARY RESULTS FROM THE OLAP SURVEY 6

The OLAP Survey is the Most Comprehensive Independent Survey
of the On-Line Analytical Processing and Business Intelligence Market



MicroStrategy[®]

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For more information about The OLAP Survey 6, please visit:

www.survey.com/olap

The OLAP Survey 6 – Summary Results

OVERVIEW OF THE OLAP SURVEY 6

The OLAP Surveys are the most comprehensive independent surveys of the Business Intelligence (BI) market space and products, and are conducted annually by Survey.com (www.survey.com/olap) and industry analyst Nigel Pendse. This year marks the 6th release of The OLAP Survey, and this year's Survey compiles the real-world BI experiences of 1,679 organizations across 87 countries and 32 different industry categories.

The OLAP Surveys provide insight into actual BI implementation experiences as well as the usage patterns and technical characteristics of the most popular BI products. The OLAP Surveys examine how companies choose their BI products, how they use these products, and how successful they are with them. The Survey is also notable in that it takes on challenging issues not covered by typical BI product reviews, such as barriers to wider deployments and factors leading to product discontinuance.

While other BI product surveys and analyst product reviews exist, they are largely based on the perceptions of the reviewer and do not have the statistical rigor of The OLAP Surveys. In the case of The OLAP Survey 6, the survey was conducted with the following geographic split: North America 38.4%, Europe 52.9%, and rest of world 8.7%. Survey respondents were from 32 different industries. Seven industries had the greatest representation and accounted for 44% of all respondents: Insurance & Financial Services, Banking, Retail, Manufacturing & Consumer Packaged Goods, Healthcare, Industrial Equipment Manufacturing and Telecommunications. The median revenue of companies surveyed was \$625M. Survey conclusions are solely based on statistical analysis of information provided by respondents.

This year, 13 BI products had enough market presence to make their analysis statistically significant. In alphabetical order, the 13 are Applix[®] TM1, Business Objects[®] WebIntelligence or Desktop Intelligence, Cognos[®] Analysis (Cognos 8 or PowerPlay), Hyperion[®] Essbase, Microsoft[®] Analysis Services, MicroStrategy[®], MIK OLAP, MIS Alea[®] or DecisionWare[®], Oracle[®] Discoverer, Oracle 9i/10g OLAP Option, Orenburg Board MIT, OutlookSoft and SAP[®] BW.

Once again, Hyperion Intelligence (formerly Brio) was not analyzed because the number of customer responses was too small to be statistically significant. Several other products were also not included in the published analysis because of their low market presence. They included Information Builders WebFocus, SAS OLAP, and Siebel Analytics, suggesting that despite vigorous marketing, these products still have relatively few successful deployments.

For purposes of direct comparison with MicroStrategy technology in this document, a "peer group" subset is presented. This peer group represents the set of products that are typically considered for similar types of BI applications and consists of MicroStrategy, Hyperion Essbase, Cognos Analysis, Business Objects, SAP BW, and Oracle Discoverer. Among the peer group, the vendors received the following number of respondents:

VENDOR	NUMBER OF CUSTOMER ORGANIZATIONS RESPONDING
1. Cognos Analysis	190
2. MicroStrategy	167
3. Hyperion Essbase	114
4. SAP BW	97
5. Business Objects	74
6. Oracle Discoverer	37

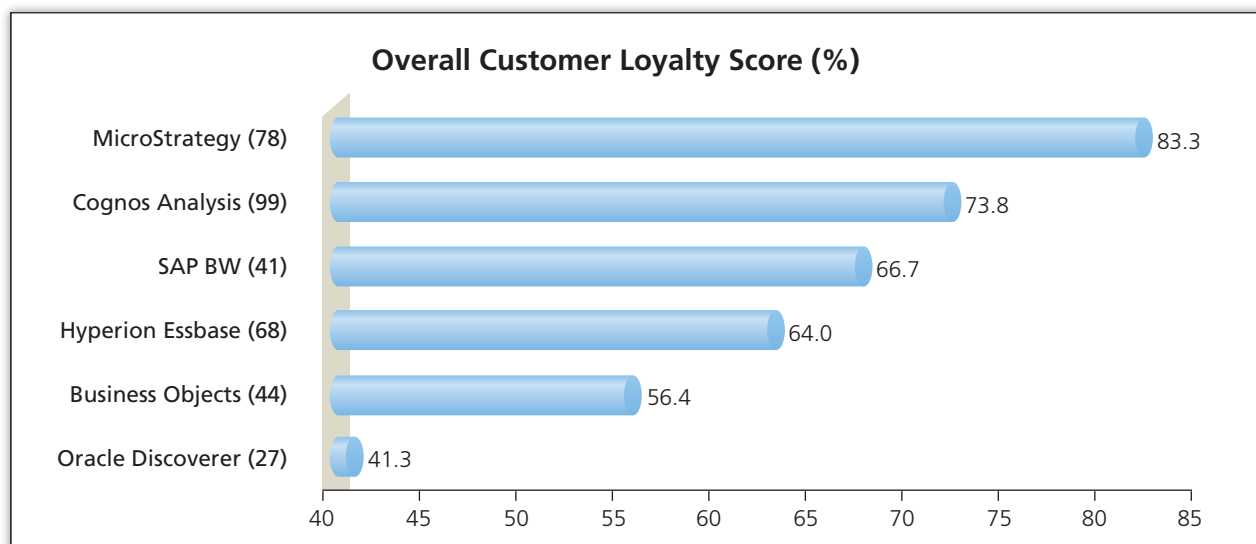
At the outset, it is important to note that all of The OLAP Surveys have been 100% independent of any BI vendor influence. In contrast to other surveys, The OLAP Survey 6 was not commissioned, funded, suggested, or sponsored by vendors in any way. Vendors had no input into the questions or into the analysis of survey results. Therefore, business intelligence consumers can be reassured that the Survey accurately reflects the real-world experiences of individuals in companies like theirs, and is free from vendor influence and author bias.

Customer Loyalty

Customer loyalty is an indication of how satisfied a customer is with a vendor’s products and services and is a crucial factor in vendor success. According to The OLAP Survey 6, a loyal customer is one that:

- Continues to use existing applications
- Purchases additional software to deploy existing applications more widely
- Uses the product in preference to others when implementing new applications
- Favors the product if there is ever a demand to reduce the number of BI suppliers

MicroStrategy had the highest customer loyalty of any BI vendor in the entire Survey. As Figure 1 shows, MicroStrategy’s leading Overall Customer Loyalty Score of 83.3 is nearly 50% higher than the Overall Customer Loyalty Score of 56.4 for Business Objects, which scored tenth in the overall Survey in this area.



