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InformationWeek Announces “Mobile Business Futures Summit” in San Francisco for Mobile-Conscious Business Executives

San Francisco, June 12, 2014 – InformationWeek has launched a unique series of executive events called The Mobile Business Futures Summit, which continues in San Francisco on June 12. The tour stopped in New York and Toronto, and will stop in Chicago later in June. The events, which are designed to provide business executives with ideas for empowering employees, improving customer experience, and unlocking additional revenue streams through mobile computing, are expected to attract more than 50 influential business executives in each city and are sponsored by MicroStrategy.

A blockbuster lineup of speakers in San Francisco includes executives from LinkedIn, Einstein Noah, Sonic Automotive, Dr Pepper Snapple Group, and Cognizant.

As a business disruptor, mobile computing is dramatically changing how companies navigate the constantly evolving global landscape. It's transforming how businesses engage customers, streamline processes and improve worker productivity.

Among the topics that'll be addressed:

- How to embrace business disruption brought on by mobility and gain a competitive advantage over slower moving contenders
- What CEOs want to know about security, ROI, productivity, and budgeting, and how business and IT leaders are collaborating to address these issues
- Ways to create a mobile business mindset in your company – regardless of the existing corporate culture – to improve the attitudes, values, and work styles of the people using the technologies

For more information about the InformationWeek Mobile Business Futures Summit, or to apply to attend, visit events.informationweek.com/mobilebusiness/.

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About MicroStrategy Incorporated

Founded in 1989, MicroStrategy (Nasdaq: MSTR) is a leading worldwide provider of enterprise software platforms. The Company's mission is to provide the most flexible, powerful, scalable and user-friendly platforms for mobile, analytics, identity and loyalty, offered either on premises or in the cloud. MicroStrategy Mobile™ lets organizations rapidly build information-rich applications that combine multimedia, transactions, analytics, and custom workflows. To learn more about MicroStrategy, visit www.microstrategy.com and follow us on [Facebook](#) and [Twitter](#).

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