

MicroStrategy Australia Recognises Westpac New Zealand for Excellence in Enterprise-Class Business Intelligence

November 26, 2010 – MicroStrategy® Incorporated, a leading worldwide provider of business intelligence software with direct operations in Australia, today recognised Westpac New Zealand for achieving outstanding business performance with its MicroStrategy-based business intelligence applications. The MicroStrategy Australia “2010 Best Practices in Business Intelligence” award to Westpac New Zealand was announced at the Auckland stop in MicroStrategy’s five-city Mobile Business Intelligence Roadshow.

Westpac New Zealand was recognised for its exceptional use of business intelligence to improve efficiency and productivity, enhance corporate performance, and strengthen customer relationships. “We are delighted to honour this industry-leading organisation for its outstanding use of business intelligence and for making MicroStrategy software a critical component in its BI initiatives,” said MicroStrategy Australian & New Zealand VP, Patrick Elliott. “Westpac New Zealand has demonstrated remarkable results with its BI applications.”

"In today’s fast-paced, ever changing environment in which businesses operate, the MicroStrategy business intelligence platform has given us the tools we need to provide our business leaders with actionable insights to make more informed business decisions from business and economic data," said Torrance Mayberry, Senior Systems Manager.

Mayberry continued, "There is no question that an economy characterised by increasing uncertainty, complexity, connectivity, and speed requires business intelligence offerings that increase agility and efficiencies to adapt, evolve, and grow in the face of such change. We are pleased to accept this year’s BI Excellence award and look forward to working together in the future to continue to deliver the power of MicroStrategy business intelligence to our user base.”

Following is a brief description of the award recipient and its business intelligence applications:

Westpac New Zealand Limited (Westpac) is one of the country’s largest full-service banks, serving more than 1.2 million customers. They provide a full range of banking and financial services for personal, business, and agribusiness customers. Westpac operates a network of 200 branches and 500 cashpoint machines nationwide, and has 900,000 registered on-line banking customers, and employs 5,000 staff.

With MicroStrategy performance dashboards, Westpac has integrated MicroStrategy Business

Intelligence into its organisational working practices, enabling the discovery and explanation of hidden, inherent, and decision-relevant business and economic data.

About MicroStrategy

Founded in 1989, MicroStrategy is a global leader in business intelligence (BI) technology with direct operation in Australia. MicroStrategy provides integrated reporting, analysis, and monitoring software that helps leading organisations 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 (Nasdaq: MSTR) is available at www.microstrategy.com.

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