

Stop by our booth for a chance to win **a guilt-free shopping spree with a \$250 Mastercard gift card.**



WELCOME STORE ATTENDEES

Retailers use MicroStrategy to enter strategic new markets, anticipate changing customer demands, and optimize purchasing and product mixes in the global marketplace. Seven of the top ten global Retailers and other leading companies in the Retail sector rely on the MicroStrategy BI platform to make more effective decisions in the following business areas: Customer Analysis, Store Operations Analysis, Sales & Inventory Analysis, Promotion Analysis, Supply Chain & Channel Analysis.

In the recently published **2010 Gartner Magic Quadrant for Business Intelligence Platforms** report, MicroStrategy is again in the Leaders quadrant and our position within the quadrant has improved. In 2009, MicroStrategy continued its steady growth and achieved solid financial results. Revenues were \$377.8 million, an increase of 5% over 2008, expanding our customer portfolio with hundreds of new customers. MicroStrategy's business intelligence software is used by many retail customers, including: Rona, Hudson's Bay Company, Shoppers Drug Mart, LCBO, Rogers, Reitmans, Target, LOWES and Nygard among many others.

We look forward to talking to you about how MicroStrategy can help you improve your reporting and analysis with one version of the truth and low total cost of ownership.

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