Source: Table compiled by MicroStrategy using data from The OLAP Survey 6.
 Key: Higher number means greater loyalty
 Note: Number in parenthesis indicates total number of customer organization respondents by product.

Figure 1: Overall Customer Loyalty Ratings by Product

“The fact that MicroStrategy was rated number one in customer loyalty for the third year in a row is a remarkable achievement,” reported Nigel Pendse, author of The OLAP Survey 6. “The results confirm that well-known vendors, who have pursued a growth strategy based on acquisitions aimed at covering the entire BI spectrum, have poor customer loyalty. In contrast, MicroStrategy, which has concentrated on a single product architecture and has grown organically, came out on top yet again. The fact that no other product has achieved such consistency suggests that many of MicroStrategy’s customers are fiercely loyal and see no alternative to the product.”

Project Success and Business Benefit

The OLAP Survey 6 measured business benefit in aggregate by the Business Benefit Achievement metric. Each of the BI products was assessed for its ability to deliver the following eight discrete business benefits:

1. Faster or more accurate reporting
2. Better business decisions
3. Improved customer satisfaction
4. Saved headcount in business departments
5. Increased revenue through better sales and marketing analysis
6. Saved other non-IT costs
7. Reduced external IT costs
8. Saved headcount in IS

Project success was measured by the Achievement of Business Goals metric, or the extent to which original business goals were met.

As Figure 2 illustrates, MicroStrategy customers are among the most likely to achieve business goals when compared to their peer group. Furthermore, MicroStrategy customers are among the most likely to achieve business benefit as MicroStrategy ranked in the top 2 in each of the eight discrete business benefit criteria.

Business Objects customers reported below-average scores for Satisfying Business Goals and Combined Benefit Achievement likely stemming from their dis-integrated product lines that increase end-user training and deployment times. MicroStrategy scored better than Business Objects and SAP BW in each of the eight business benefit criteria. Business Objects performance dropped in both absolute and relative terms from the year prior, resulting in the gap between Business Objects and the other BI products growing even wider. Interestingly, the Business Benefit Index score for the Cognos Analysis 8 product line was nearly 20% lower than the score for Cognos PowerPlay 7.X product line.

	MicroStrategy (140)	Hyperion Essbase (105)	Cognos Analysis (164)	Business Objects (62)	SAP BW (75)	Oracle Discoverer
Goal Achievement	6.59	7.36	6.2	5.64	6.54	N/A
Business Benefit Index	4.36	4.05	4.22	3.18	3.06	N/A
Faster or More Accurate Reporting	7.53	7.91	7.39	5.42	6.16	N/A
Better Business Decisions	5.89	6.2	5.79	4.35	5.81	N/A
Improved Customer Satisfaction	4.97	4.22	4.52	2.95	2.46	N/A
Saved Headcount in Business Depts	3.51	4.09	3.33	2.71	2.09	N/A
Increased Revenues Through Better Sales & Mkt Analysis	4.13	2.5	3.66	3.02	1.73	N/A
Saved Other Non-IT Costs	3.08	2.71	3.52	2.59	1.86	N/A
Reduced External IT Costs	2.46	2.3	2.95	1.74	2.06	N/A
Saved Headcount in IS	3.25	2.46	2.79	2.51	1.52	N/A

Source: Table compiled by MicroStrategy using data from The OLAP Survey 6.

Key: Higher number means greater business benefit / success.

Note: N/A: stands for "Not Applicable" as Oracle products did not meet the minimum 50 respondent threshold for inclusion in this analysis

Note: Number in parenthesis indicates total number of customer organization respondents by product.

Legend (Comparisons within Peer Group)

■ Top 2 Ranks ■ Middle Tier ■ Bottom 2 Ranks

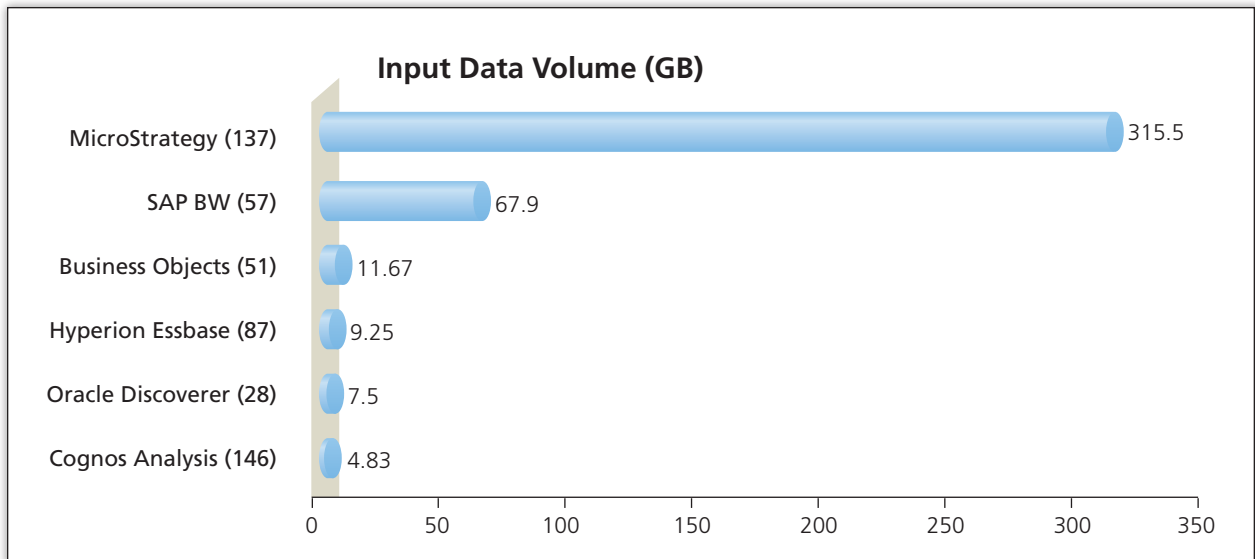
Figure 2: Achievement of Business Benefit by Product

"For the fifth consecutive year, customers have rated MicroStrategy well in helping achieve business goals and in attaining business benefits as measured across a spectrum of important revenue-generating and cost-saving criteria," according to Nigel Pendse, author of The OLAP Survey 6. He also noted, "The fact that MicroStrategy customers have the largest and some of the more successful BI applications, as measured by the business benefit criteria we evaluated, confirms MicroStrategy's high functionality and suitability for highly scalable Web deployments — key drivers in delivering tangible business value."

