

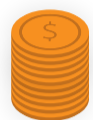
YOUR CLOUD-DRIVEN BUSINESS

Migrate your analytics. Increase its impact.

Cloud technologies are transforming the global economy—and cloud-based analytics is no exception.



ESTIMATED



\$1.2T

cloud-driven value added to the global economy by Fortune 500 companies this decadeⁱ



75%

of organizations plan to leverage cloud-based analytics solutions by 2025ⁱⁱⁱ



1 in 3

organizations accelerated cloud migration initiatives in 2020—which were completed 24x faster than expectedⁱⁱ

Cloud adopters get better results, faster.



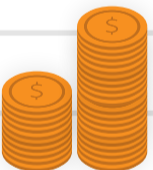
38%

faster application development^{iv}



29%

increase in cost efficiency for migrated applications^v



2x

greater revenue growth

in 2020 reported by organizations that prioritize investments in new technology^{vi}

But not all cloud strategies are created equal.

Execs whose organizations rely on managed cloud services are

40% MORE LIKELY

to achieve the full benefits of their initiatives.^{vii}

Execs report achieving stronger outcomes with managed cloud services.

64%

SERVICE LEVELS

50%

COST PERFORMANCE

39%

BUSINESS RESILIENCE

28%

SPEED-TO-MARKET

Ready to move your analytics to the cloud?

The MicroStrategy Cloud™ is a fully managed service that packages our world-class BI platform with a high-performance infrastructure, best-in-class security, and more.

Request your custom cloud business case today.

MicroStrategy
Intelligence Everywhere

ⁱ McKinsey Digital, *Cloud's trillion-dollar prize is up for grabs*, Image: Page 3, February 26, 2021.

ⁱⁱ McKinsey & Company, *How COVID-19 has pushed companies over the technology tipping point—and transformed business forever*, Survey: Exhibits 3-6, October 2020.

ⁱⁱⁱ Third-party research on behalf of MicroStrategy, *2020 Global State of Enterprise Analytics Report*, October 2019.

^{iv, v} McKinsey Digital, *Cloud's trillion-dollar prize is up for grabs*, Image: Page 3, February 26, 2021.

^{vi} McKinsey & Company, *How COVID-19 has pushed companies over the technology tipping point—and transformed business forever*, Survey: Exhibits 3-6, October 2020.

^{vii} Accenture, *Sky high hopes: Navigating the barriers to maximizing cloud value*, November 13, 2020.