



MicroStrategy Usher

Security, Productivity, and Analytics in one platform

Agenda

Usher Product Overview

- Usher's Features & Capabilities

Digital Identity for Access

- Logical & Physical Access Convergence

Identity Telemetry

- Via GPS & Beacons

Usher Analytics & Usher Professional

- Combining Usher with MicroStrategy

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- Senior Solution Architect and member of Usher Field Engineering Team, responsible for Pre-Sales and Post-Sales Advisory & Field Based Innovation. I am based in the Germany, Cologne. I live in Germany, Goslar.
- MicroStrategy Tenure: 3+ years
- Nearly 25 Year's in Technology, with many years in Software industry working as IT Consultant and now MicroStrategy.
- I am Graduate Engineer in mechanical engineering (grade 2) at University of Hannover

Usher by MicroStrategy Product Offering Overview

Usher Badge

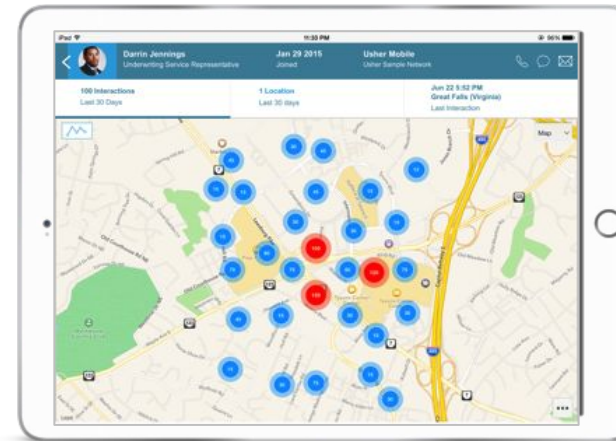


Identities interacting with your enterprise

Security badge allowing identification, logical access, physical access, and transaction authorization.

Replaces or complements traditional forms of identity such as ID cards, passwords, and tokens with mobile identity badges on a smartphone

Usher Professional



Safety & Productivity application

Monitor activity, manage employees, communicate with people, and coordinate actions.

A ready-made mobile app that can be easily deployed to your enterprise

Usher Analytics

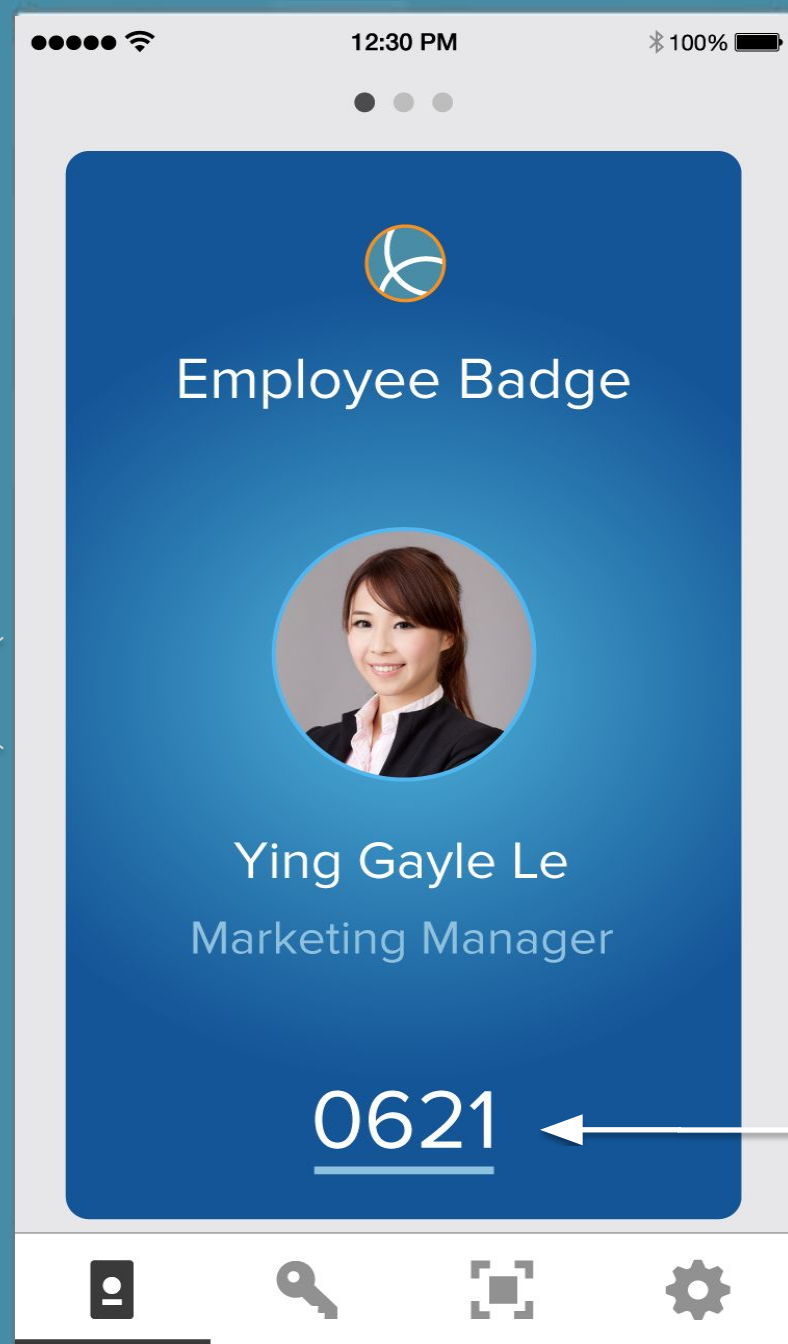


User Behavior & Analytics platform for building custom reports

Combine identity, certification, authorization and access data real-time for centralized command and control.

Maintain continuous policy compliance and a strong security posture

Tap for additional profile information



BADGE

KEYS

QR CODE
READER

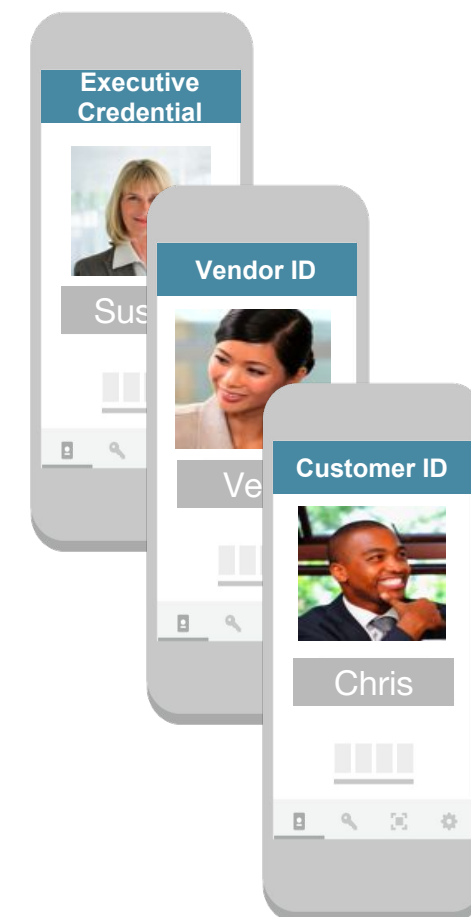
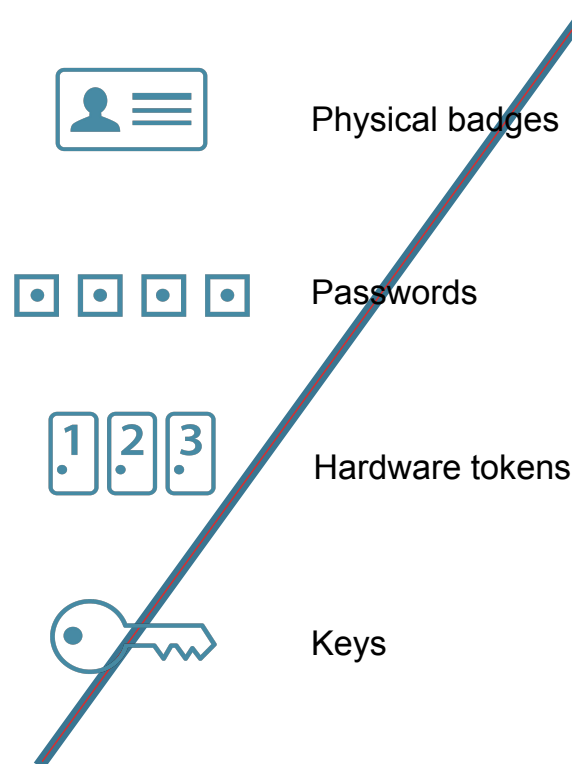
SETTINGS