Average Data Volume

Increasing information intensity, and in particular, the desire to electronically capture and store every business transaction, has made the terabyte-size data warehouse commonplace. While analysis of summary data is often a launching point for understanding business trends, organizations need to view transaction-level detail to discover anomalies, exceptions, and trend drivers that pre-defined aggregations can obscure.

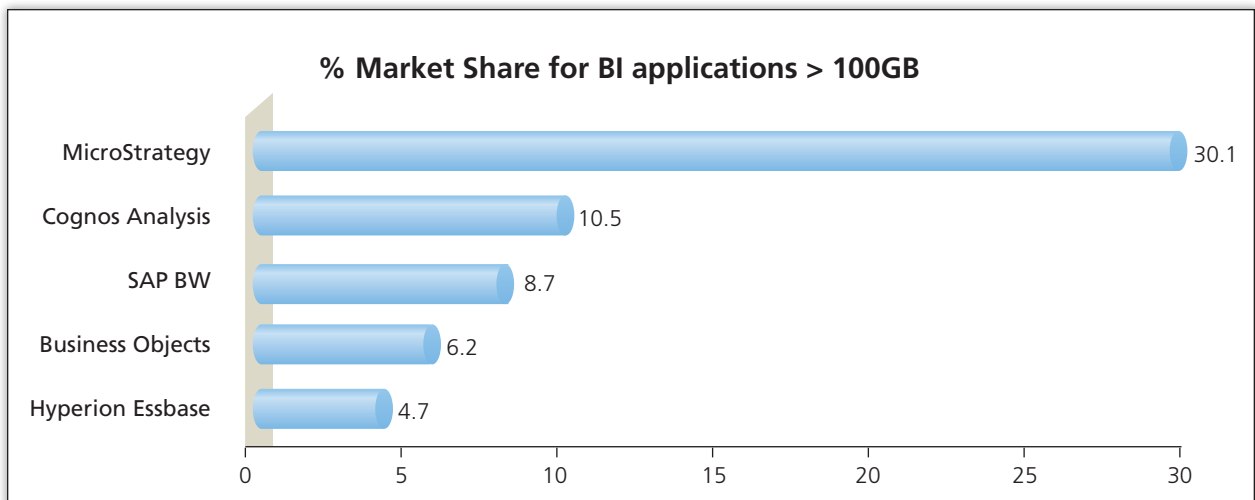
For the sixth consecutive year, MicroStrategy customers indicated they analyzed by far the largest amounts of data – a median of 316 Gigabytes (GB) in this latest Survey. As Figure 3 shows, this is larger by more than a factor of 4.5 over SAP BW, the second-place product, and a factor of 65 greater than Cognos' median data volumes.



Source: Chart drawn by MicroStrategy using data from The OLAP Survey 6.
 Key: Gigabytes of Source Data Volumes.
 Note: Input data volume shown in GB for the 2006 OLAP Survey 6
 Note: Number in parenthesis indicates total number of customer organization respondents by product.

Figure 3: Median Input Data Volumes (Gigabytes) by Product

Looking at data volumes by market share provides insight into which vendors are most suited for specific data volume ranges. As shown in Figure 4, MicroStrategy has over 30% share of the Survey’s sample for BI applications greater than 100GB. Within the peer group, the next closest BI vendor has less than 11 % market share.



Source: Chart drawn by MicroStrategy using data from The OLAP Survey 6.
 Key: Market Share.
 Note: Oracle Discoverer did not meet the minimum respondent threshold for inclusion in this analysis.

Figure 4: % Market Share for BI Applications > 100GB by Product

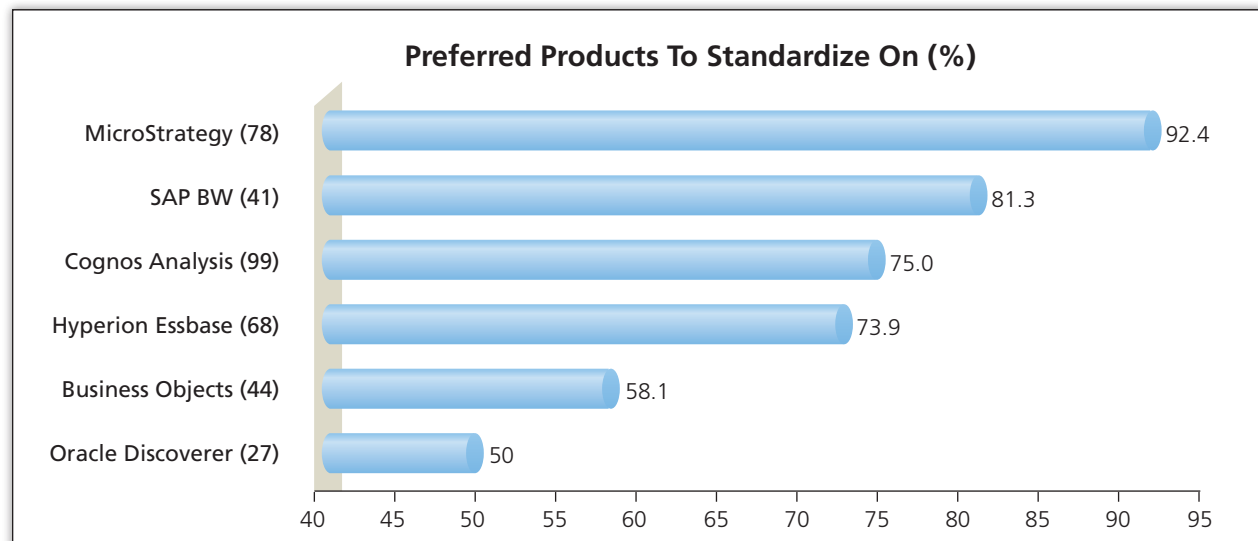
“For the sixth consecutive year, MicroStrategy sites have reported the largest data volumes of all, with a substantial gap between MicroStrategy and the second place product,” said Nigel Pendse, author of The OLAP Survey 6. “Despite most vendors claiming to be able to handle large, detailed applications, it is clear that only MicroStrategy’s customers are actually implementing such transaction level BI databases. MicroStrategy continues to be the clear leader in the enterprise-scale BI segment.”

