Press Release

MicroStrategy Announces Integration with Theobald Software

Theobald Xtract Universal Integration with MicroStrategy 10™ Provides Expanded Access to SAP

TYSONS CORNER, Va., January 15th, 2018: MicroStrategy® Incorporated (Nasdaq: MSTR), a leading worldwide provider of enterprise analytics and mobility software, today announced that MicroStrategy 10 is now integrated with Xtract Universal from Theobald Software. With this integration, customers can easily incorporate the full range of SAP® data into their enterprise reports, dashboards, and mobile apps.

Users can leverage Theobald Software's Xtract Universal to extract data out of a wide range of SAP systems, including SAP ERP applications and SAP Business Information Warehouse (BW) content, and push the data into in-memory cubes in MicroStrategy. Business users can then use MicroStrategy to analyze the data, blend the data with other sources, and deliver dashboards to other users.

"We are excited by the collaboration between MicroStrategy and Theobald Software," said Christoph Schuler, General Manager, Theobald Software. "By combining Theobald Software's deep expertise in accessing SAP systems, with MicroStrategy's leadership in enterprise analytics, customers will be able to unlock the data in their SAP applications."

"Enterprises are increasingly demanding rapid time to insight," said Tim Lang, SEVP and CTO, MicroStrategy Incorporated. "Theobald Software and MicroStrategy together will allow SAP customers to build analytic applications quickly and service a wider base of business users than ever before."

To learn more, please attend the session at MicroStrategy World 2018 entitled, "MicroStrategy and Theobald Software: How to access SAP sources with Theobald Software integration," which is scheduled for Wednesday, January 17, 11:30am – 12:30pm (PST). MicroStrategy World 2018 is taking place from January 15 to January 17 at The Cosmopolitan of Las Vegas.

About Theobald Software:

As a certified SAP partner, Theobald Software is helping over 2,500 organizations worldwide to integrate third-party systems with SAP applications. A technology and platform provider, Theobald Software has an established network of partners to service its customers. The company is headquartered in Stuttgart, Germany, with offices in Seattle and Hong Kong. For more information, please visit http://www.theobald-software.com.

About MicroStrategy Incorporated:

MicroStrategy (Nasdaq: MSTR) is a worldwide leader in enterprise analytics and mobility software. A pioneer in the BI and analytics space, MicroStrategy delivers innovative software that empowers people to make better decisions and transform the way they do business. We provide our enterprise customers with world-class software and expert services so they can deploy unique intelligence applications. To learn more, visit MicroStrategy, and follow us on LinkedIn, Twitter, and Facebook.

Contact information
Theobald Software GmbH
Peter Wohlfarth
Email: peter.wohlfarth@theobald-software.com

Contact information
MicroStrategy Incorporated
Claudia Cahill
Email: ccahill@microstrategy.com

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