Swipe left
and right for
additional
badges

Configurable
Time-Limited
Usher Code

Usher Badge

Augment or replace traditional methods



- Multiple badge types
- Different system and application access policies
- Different authentication modalities
- Same implementation

Usher Capabilities

Delivers Trusted Mobile Identity for Applications, Security, and Telemetry

Telemetry Identity Intelligence

- GPS with Tracking
- NFC, Bluetooth & Beacon Proximity
- Device & Access Logs / Metrics
- Secure 2-Way Communications

Security Flexible Authentication

- Identity / Authentication
- Multi-Factor / Biometric
- Location-based
- Day / Time-based

Analytics Insight and Compliance

- Personal
- Real-time
- Statistics
- Mapping

Functionality Unified Access Control

- Access Facilities
- Logon to Apps / VPNs
- Lock / Unlock Computer
- Check-In / Location
- Manage Workforce
- Custom (SDK / APIs)



Deployment Model: Cloud or On-Premise

Single tenant cloud and on-premise deployment models

Secure cloud

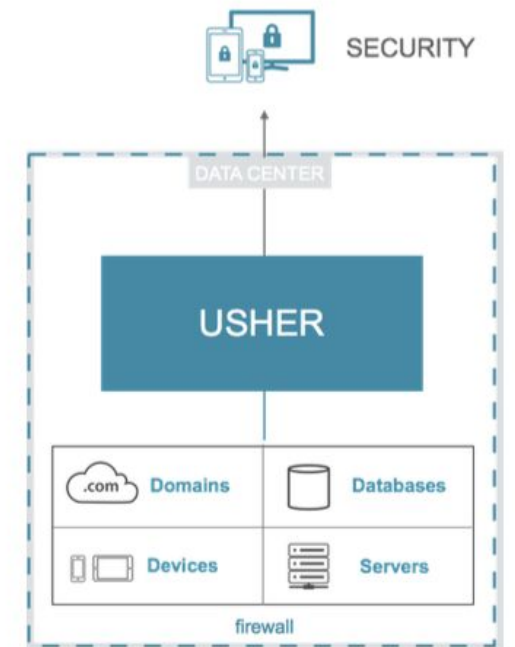
- Amazon Web Services
- Single Tenant
- 99.9% SLA
- 24x7x365 Monitoring
- SOC 2 Type II, PCI, Safe Harbor
- Includes upgrades, patch management, and incident management



Private cloud instance

Secure enterprise

- Full on-premises deployment
- Can be deployed to private cloud (e.g. Azure, Digital Ocean)
- Single node, multi-node configurations and hardware specs can be provided

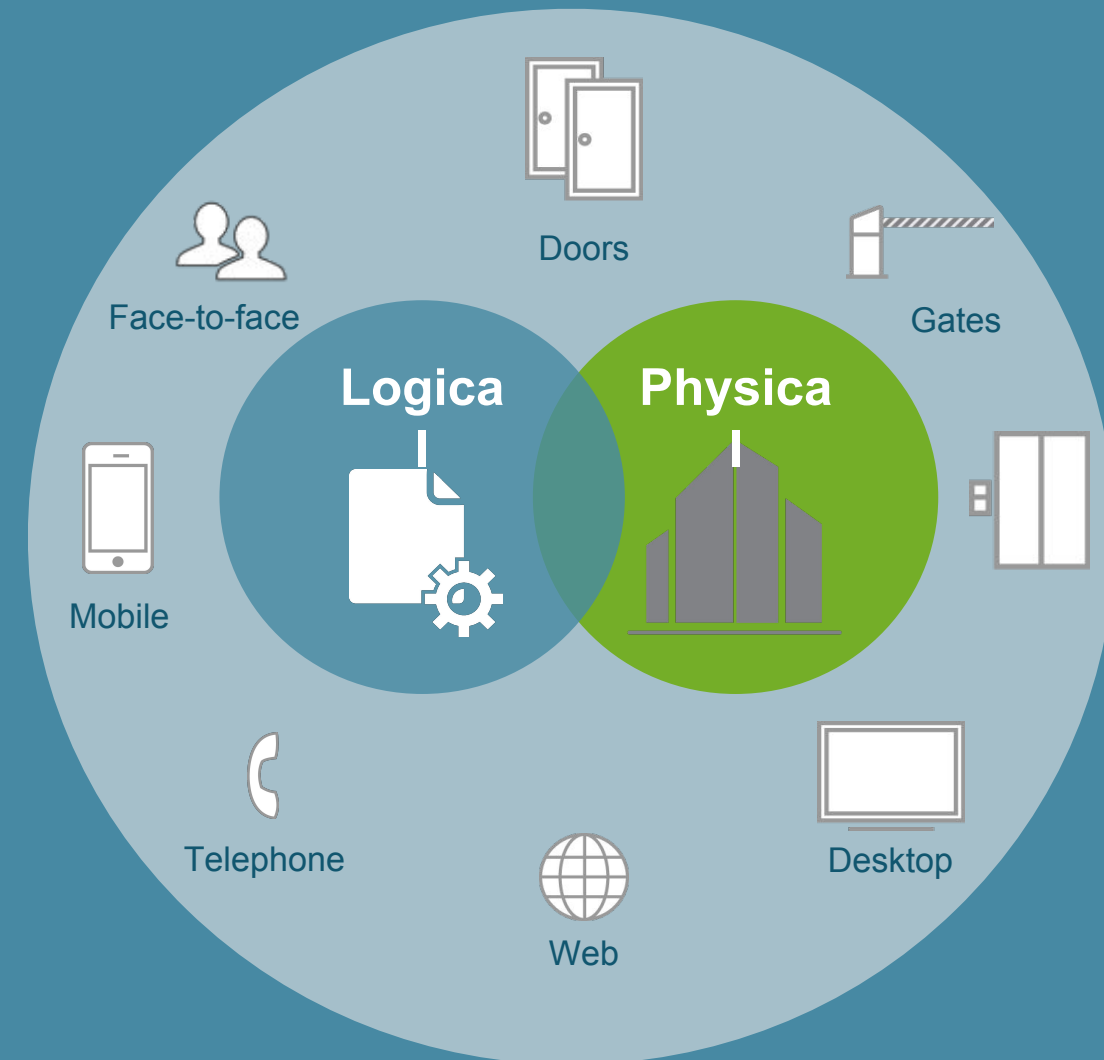


On-premise



Digital Identity for Access

Convergence of Logical & Physical Access



Extends to Every Business System in the Enterprise

Usher integrates with existing enterprise systems, workstations, and applications, and supports custom integrations using the Usher SDK

Directories



Client Logon or Un/Lock



Virtual Private Networks (VPN)



Web / Cloud-Based Applications (SSO)



Physical Access Control Systems



Mobile Devices



Log in to Web Systems, Workstations, and Single Sign On

Usher strengthens cyber security by replacing passwords with biometric mobile identity

Log in to web applications
without passwords



Automatically lock and unlock
workstations using Bluetooth



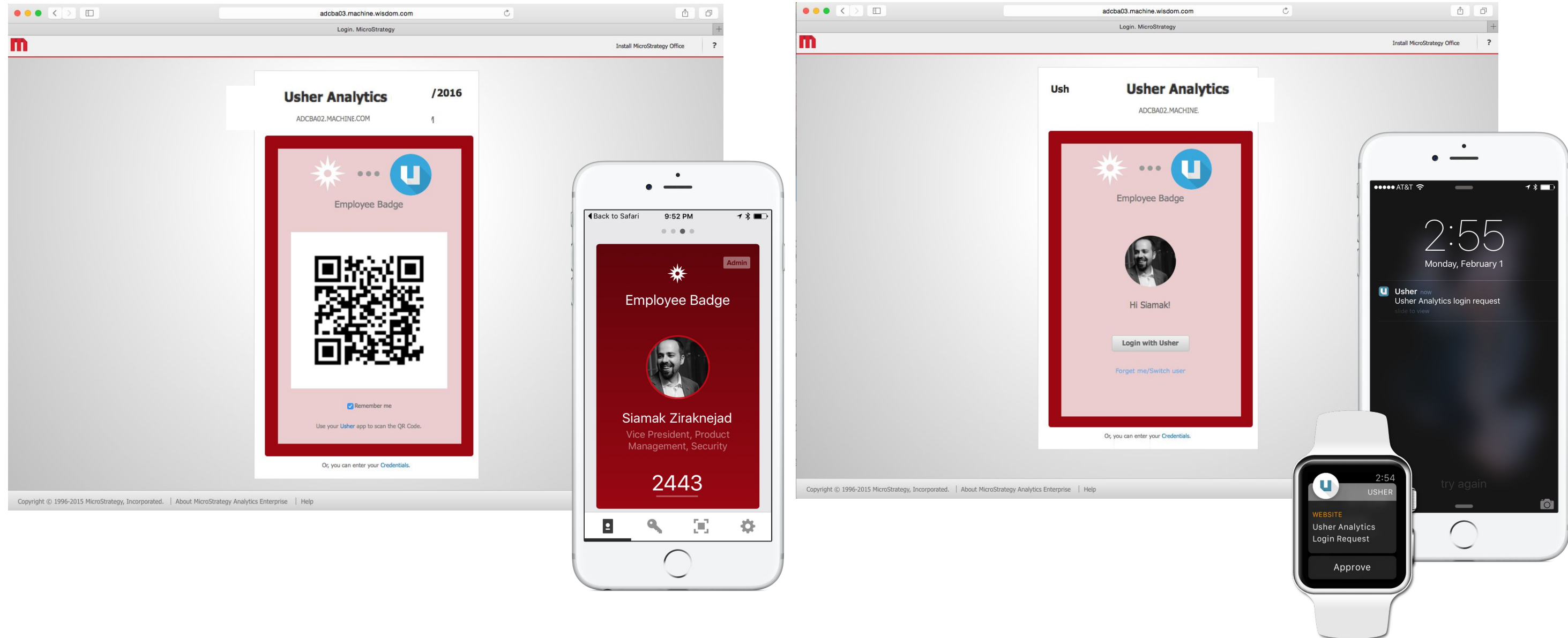
Strengthen SSO systems and
implement mobile app SSO



