

WHAT IS

# ONE

**MicroStrategy ONE** is the AI/BI platform engineered for impact. Designed for organizations in any industry, of any size, this product exists at the intersection of incredible AI capabilities and advanced analytics.

The integration of AI chat and deep learning models in data workflows transforms data analysis and results in higher productivity. Simply ask questions to build visualizations, create app layouts, or better understand the data in seconds.

In combination with superior data governance models and cloud native technologies, the platform allows organizations to operate with trust at scale.

## FAST FACTS

# \$4.4 trillion

total revenue potential that generative AI has to generate annually across industries<sup>1</sup>

# 63%

of US firms don't believe they have enough high-quality AI and machine learning resources<sup>2</sup>

<sup>1</sup>McKinsey. The economic potential of generative AI: The next productivity frontier.

<sup>2</sup> SAS Survey.

## Trusted Analytics. Amplified with AI.



Data Prep



Dashboards



Reports



Applications



Management



Innovation

## WHY AI/BI NOW

Understand why now is the time to invest in both AI and BI

### RAPID DEPLOYMENT

Scale AI capabilities to all users for maximum efficiency with MicroStrategy Cloud. Choose from a selection of cloud vendors including AWS, Azure, or Google to best match requirements.

### SUPERIOR GOVERNANCE

Avoid AI hallucinations. The Enterprise Semantic Graph provides transparent data definitions and lineage. This maintains data integrity and accuracy in answers surfaced from the platform's AI chatbot.

### OPEN ARCHITECTURE

Accelerate app development with the trio of AI chat, open architecture, and unlimited data sources. Seamlessly integrate apps into existing ecosystems to solve unique business challenges.

## AI IN ACTION

Interact with native AI chat to get the story behind the data

Data Whisperer is an AI-driven feature that allows any user to ask questions about the data with natural language. In any language. The AI chatbot will surface answers using data on the page and in underlying datasets, while also adhering to security and governance in place.

Dynamically create and edit analytics content with the AI Canvas

Dashboarding is taken to the next level with the AI Canvas. With the simplicity of natural language, tell the AI bot what to build from scratch. Import data, create new visualizations, and add in a transactional grid or update to an app layout.

Enhance the entire data modeling experience with AI integration

The Data Forge feature leverages both generative AI models and intuitive chat to prepare or blend existing datasets, saving analysts time and effort. Cleanse, mask, and anonymize data or generate sample data into an exact shape for prototyping.

Learn more at  
[microstrategy.com](https://microstrategy.com)