Cube-based OLAP products, such as employed by some of the Hyperion products, inherently limit the data that can be analyzed. They are optimized for analysis of summary level or small volumes of data but are not suitable for the more valuable, transaction-level BI applications.

In contrast, MicroStrategy's Relational OLAP (ROLAP) approach doesn't require a physical intermediate data cube. By ROLAP standards, MicroStrategy provides excellent query response from large databases by generating enhanced SQL that, for instance, is sparse-aggregate-aware and can decompose logically complex queries into multiple, smaller 'bite-size' queries that can be executed far more efficiently.

Preferred Products to Standardize On

It is common for organizations to have more than one BI product. For sites using more than one product, The OLAP Survey 6 asked which one they would choose to standardize on if forced to pick one, and why. Products that are good candidates for standardization must be easy to use, suitable for a wide range of BI applications, and provide the full range of BI functionality. When they were asked why they selected MicroStrategy, respondents cited product features, its ability to support large numbers of concurrent users, web deployability and multi-platform support.



Source: Table compiled by MicroStrategy using data from The OLAP Survey 6.

Key: Higher rates means greater preference for standardization

Note: Number in parenthesis indicates total number of customer organization respondents by product.

Figure 5: Preferred Products to Retain When Standardizing

For the second year in a row MicroStrategy is a top product to standardize on with 92.4 % (up from 87.1% in last years' Survey) of the respondents indicating they would select MicroStrategy as their enterprise BI standard. The declining standardization preference percentage from 2005 for both Business Objects' (from 64.6% to 58.1%) and Hyperion's (from 88.2% to 73.9%) customers may be the result of recent product introductions by these vendors which did not meet customer expectations or due to the cost and challenges of migrating to their latest releases.

“The rising tendency of Survey participants with multiple BI products to continue to rank MicroStrategy as one of the top products to keep in a standardization exercise is a reflection of MicroStrategy’s widening range of capabilities and suitability for BI standardization,” said Nigel Pendse, author of The OLAP Survey 6. “Large vendors that have consistently failed to deliver are seemingly being repaid with declining loyalty from their customers.”

Fewest Product-Related Problems

Product-related problems impact BI project success and deter organizations from deploying BI applications more widely. Product deficiencies are often not apparent during initial evaluation and typically only surface during the stress of real-world implementations. The Survey found that significant differences exist between products. Organizations can learn from the experiences of large numbers of other users as to which products perform at scale and which are likely to encounter severe technical issues.

As BI becomes more integral to business operations, ease of use, product stability, and the ability to support data and user scale become paramount. The Survey uses the metric Average Serious Technical Problems to measure the number of product failings along the following seven criteria:

1. Product could not handle large numbers of users
2. Security limitations in the product
3. Software too hard to use
4. Missing key product features
5. Product could not handle the data volumes
6. Unreliable software
7. Query performance too slow

As shown in Figure 6, among the peer group, MicroStrategy had the second fewest product related problems. MicroStrategy also scored significantly better than the average of all vendors in ease of use and in user and data scalability criteria.

In contrast, as in 2004 and 2005, users of Oracle Discoverer and SAP BW reported the most product-related problems with both vendors’ customers reporting above average complaints about performance, difficulty of use and missing key product functionality. Business Objects sites reported technical problems worse than average in many of the key categories such as slow query performance, missing key product features, software too hard to use, product could not handle large numbers of users and had the highest rate of complaints about unreliability. Cognos Analysis was slightly worse than average in every product-related area.

PRODUCT	RANK – FEWEST PRODUCT RELATED PROBLEMS
Hyperion Essbase (107)	1
MicroStrategy (161)	2
Cognos Analysis (184)	3
SAP BW (91)	4
Business Objects (69)	5
Oracle Discoverer (36)	6

Source: Table compiled by MicroStrategy using data from The OLAP Survey 6.

Key: Highest rank represents the lowest number of product-related problems

Note: Number in parenthesis indicates total number of customer organization respondents by product

Figure 6: Product-Related Problems Reported Per Site

“Considering the size and complexity of the applications for which MicroStrategy is usually chosen, it is impressive that MicroStrategy customer implementations have significantly fewer product-related problems than average. MicroStrategy scored significantly better than the overall average in multiple criteria, including ease of use,” according to Nigel Pendse, author of The OLAP Survey 6. He also noted, “It is clear that MicroStrategy’s continued focus on ease of use has resulted in more wide scale adoption of MicroStrategy BI applications.”

Product Support Quality

The quality of a vendor’s product support is becoming increasingly critical as BI becomes more integrated into organizations’ operations. Better product support often results in higher application success rates and helps to ensure customers get full value from their BI investments.

The OLAP Survey 6 found major differences in the quality and timeliness of a vendor’s product support. As Figure 7 shows, MicroStrategy’s product support was rated “Excellent” more often than the other vendors in the peer group for the third consecutive year.

PRODUCT	RANK – PRODUCT SUPPORT QUALITY RATING	PRODUCT SUPPORT QUALITY RATING	% OF RESPONDENTS WHO RECEIVED EXCELLENT PRODUCT SUPPORT
MicroStrategy (153)	1	6.66	27.5
Overall Average (1511)		6.33	25.6
Cognos Analysis (179)	2	6.17	23.5
SAP BW (89)	3	6.05	12.4
Hyperion Essbase (95)	4	5.59	11.6
Oracle Discoverer (32)	5	4.44	15.6
Business Objects (68)	6	4.03	7.4

Source: Table compiled by MicroStrategy using data from The OLAP Survey 6.