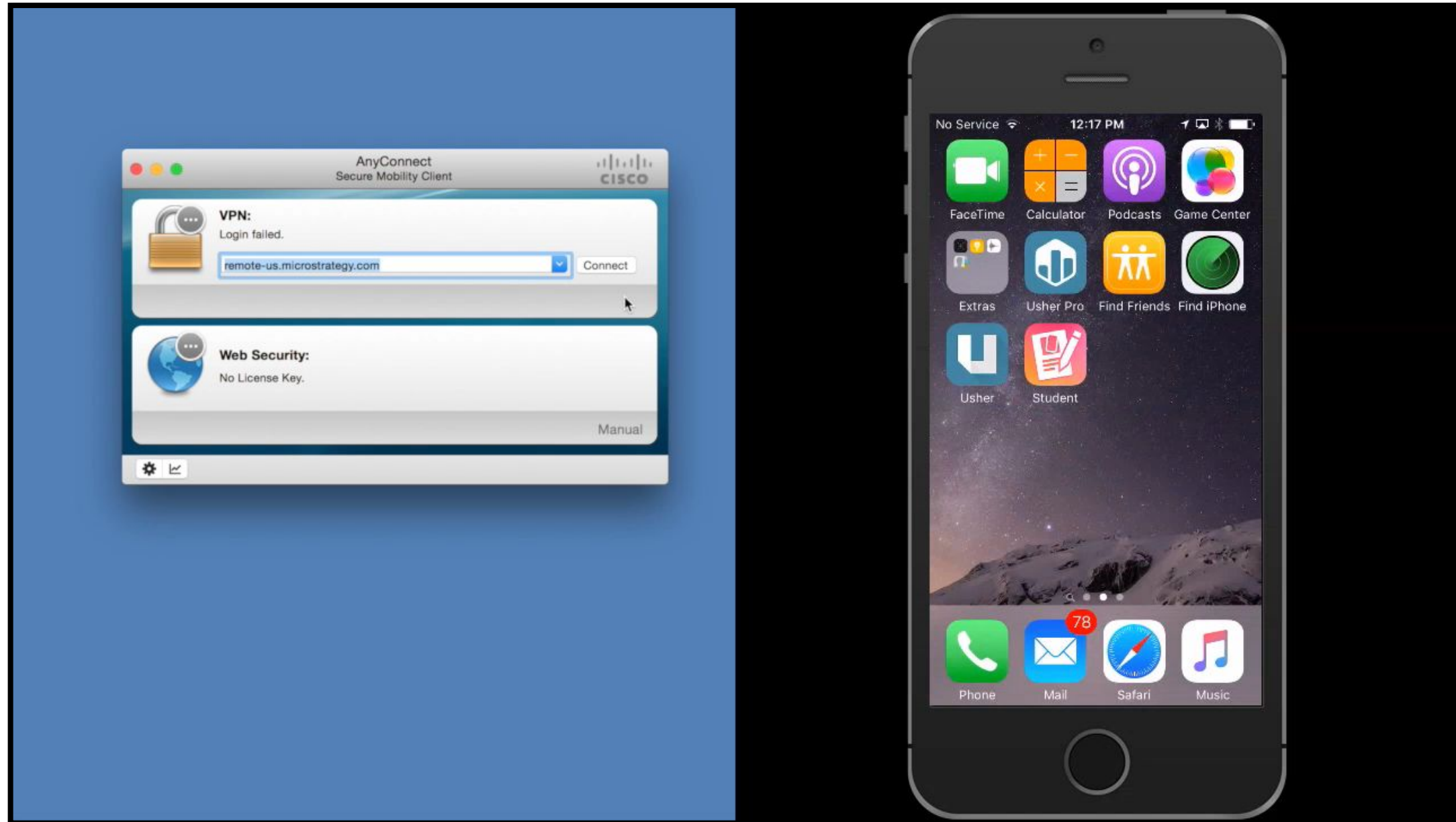
- As simple as scanning a QR Code or approaching a computer with a smartphone
- No passwords to be managed, reset, or stolen
- Usher sends the user's identity to the system via out-of-band, PKI secured channels

