

MicroStrategy Announces New Reseller Agreement with GAPbuster Worldwide

MicroStrategy Partner Workshop to be held July 6, 2009 in North Sydney

Melbourne (July 2nd, 2009) – MicroStrategy® Incorporated, a leading worldwide provider of business intelligence (BI) software, today announced that GAPbuster has signed a reseller agreement with MicroStrategy for the Australia and New Zealand market.

The new alliance with GAPbuster is the latest development in MicroStrategy's channel expansion program, which also includes an upcoming event for resellers, 'The Importance of the Partner Ecosystem at MicroStrategy.' The workshop-style event, which will take place on July 6 at MicroStrategy's North Sydney office, is geared towards building greater value for MicroStrategy's channel partners, as well as forging additional reseller partnerships.

"A strong channel is vital to succeeding in Australia and New Zealand," explains Patrick Elliott, vice president Australia & New Zealand, MicroStrategy. "When you are operating across geographically dispersed territories and tapping into a broad range of industry sectors, success is intrinsically linked to the on-the-ground knowledge and expertise of business partners. MicroStrategy is a firm advocate of building a strong channel of business partners to further develop the BI marketplace in Australia and New Zealand."

Customer experience management agency GAPbuster Worldwide (www.gapbuster.com), which operates in 74 countries around the world, helps its clients to understand, measure, and improve their customers' experiences, through services including mystery shopping, audits, surveys, and consulting. Through partnering with MicroStrategy, GAPbuster is able to offer its clients a sophisticated hosted ASP service based on MicroStrategy's BI technology that allows them to view critical customer metrics online to assist in making informed business decisions. Kenneth von Rausch, CEO GAPbuster Worldwide, commented, "GAPbuster Worldwide offers a compelling sales proposition to clients. We can collect market research and customer experience data, anywhere, anytime, on any topic, for any industry. But once we have the data, how do we successfully analyse and present it to our Blue Chip clients? This is where MicroStrategy excels. We get actionable insights into our data trends and meaningful correlations that help our clients to improve their

service delivery and help GAPbuster to excel in client delight.”

“The Importance of the Partner Ecosystem at MicroStrategy” – July 6, 2009

During MicroStrategy’s partner event, Shankar Ganapathy, global vice president OEMs, channels, and APAC, will share insights into the MicroStrategy partner ecosystem. Delegates will engage in a sales workshop and become versed in the different sales styles (there are 21!) as well as learn how to ‘style shift’ for maximum results. Attendees will each receive a complimentary copy of the Sales Style Indicator workbook (which retails for \$72.00). Interested parties can apply to Sam Dickson for further details: sam.dickson@microstrategy.com

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About MicroStrategy

Founded in 1989, MicroStrategy is a global leader in business intelligence (BI) technology. MicroStrategy provides integrated reporting, analysis, and monitoring software that helps organizations worldwide make better business decisions every day. Companies choose MicroStrategy for its advanced technical capabilities, sophisticated analytics, and superior data and user scalability. More information about MicroStrategy is available at www.microstrategy.com.

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Press Enquiries - Kayleigh Ford, m: 0450 925 245, pr@kayleighford.com.au