Key: Higher rating means greater product support; Higher percentage numbers mean greater % of customers citing excellent product support

Note: Number in parenthesis indicates total number of customer organization respondents by product

Figure 7: Product Support Quality by Product

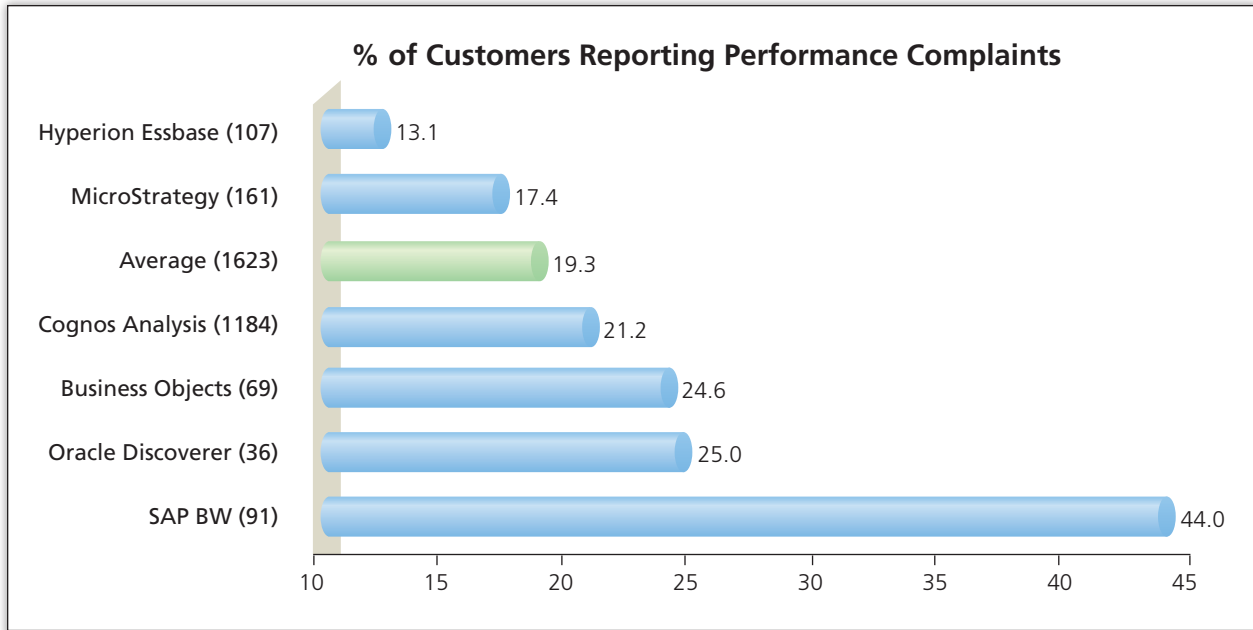
For four years in a row, Business Objects customers have been the least satisfied with the quality of support that they received, as compared to the peer group. 21% of Business Objects users, the highest of any vendor in the Survey, reported technically poor or unacceptably bad support. MicroStrategy speculates that low overall product support quality ratings for Business Objects likely stems from their strategy to acquire rather than to build their ETL, reporting and dashboard products. Product acquisitions present significant business and technical integration issues and often strain product support resources. Given the historic poor support of acquired technologies, it is likely the Business Objects acquisition of Crystal Decisions® along with its many other recent software company acquisitions will create continued ongoing support challenges for Business Objects customers.

“MicroStrategy was the top performing BI vendor, among the peer group, when it comes to quality and timeliness of product support,” reported Nigel Pendse, author of The OLAP Survey 6. “MicroStrategy had more top ratings for support and the fewest customers complaining of poor support. This must be at least in part due to the stability and consistency of MicroStrategy’s products, which were all developed by one company, using a single architecture, rather than being assembled from multiple origins. MicroStrategy remains fully focused on this one product line, unlike the large, general-purpose vendors.”

Query Performance

Measuring query performance can be approached by performing lab benchmarks or analyzing real-world user experience. Lab benchmarks are often misleading since they are conducted by vendors or analysts who are sponsored by vendors and many times don’t simulate real-world requirements. The OLAP Survey 6 presents query performance feedback derived from 1,679 actual real-world implementations.

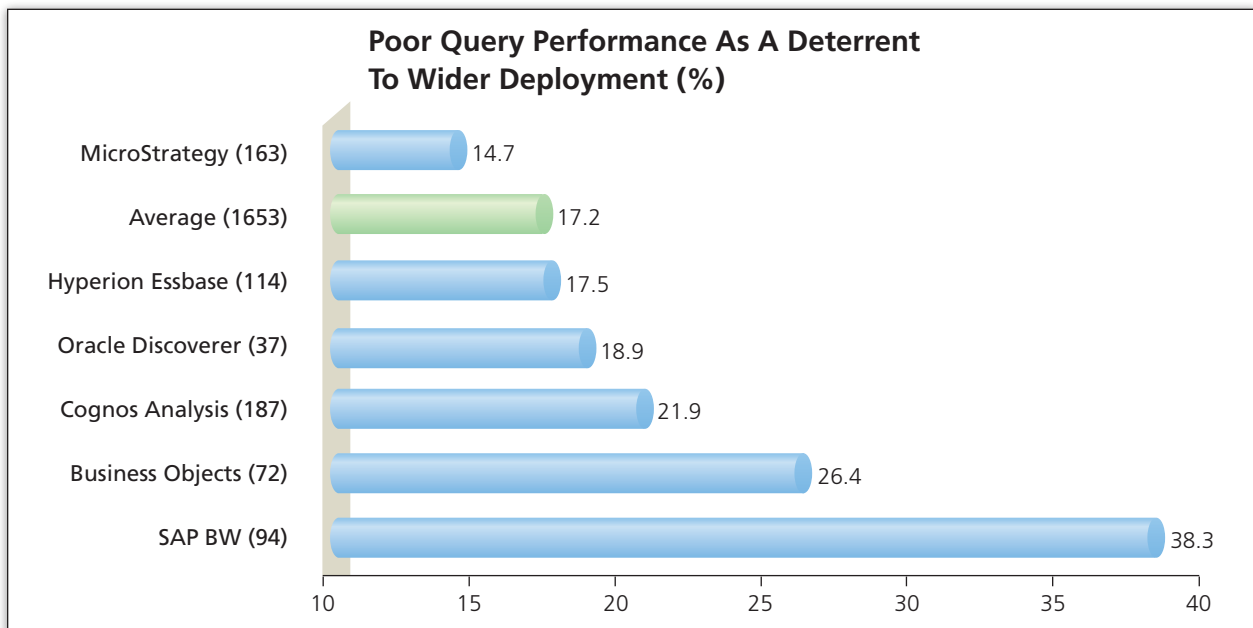
In the OLAP Survey, query performance is assessed by determining how many respondents reported slow query times as a major problem. This is an assessment of how well products live up to users’ expectations.