Native Integration with MicroStrategy

Access using Push or Scan

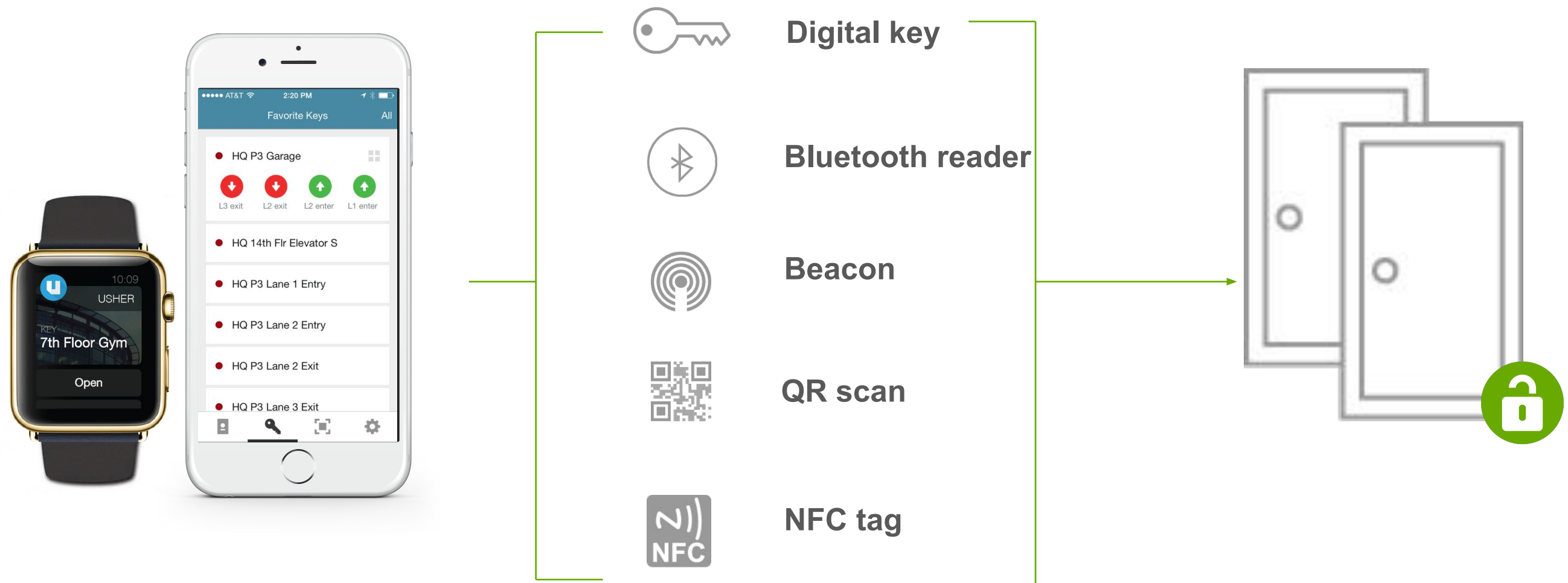


VPN via Push Notification



Physical Address Modalities

Secure mobile access to physical gateways





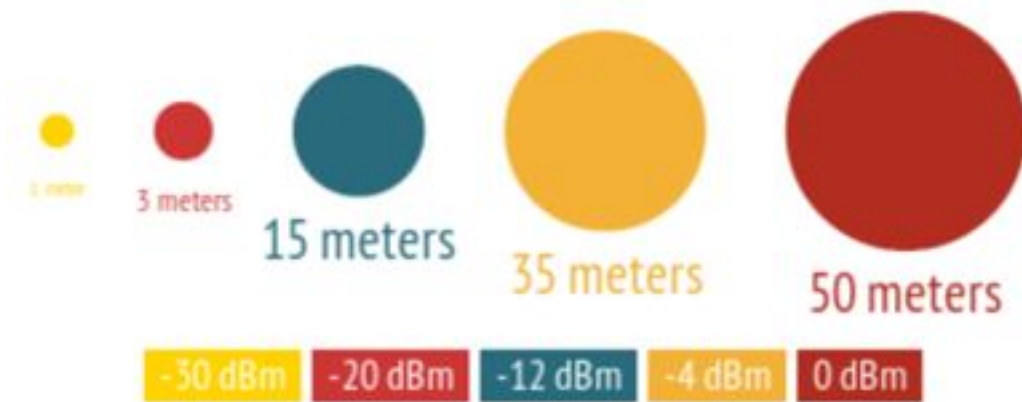
Identity Telemetry

Usher gathers behavioral data for new insights
via GPS and Beacons

About BLE Beacons (iBeacons)

Highly Configurable, Indoor & Outdoor, Active & Passive with Radius Networks

Range 1m to 50m



Power Supply Options



Active and Passive

A screenshot of the RadBeacon USB configuration interface. It shows a USB icon with a lightning bolt, indicating it is active. The interface displays the following information:

- Model: RadBeacon USB
- Version: 2.2
- ID: 000780158b60
- Battery: 100%

Below this information are input fields for configuration:

- Name: RadBeacon USB
- Type: ☒ iBeacon ☒ AltBeacon
- UUID: 2F234454-CF6D-4A0F-ADF2-F4911BA9FFA6
- Major: 1
- Minor: 1
- Power: -66

A "Generate" button is located next to the UUID field.



RadBeacon Smart

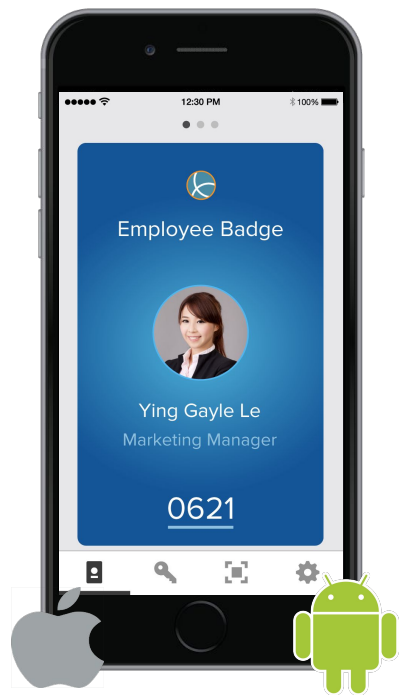
- RadBeacon Smart OS
- Director Cloud Management
- iBeacon + AltBeacon
- Integrated BLE Radio & Antenna
- Optional External BLE Antenna
- 10/100BaseT Ethernet
- Optional Wi-Fi/Cellular
- External DC Power Supply

Indoor-Rated Enclosure

Beacons Enable Behavioral Insight

Simple process to gather time and space insights of the Badge holder

1 Enter zone



2 Detect and log



3 Drive Analyses



Identity Intelligence

Major	Minor	Key Name	Org ID	Badge ID	Username	Event	Log Time (GMT)
100	42	Splashpad Entry	10	359876	Grant Szabo	Exit	06/04/2015, 04:21:17 PM
100	42	Splashpad Entry	10	359876	Grant Szabo	Enter	06/04/2015, 03:14:54 PM

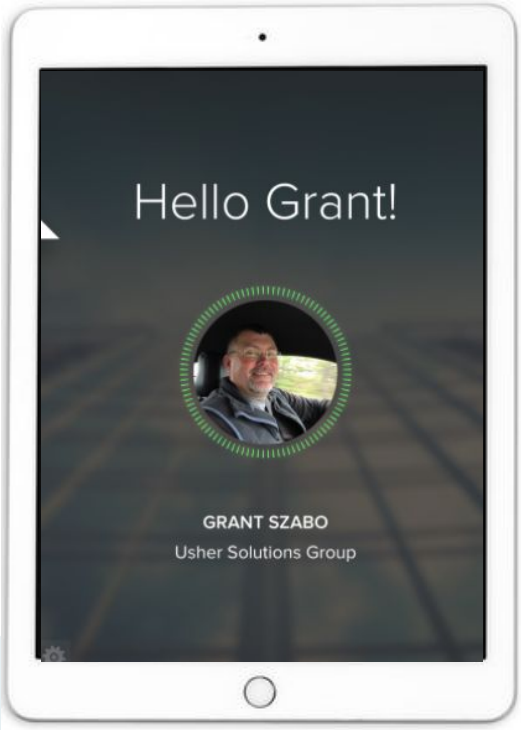
Wearable Beacons and Usher Badge Sensors

Telemetry Intelligence

1 Enter zone



2 Detect and log



3 Drive Analyses



Identity Intelligence

Major	Minor	Key Name	Org ID	Badge ID	Username	Event	Log Time (GMT)
100	42	Splashpad Entry	10	359876	Grant Szabo	Exit	06/04/2015, 04:21:17 PM
100	42	Splashpad Entry	10	359876	Grant Szabo	Enter	06/04/2015, 03:14:54 PM

Universal Bar Code Scanner

Record User Interactions with People & Objects

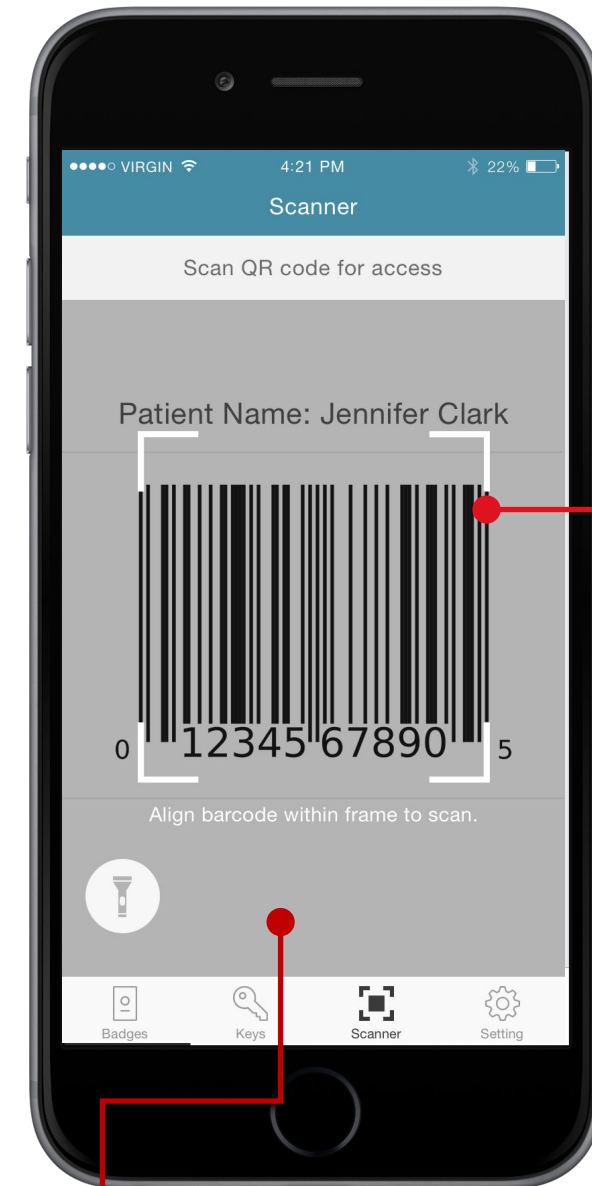
Strongly tie Usher user (and intent) to person, place or asset identified by a barcode or QR code

Enables the Usher ecosystem to record user interaction with people or objects

Parse data and link to 3rd-party and legacy backend logical systems

Sample use cases:

- Hospital staff member scans patients to document employee process and performance
- Assembly line worker scans malfunctioning machinery to create repair tags
- Lab experimenter scans specimens to check them in and out of storage



Scan bar or QR codes compatible with iOS (AVFoundation) or Android (Zxing)

Save and upload scan data to the Usher Server automatically

All

Night

▼ Beacon Last Action

In memory

 **Action**

◆ Beacon

 Facility

Timestamp

 User

Rank on Time

 Row Count

 Users

▼ Beacon Actions

In memory

◆ Beacon

◆ Date

Part of Day

Timestamp

 User

Actions

Count (7)

Row Count

▼ All timestamps

In memory

Timestamp

Count (Timesta...

