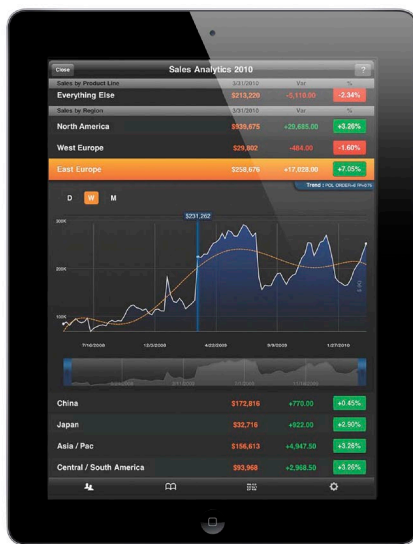




iPad at Work

Business Intelligence



"We are seeing our business in a whole new light. Deploying MicroStrategy Mobile to our executives is the next achievement in delivering actionable, accessible, and visually compelling information."

— Bruce Yen, Director of Business Intelligence

GUESS?, Inc., Los Angeles, CA
Apparel company

With iPad, you always have quick access to your business data without being tied to your computer. Make key decisions even when you're away from the office with real-time visualizations from your existing business intelligence and sales data systems. Drill down into the details, adjust variables, and fine-tune report parameters with just your finger.

The large, LED-backlit display on iPad brings your business metrics to life and helps you find the right answers fast, while the 10-hour battery life¹ untethers you from your desk and provides enough power to get you through a flight across the ocean or even a week's commute across town. On iPad, your business data is just a few taps away.

Liberate your data.

No matter what system your company uses for data storage, MicroStrategy Mobile lets you view, analyze, manipulate, and share business data on your iPad. Companies that access a variety of data systems will appreciate the fact that this app can tie into virtually anything—including data warehouses, ERP systems, MDX cubes, and operational databases—to develop custom reports on iPad. You can monitor key performance indicators, identify potential problems, and make critical real-time adjustments.

To get started, use MicroStrategy on your Mac or PC to specify or design the dashboard reports you'd like to see, then open the MicroStrategy Mobile app on iPad to access your dashboards on the fly. Zoom in on a report to see the details, choose fields to drill into for more information, or view your data in maps or charts. You can also sign up for personalized alerts that leverage the iPad Push Notification technology. If inventory is down at a specific store or a sales forecast is up for an entire region, MicroStrategy Mobile sends you an alert and an accompanying report, so you never miss a critical business opportunity. And for easy virtual collaboration, you can email reports to colleagues directly from the app.



MicroStrategy Mobile for iPad

View your business data on iPad with Multi-Touch tables, graphs, charts, visualizations, maps, documents, and dynamic dashboards.

“One tap [with Analytics HD on iPad] and you’ve got a dashboard with an overview of traffic for the last month. I can directly relate this activity to sales of specific products at the dealer level.”

– John Ratliff, Chief Operations Officer

Jackson Kayak, Sparta, TN

Kayak manufacturer

Visualize business information.

Roambi Pro provides interactive mobile dashboards of your business data on iPad. With Roambi Pro and the accompanying Roambi Analytics Visualizer app, data sources like Excel, Google Docs, and Salesforce.com are transformed into engaging, visually rich reports. Dynamically change report parameters and watch the charts adjust before your eyes. You don’t have to worry about printing out reports or scenarios before a meeting, then realize there’s one you forgot. With Roambi on iPad, you have all the facts you need at your fingertips.

The Roambi Analytics Visualizer auto-refresh feature updates your dashboards with the latest data each time they’re opened, so you can be confident that your decisions are based on up-to-the-minute information. You can also leverage Roambi Trends View, a predesigned report that helps you identify trends in your data using built-in algorithms. With Roambi, there are countless ways to manipulate and synthesize your business metrics.



Roambi Analytics Visualizer

Transform your company’s reports and business data from Excel, Google Docs, and Salesforce.com into interactive dashboards on iPad.

Track website performance.

The Analytics HD app takes your Google Analytics account mobile. Securely view and customize a huge variety of reports and see every detail of your website data at any given time. Show partners and vendors real-time web performance data from your iPad, and create new reports based on revenue targets or specific timeframes. With Analytics HD, you can track multiple websites with a single account, so all your Google Analytics data is in one place.

Using Google Analytics data on iPad, you can make smart business decisions anywhere based on the most current data available.



Analytics HD

View and customize Google Analytics reports on iPad. Easily adjust date ranges and create digestible dashboards.

Learn more.

iPad at Work

Learn more about how to use iPad to transform your business.
www.apple.com/ipad/business/ipad-at-work

iPad Apps for Business

Discover more apps for every business.
www.apple.com/ipad/business/apps

iPad in Business Profiles

See how iPad is changing the way businesses work.
www.apple.com/ipad/business/profiles

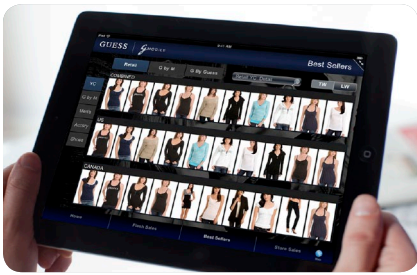


Discover apps for work.

Visit the @Work collection of business apps on the App Store.
www.itunes.com/atworkipadapps

Profile Snapshots

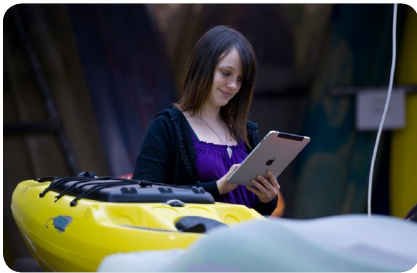
Learn how companies rely on iPad to monitor key performance indicators and effectively analyze and present data.



GUESS?, Inc.

Apps used: MicroStrategy Mobile, MobileIron MyPhone@Work™ Client, Mail

An apparel company known for its innovative and fashion-forward style, GUESS? continually looks for ways to innovate its operations and information-sharing. With over 1373 retail stores worldwide, executives, regional directors, and merchants use sales dashboards via MicroStrategy Mobile to see detailed sales performance by region, view popularity of specific styles, analyze margin and inventory trends, and perform virtual store visits.



Jackson Kayak

Apps used: Analytics HD, Numbers, Pages, Keynote, Air Sharing, Square, WordPress

From finance to marketing to manufacturing, business apps for iPad and iPhone keep Jackson Kayak on course. Apps like Pages, Numbers, and Keynote allow the Jackson team to create and edit documents, spreadsheets, and presentations anywhere—and print wirelessly to AirPrint-enabled printers.² Jackson uses WordPress to remotely manage content on the company website, and Analytics HD on iPad to monitor site traffic.

www.apple.com/ipad/business/profiles/jackson-kayak

Content sold separately. Available on iTunes. Some features, applications, and services are not available in all areas. Wi-Fi Internet access required for some features; broadband recommended; fees may apply. Application availability and pricing are subject to change.

The iTunes Store is available only to persons age 13 or older in the U.S. and many other countries; see www.apple.com/support/itunes/ww for a list of countries. Requires iTunes, compatible hardware and software, and Internet access, broadband recommended (fees may apply). See www.apple.com/itunes/whats-on for more information. Terms apply, see www.apple.com/legal/itunes/us/terms.html.

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¹Battery life varies by use and configuration. See www.apple.com/batteries for more information. ²See www.apple.com/ipad/features/airprint.html for a list of compatible printers.

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