Source: Chart drawn by MicroStrategy using data from The OLAP Survey 6.
 Note: Shorter bars are better as they indicate that fewer people complained of poor query performance.
 Note: Number in parenthesis indicates total number of customer organization respondents by product

Figure 8: Percentage of Performance Complaints

The number of respondents reporting issues with MicroStrategy’s performance was much better than most vendors in the peer group as shown in Figure 8. This is impressive given that MicroStrategy implementations process far larger data volumes than the average vendor implementation.



Source: Chart drawn by MicroStrategy using data from The OLAP Survey 6.
 Key: Shorter bars are better.
 Note: Number in parenthesis indicates total number of customer organization respondents by product

Figure 9: Poor Query Performance as a Deterrent to Wider Deployment

Another measure of general query performance is whether respondents cite poor performance as a deterrent to wider deployment. As Figure 9 shows, MicroStrategy performed better than each of the BI vendors in the peer group.

The lowest performing products from this group are Business Objects and SAP BW. It is clear that the poor query performance of these two products is a serious problem, not only for current deployments, but for customers with future plans to expand usage.

One of the most important factors influencing performance is volume of data handled. The OLAP Survey 6 looked at the relationship between data volumes and query performance. Given the size of data MicroStrategy customers analyze, it is surprising that they had relatively few performance problems and performed better than cube-based product Hyperion Essbase, in some query performance categories. Furthermore, MicroStrategy performed considerably better than Cognos Analysis, Oracle Discoverer and Business Objects in the Survey, when measured by the metrics Percentage of Customers Reporting Performance Complaints and Poor Query Performance as a Deterrent to Wider Deployment. In addition, MicroStrategy was one of the few vendors whose Median Query Time decreased in the most recent Survey.

“It is particularly impressive that MicroStrategy’s query performance complaint rates continue to improve each year The OLAP Survey has been conducted,” said Nigel Pendse, author of The OLAP Survey 6.

“MicroStrategy was the only ROLAP to beat the Survey average for query performance complaint rates.”

Deterrents to Wider Deployments

Many BI applications start small at a departmental level and, if successful, grow to an enterprise level. A variety of product problems and issues can thwart such plans.

Figure 10 ranks vendors by the number of deterrents to wider deployment. MicroStrategy users reported far fewer product-related barriers to wider deployments; specifically citing fewer issues than average related to administration complexity, product stability and reliability, and difficulty of building or maintaining applications. MicroStrategy customers were also very unlikely to cite lack of product features as a deterrent to wider deployment; in fact, MicroStrategy did better than any other product in its peer group on this measure.

In marked contrast, Business Objects users cited a very high number of deterrents to wider deployment, including significantly worse than average responses on the following criteria: slow query performance, cost of implementation and support, administration complexity, product reliability / stability problems, users find the product too difficult or require excessive training, and lack of product features among others. As a result of low ratings in these key categories, Business Objects sites reported a high product abandonment or discontinuance rate of 32.1 %.

PRODUCT	RANK – FEWEST DETERRENDS TO WIDER DEPLOYMENT
MicroStrategy (163)	1
Hyperion Essbase (114)	1
Cognos Analysis (184)	3
Oracle Discoverer (37)	4
SAP BW (94)	5
Business Objects (69)	6

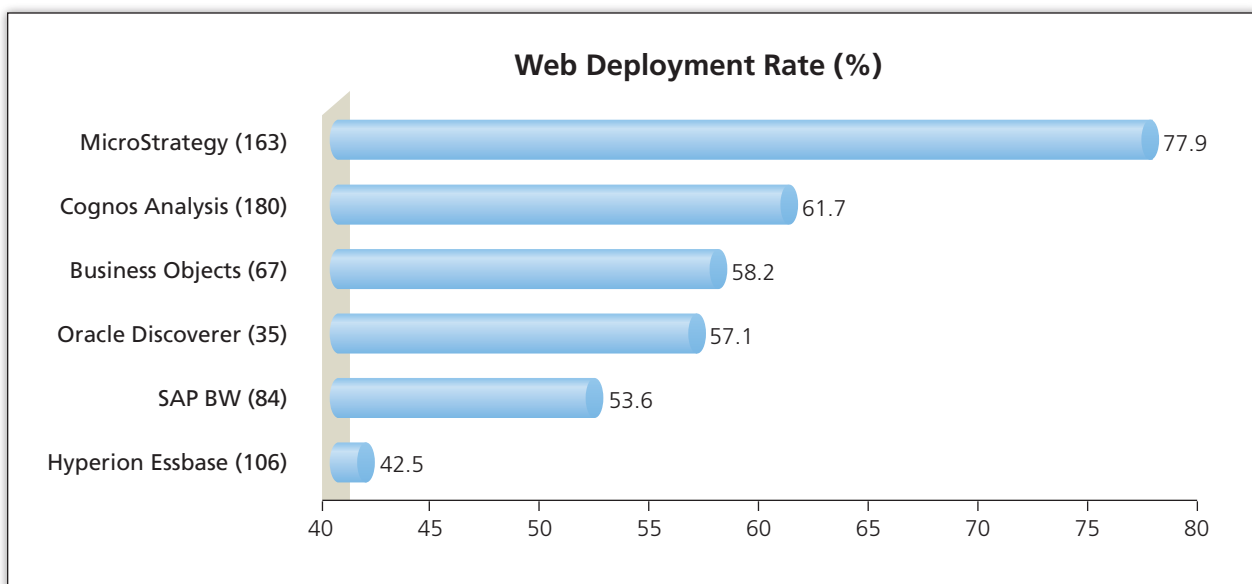
Source: Chart drawn by MicroStrategy using data from The OLAP Survey 6.
 Key: 1: Lowest number of deterrents to wider deployment, 6: highest
 Note: Number in parenthesis indicates total number of customer organization respondents by product

Figure 10: Deterrents to Wider Deployment by Product

“A relatively high proportion of MicroStrategy’s customers cite no or low product-related barriers to wide scale deployment, which is a testament to the product’s suitability for enterprise deployments,” said Nigel Pendse, author of The OLAP Survey 6.

Web Deployment Rate

BI applications deployed via the Web deliver greater business value and benefits than those deployed via client/server technology, according to The OLAP Survey 6. The Web continues to be the only effective delivery mechanism for deploying BI to large user populations or to extranets. Information reach is improved, and setup and maintenance costs are significantly reduced. The Survey indicates that Web deployment success varies considerably by BI product. Major differences in the median Web deployment rates between OLAP products can be seen in Figure 11.