 Row Count

Part of Day

Visualization 1



Actions

■ 0% - 20%

■ 20% - 40%

40% - 60%

60% - 80%

■ 80% - 100%



Morning (6 AM - 12 Noon)		Afternoon (12 Noon - 5 PM)		
Member Name	Member ID	Member Name	Member ID	
Aaron Divell	257	Aaron Divell	257	
Amy Ballou	670	Aaron Divell	201	
Auta Lopes	144	Alena Conley	637	
Brooke Stuber	93	Amos Williams	283	
		Amy Ballou	670	
		Andrew Nguyen	119	
		Anthony Tuggle	355	
		Auta Lopes	144	
Evening (5 PM - 11 PM)		Night (11 PM - 6 AM)		
Member Name	Member ID	Member Name	Member ID	
Aaron Divell	201	Amos Williams	283	
Amos Williams	283	Andrew Nguyen	119	
Andreas Wilder	245	Brooke Stuber	93	
Andrew Nguyen	119	Calvin Haynes	646	
Azam Khan	328			

Summary - Date Slider	
Part of Day	Members I
Morning (6 AM - 12 Noon)	178
Afternoon (12 Noon - 5 PM)	259
Evening (5 PM - 11 PM)	256

Date Slider



Tying it all together with Usher SDK

Embedding Usher for iOS and Android

Usher Client SDK for Native Apps

Enhance customer experience via white labelling to unlock vast possibilities

Native Mobile App

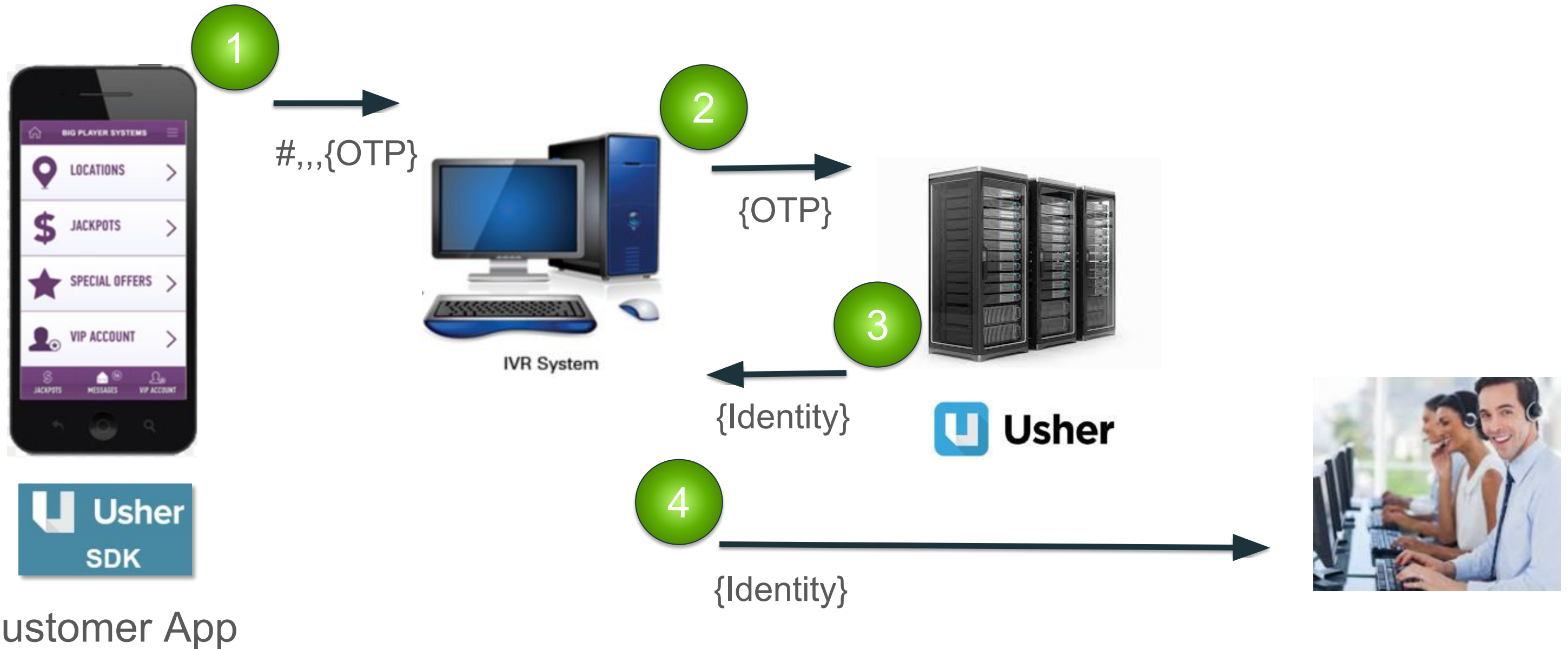
Unlock possibilities by embedding Usher into a branded mobile app



- Digital Customer Loyalty Card
 - Web Portal Login
 - Tracking use of coupons
- Beacon Enablement
 - In-store push notifications
 - Lifestyle Triggers
 - VIP Customer alerts to staff
- Customer Call Center Identification
 - CRM Linkages
- Unified Customer Analytics

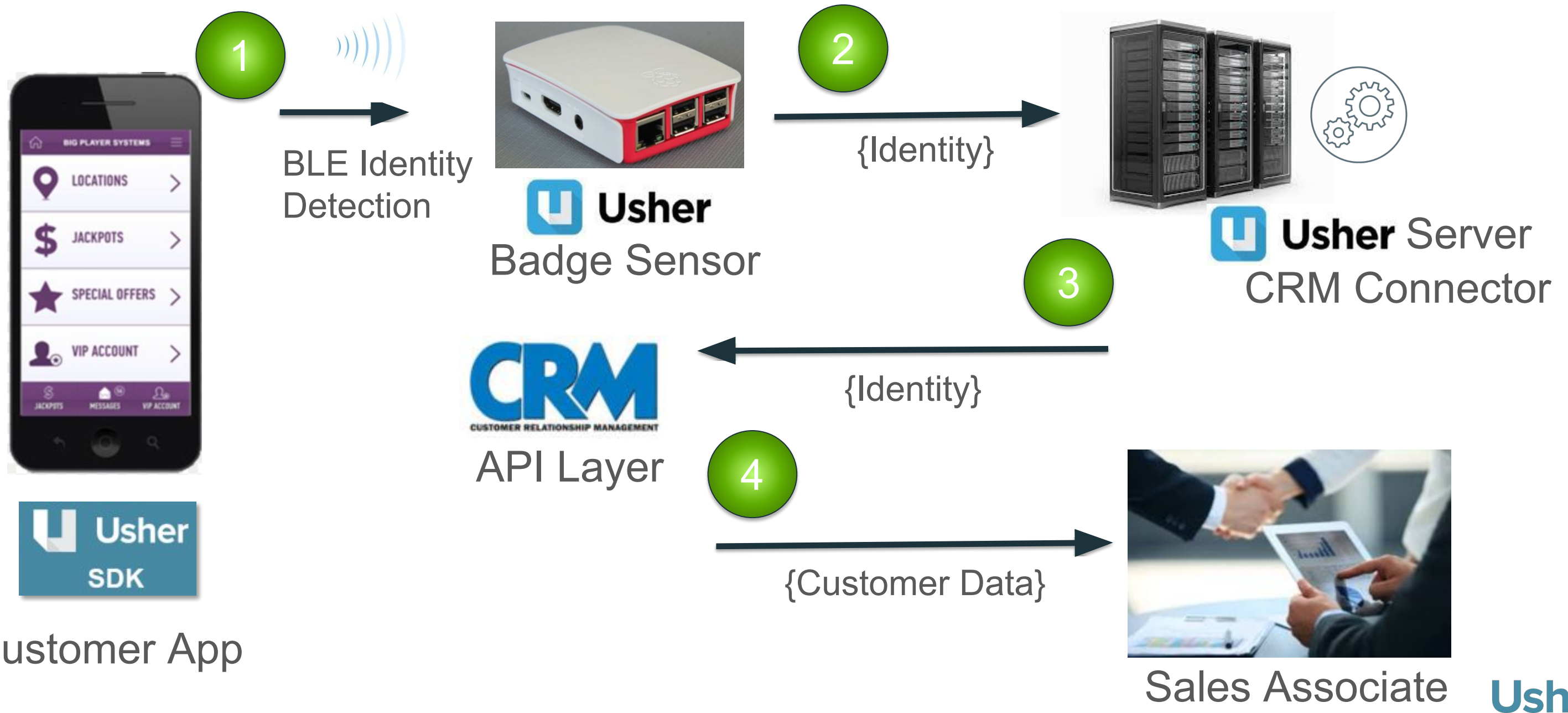
Verify Identity Over the Phone via SDK Integrations