Source: Chart drawn by MicroStrategy using data from The OLAP Survey 6.
 Key: Higher rates mean greater web deployments. Rate indicates the number of sites that were at least 50% web deployed for each vendor.
 Note: Number in parenthesis indicates total number of customer organization respondents by product.

Figure 11: Web Deployment Rates by Product

For the sixth consecutive year, MicroStrategy had the highest Web Deployment Rate at nearly 78%. This means that 78% of MicroStrategy customers have deployed via the Web to at least 50% of their users. This high level of Web usage reflects MicroStrategy's commitment to Web product performance and feature-richness. The MicroStrategy score is higher than Hyperion Essbase by a factor of almost 2. A Web Deployment Rate of 42.5% for Hyperion Essbase suggests Hyperion is not being deployed on an enterprise level. The relatively low level of Web deployment by Business Objects' customers is surprising. Business Objects' thick Web architecture and limited user scalability continue to limit Web adoption.

“Since the inception of this Survey, MicroStrategy sites had the highest rates for Web deployment,” said Nigel Pendse, author of The OLAP Survey 6. “Unique among major BI products, the complete MicroStrategy product line was designed from the ground up for large scale Web deployments, rather than being converted from older desktop or client/server architectures as other vendors have chosen to do. This provides an advantage for its customers, who report on far more data, to more users, and who are much more likely to be Web connected than those using any other product.”

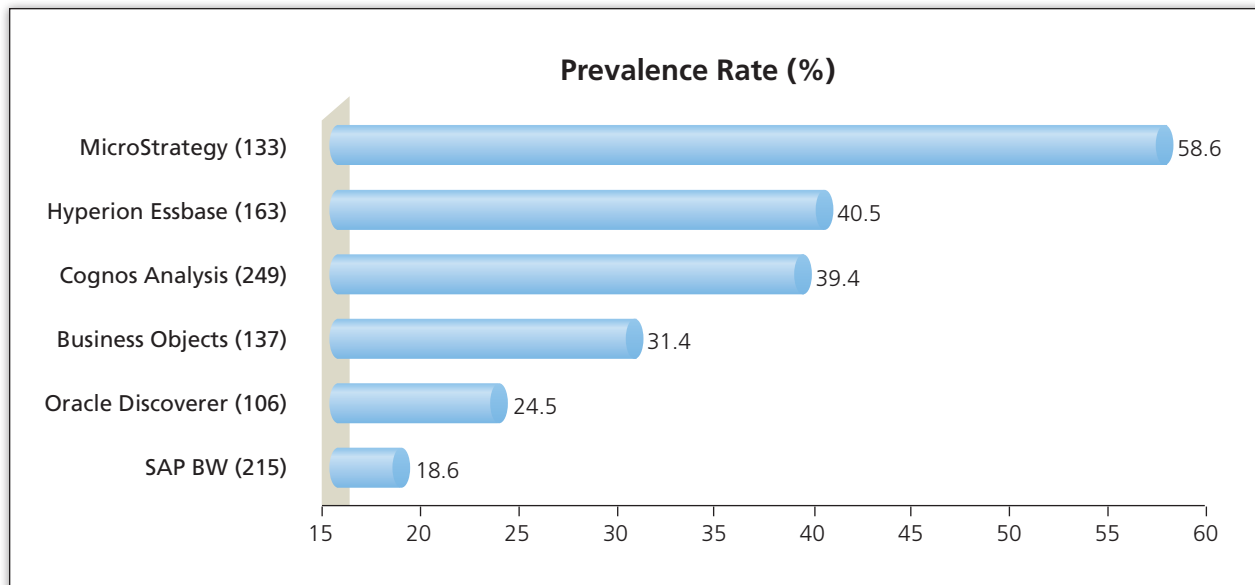
In addition, MicroStrategy had an Extranet Deployment Rate of 20.4% – meaning over one-fifth of surveyed MicroStrategy customers have already deployed OLAP data to external users, over 1.5 times the average rate of the full sample. This high rate of extranet deployment can be attributed to the industrial-strength security and wide browser support of MicroStrategy Web.

Product Prevalence (Reach) and Win Rate

The OLAP Survey 6 data shows that most organizations buy multiple BI products, and that actual usage of each product varies widely within an organization. Some products are used sparingly by a limited number of users, while others are deployed widely across the enterprise. The Survey uses the metric Prevalence Rate as an indicator of which products are actually used widely, as opposed to merely purchased. Prevalence rate is defined as the percentage of the Survey respondents who chose their MicroStrategy implementation as the subject of their OLAP Survey responses, as opposed to any of the other BI technologies they also have installed. Prevalence rates are a proxy for the number of BI applications, the number of users, and the overall BI product penetration in an organization.

There is an interesting direct correlation between Product Prevalence and how often one product wins in a head to head evaluation. Products that win evaluations also tend to “win” internally, and are more widely used than products that do less well in evaluations. Among the peer group, MicroStrategy had the highest Prevalence Rate at nearly 60%, meaning that nearly 60 percent of the sites using MicroStrategy and at least one other product

nominated MicroStrategy as the product they would answer questions on. Furthermore, among the peer group, MicroStrategy continues to have one of the highest Win Rates at nearly 65% meaning that nearly 65% of the sites that evaluated MicroStrategy purchased it, up from 43.3% in The OLAP Survey 4 and 60.0% in The OLAP Survey 5. As shown in Figure 12, Prevalence Rates in this peer group vary from a high of 58.6% for MicroStrategy to a low of 18.6% for SAP BW.



Source: Chart drawn by MicroStrategy using data from The OLAP Survey 6.

Key: Higher rates mean more widespread usage of a specific BI product at an organization. Measures the amount or penetration of usage of a BI product at an organization.

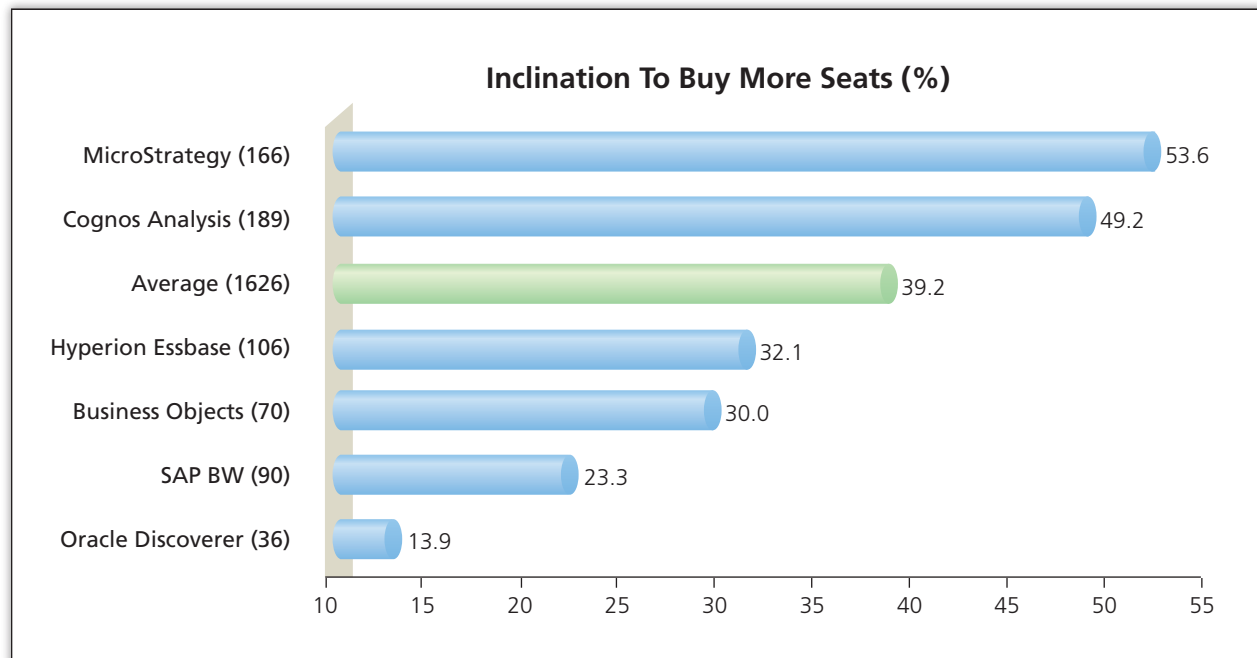
Note: Number in parenthesis indicates total number of customer organization respondents by product

Figure 12: Prevalence Rates (%) by Product

“Looking at this peer group, MicroStrategy is clearly the most prevalent BI product, which is an indication that MicroStrategy tends to be more widely used within its customers than other products in this group,” said Nigel Pendse, author of The OLAP Survey 6. “This is testament to MicroStrategy’s ability to support a wide range of BI applications.”

Inclination to Buy More Seats

Inclination to purchase more seats is a strong indication of customer loyalty and project success. As Figure 13 shows, it varies considerably by BI vendor ranging from Oracle Discoverer with a low of 14% to MicroStrategy, highest among all BI vendors surveyed, with a high of 54% of the customers who indicated a strong intention to purchase additional seats. For the second year in a row, more than 50% of the MicroStrategy customers have indicated a strong intention to purchase additional seats; no other vendor has ever scored above 50%. In the six years the Survey has been conducted, MicroStrategy has scored significantly above the average of all vendors each year.



Source: Table compiled by MicroStrategy using data from The OLAP Survey 6.

Key: Higher number means greater inclination to buy more seats

Note: Number in parenthesis indicates total number of customer organization respondents by product.

Figure 13: Inclination to Buy More Seats

The OLAP Survey 6 found that 54% of MicroStrategy’s customers expected to purchase more seats in the future, which is up significantly from 38% two years ago and vs. an average of 39% of the customers overall in The OLAP Survey 6. MicroStrategy’s sizable increase over the last two years can be attributed to significant enhancements in end-user functionality in the MicroStrategy 8 product, launched in January 2005, such as enterprise reporting and full support for Microsoft Office. Oracle Discoverer’s decline from 33% in The OLAP Survey 5 to only 13.9% this year may be the result of Oracle’s BI releases not meeting customers’ expectations.

“Once again, MicroStrategy had a particularly high proportion of sites expecting to buy more seats,” reported Nigel Pendse, author of The OLAP Survey 6. “The fact that MicroStrategy had the highest proportion of sites among all BI vendors surveyed expecting to buy more seats, indicates that customers are highly committed to its deployment.”

CONCLUSION

The OLAP Survey 6, the leading independent survey of real-world BI implementations, provides unique, statistically significant insight into actual BI implementations and customer experiences with various BI products. The results of the Survey provide an important guide to the product capabilities and support users can expect from the various product vendors. Survey respondents are both critical and candid in their assessments. Since the choice of BI product has a significant impact on overall BI project success, it is recommended that meaningful product evaluations, starting with a close review of the product benchmarks in The OLAP Survey 6, should be conducted when embarking on new BI projects.

Notable in The OLAP Survey 6 results are the widely varying customer experiences and product results among the BI products. Some of the many categories in which clear vendor trends have emerged over the past several years include:

- Customer loyalty
- Inclination to buy more seats
- Preferred product to standardize on
- Product support quality
- Data volume
- Web deployment rate
- Prevalence rate

In the above categories, MicroStrategy has consistently been a leader, sometimes by a wide margin, in the six years The OLAP Survey has been conducted. Furthermore, in categories such as Web Deployment and Customer Loyalty, the gap between MicroStrategy's leadership position and the positions of the other vendors continues to grow at an increasing rate.

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This product is patented. One or more of the following patents may apply to the product sold herein: U.S. Patent Nos. 6,154,766, 6,173,310, 6,260,050, 6,263,051, 6,269,393, 6,279,033, 6,501,832, 6,567,796, 6,587,547, 6,606,596, 6,658,093, 6,658,432, 6,662,195, 6,671,715, 6,691,100, 6,694,316, 6,697,808, 6,704,723, 6,707,889, 6,741,980, 6,765,997, 6,768,788, 6,772,137, 6,788,768, 6,792,086, 6,798,867, 6,801,910, 6,820,073, 6,829,334, 6,836,537, 6,850,603, 6,859,798, 6,873,693, 6,885,734, 6,888,929, 6,895,084, 6,940,953, 6,964,012, 6,977,992, 6,996,568, 6,996,569, 7,003,512, 7,010,518, 7,016,480, 7,020,251, 7,039,165, 7,082,422 and 7,113,993. Other patent applications are pending.

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