Conceptual Integration with IVR and CRM Systems



Verify Identity through BLE Detection to Drive Interaction

Use Case Concept

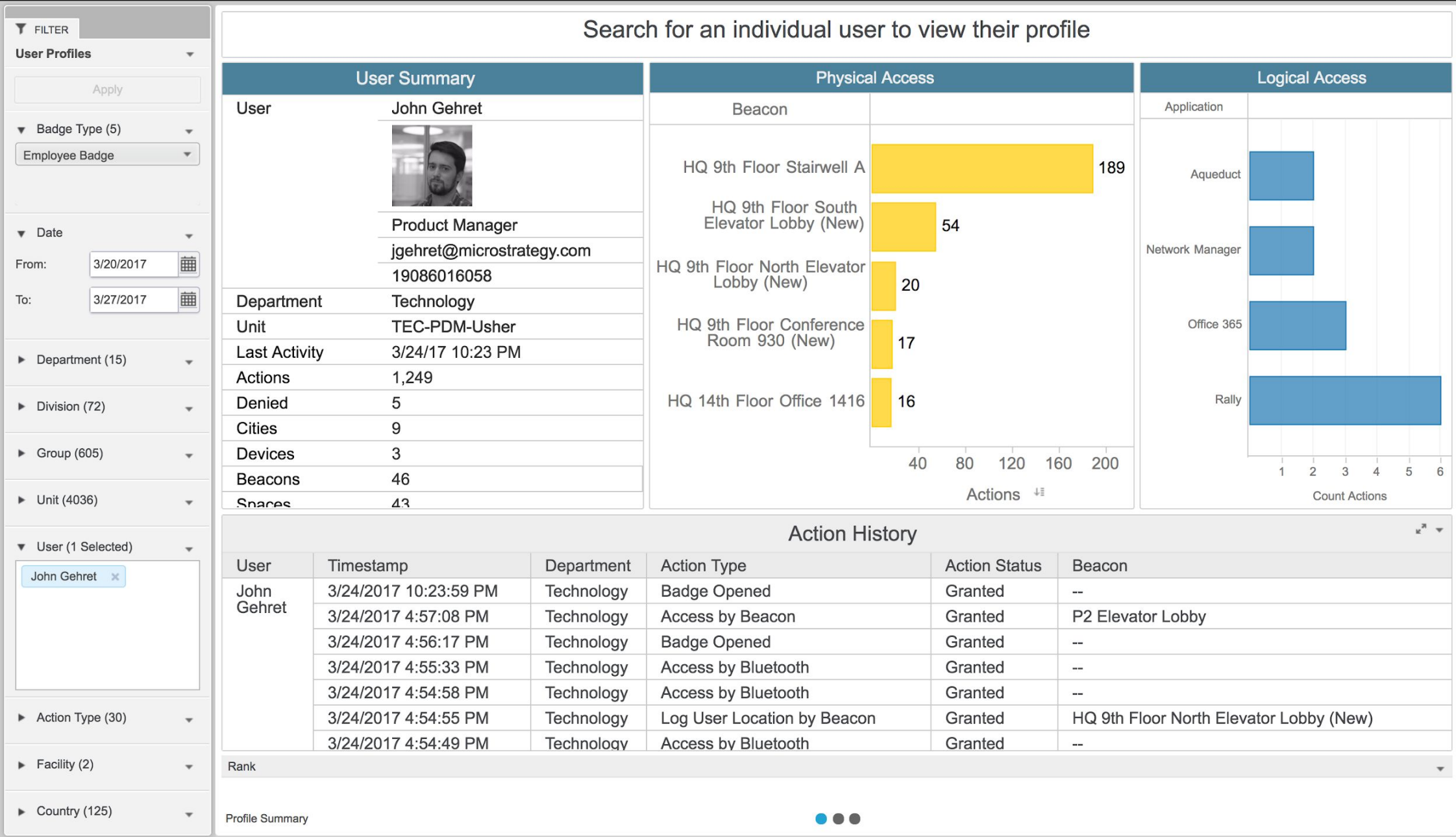




Identity Intelligence

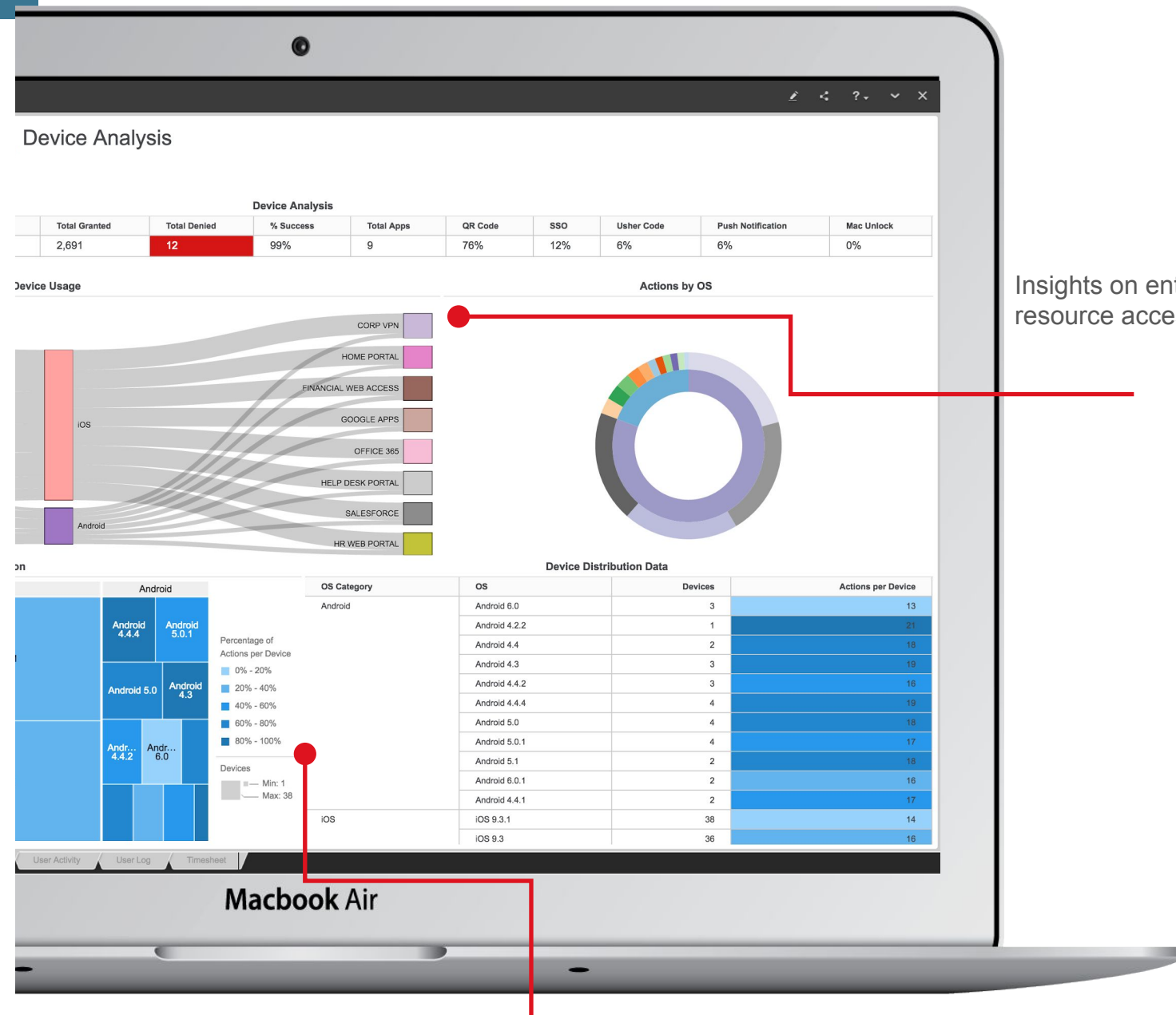
Usher Analytics

Out of the box reporting (102 attributes / 145 metrics)



(Telemetry) Physical & Logical Access Behavior Analytics

Identify behavioral patterns & anomalies to manage risk and ensure policy compliance



Insights on enterprise resource access patterns

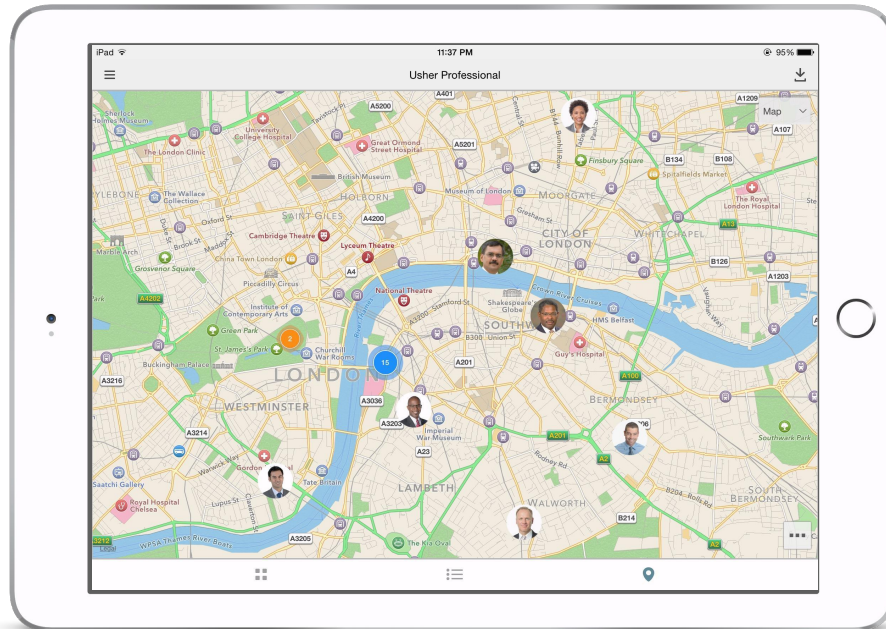
- Telemetry data is captured through the use of the Digital Identity
- Creates an Audit Trail and exposes anomalies
- Can be integrated via Multi-Sourcing
- Lets Analysts Create Reports & Dashboards
- View on Web & Mobile

Comparison of usage patterns by device types

Identity Intelligence From Usher Professional (Usher + Collaboration)

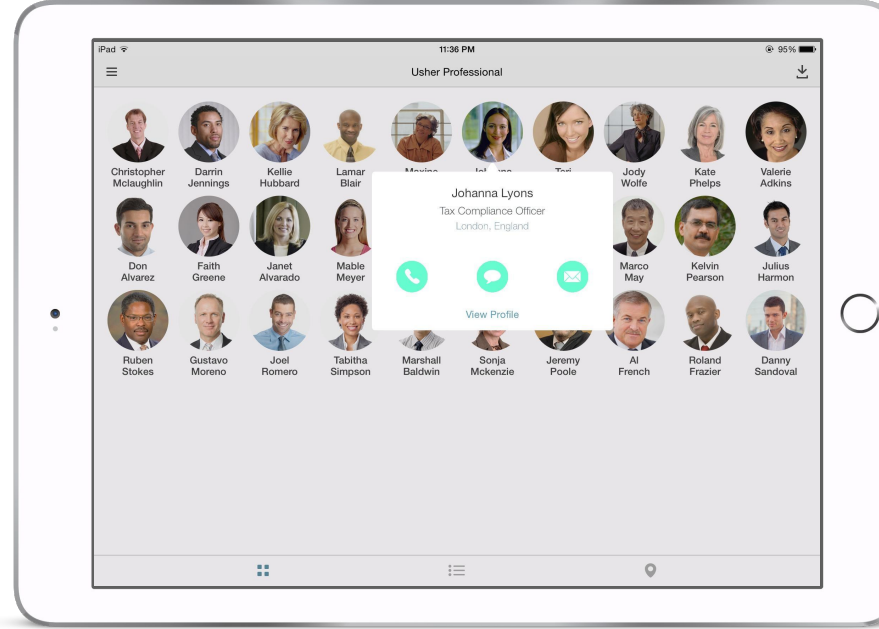
See individual-level telemetry from usage of enterprise systems connected to Usher

1 Identify and communicate with users



Instantly find Usher users around you and communicate with them.

2 Save and revisit user groups



Save groups of users you can then edit, track, and manage.

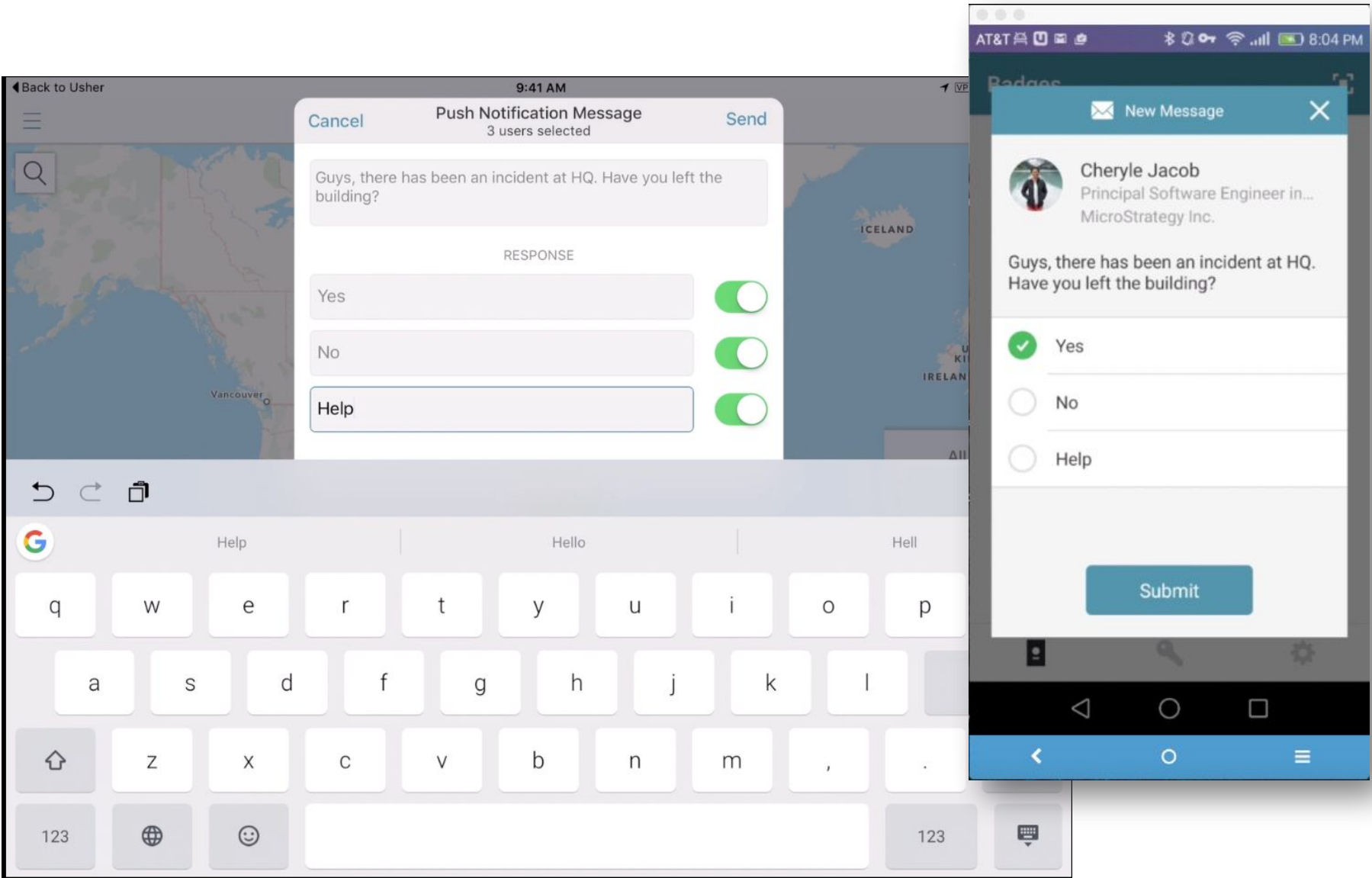
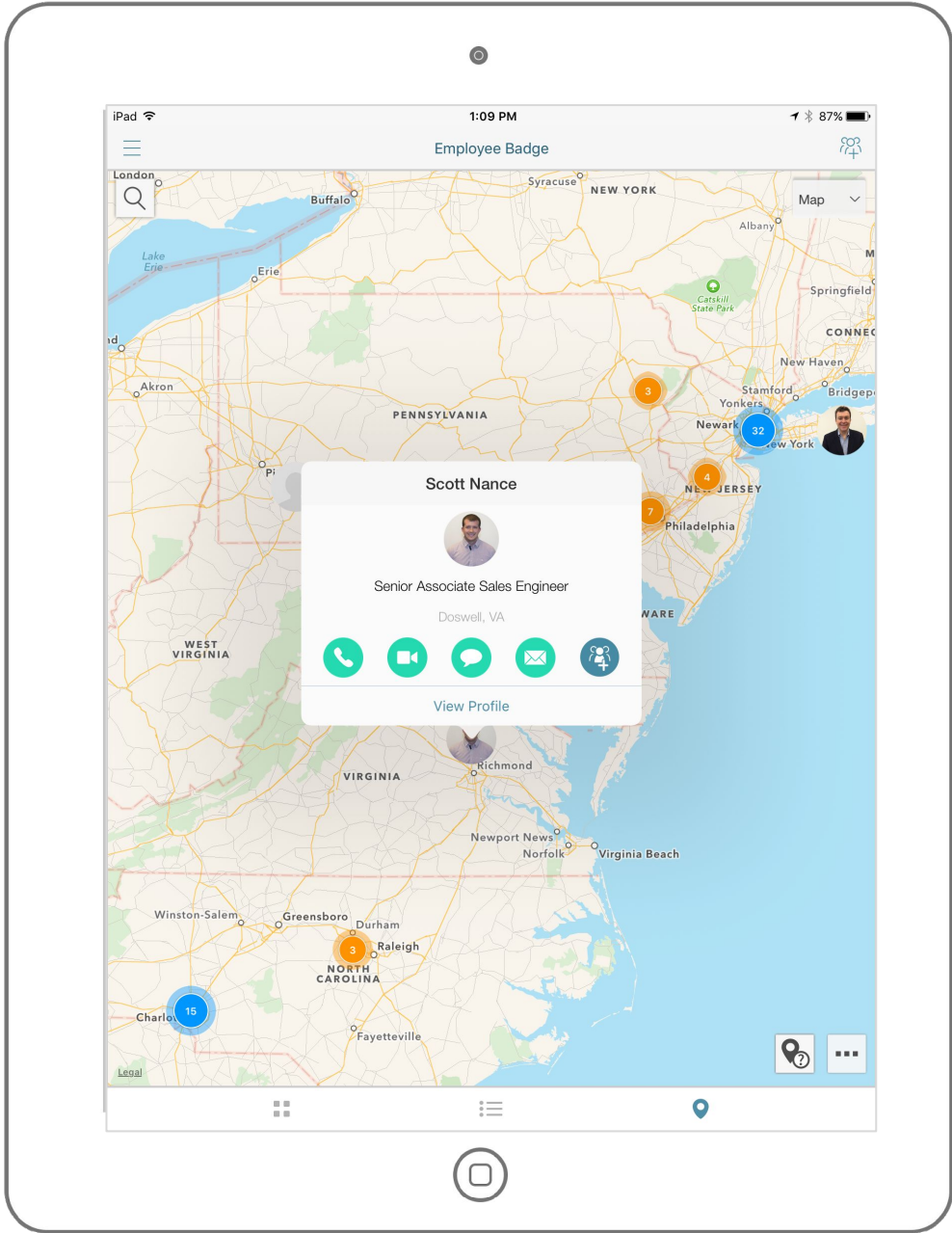
3 Individual telemetry



Monitor activity by user, resource, location, and process.

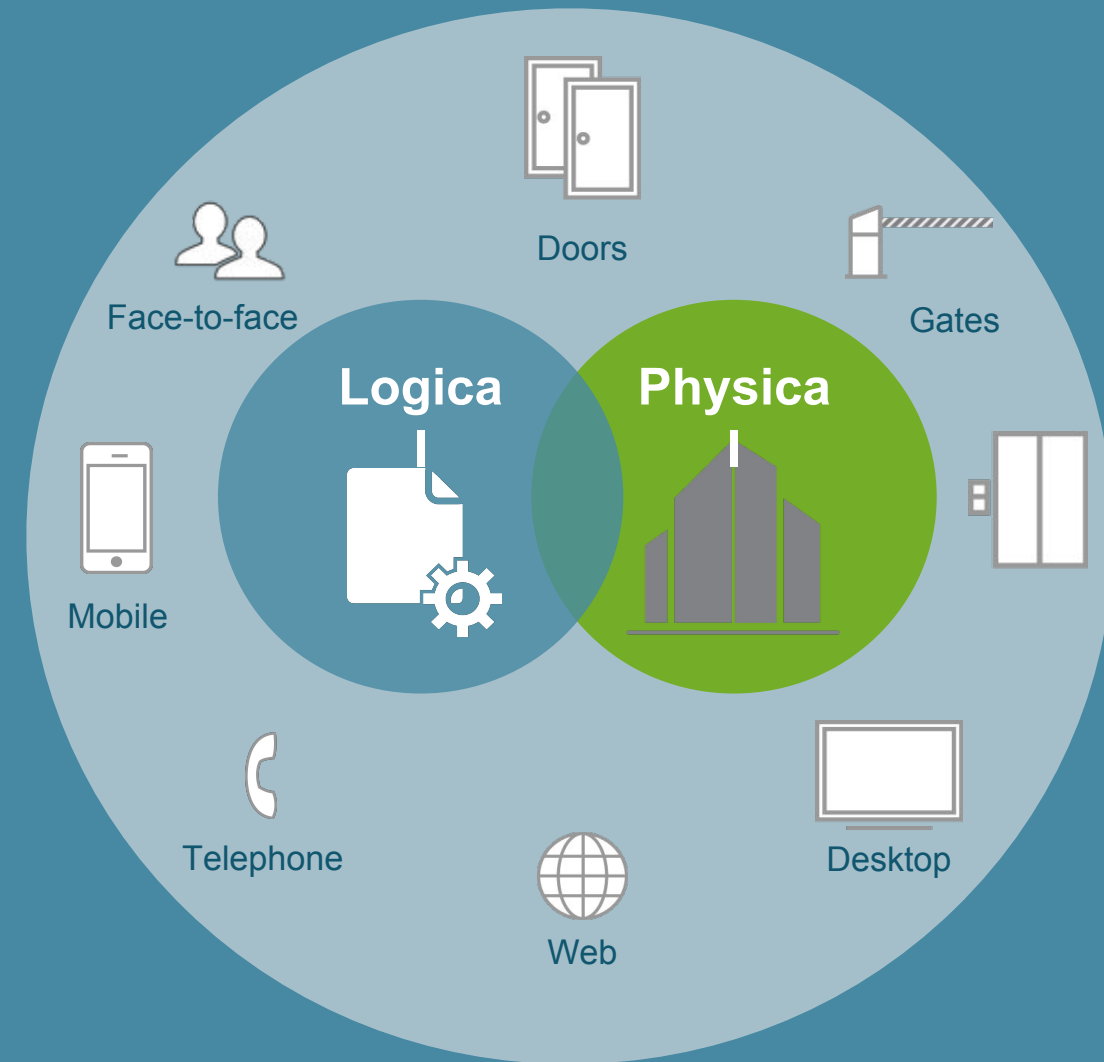
Usher + Collaboration

Locate & communicate with the touch of a button for safety, support, and productivity





Try Usher Today



Experience Usher for Free

<https://experience.usher.com>

Experience Usher

Usher is a revolutionary digital identity product built on the MicroStrategy platform. It provides secure logical and physical access and enhances enterprise productivity by replacing passwords, tokens, and physical IDs with secure mobile identity badges. Take a tour of the Usher Virtual Lab using a test badge and experience firsthand how Usher streamlines enterprise access and authentication.

Download the Usher app and get a badge

Already have a badge? [Start the tour »](#)

Usher Quick Start Program

\$5K for 90-day Proof-of-Value for up to 500 Users using Secure Cloud

Details	<ul style="list-style-type: none">• Licenses: Up to 500 Usher User licenses + 1 Usher Professional license• Professional Services: Up to 40 hours including:<ul style="list-style-type: none">• Usher workshop to evangelize applications and use cases of Usher• Define scope and value drivers for success of pilot project• Project implementation include up to <u>3 use cases</u> to demonstrate value• Includes Technical Support
Benefit	<ul style="list-style-type: none">• Demonstrate how to get your enterprise ready for digital transformation with MicroStrategy Usher.• Modern user experience with digital identity on smartphone for employees, vendors and customers• Instantly locate, communicate and collaborate with users to boost productivity• Rich telemetry from users interactions to give unique insights into user behavior and real-time analytics to meet agile business demands.