

# HOME ENTERTAINMENT GIANT BLOCKBUSTER SELECTS MICROSTRATEGY TO EXPAND CUSTOMER INSIGHT

Submitted by: Pleon

Thursday, 20 September 2001

---

...MicroStrategy Customer Analyzer software selected by Blockbuster in the UK to enhance customer relationships

MicroStrategy Incorporated, a leading worldwide provider of business intelligence software, today announced that Blockbuster, the world leader in home entertainment, has chosen MicroStrategy software to drive its customer insight initiatives. Blockbuster has selected the MicroStrategy Customer Analyzer suite of analytical CRM (customer relationship management) applications and MicroStrategy Transactor to further assist them in gaining better insight into the effectiveness of its marketing campaigns and improve its customer interactions. A long-term MicroStrategy customer, Blockbuster has already used the MicroStrategy Business Intelligence Platform to enhance productivity and efficiency through its inventory management video rental performance analysis applications.

"Our purchase of MicroStrategy's software further aligns our IT strategy with our business goals of improved customer insight and customer contact," said Kevin Kerrigan, IT Project Manager of Blockbuster UK. "Understanding the value of customers is a key component of success in any business today. Through MicroStrategy's products, we will benefit from improved communication with our customers, and will be able to more effectively manage the entire customer interaction process."

"Having our products chosen by a market leader such as Blockbuster is a remarkable addition to our already strong portfolio of customers," said Bob Skeens, UK country manager, MicroStrategy Incorporated. "Blockbuster is the most successful home entertainment provider in the UK, and our critical business intelligence technology will support the company in maintaining its formidable command of the market and maximizing the value of its customers."

MicroStrategy's software will help increase productivity at Blockbuster by enabling its users to directly access critical product performance and customer information without the help of IT specialists. MicroStrategy Customer Analyzer has more than 400 customer-centric reports examining regional variations of customer buying patterns, analyze marketing campaigns and segment customers for future campaigns. It also helps to initiate direct mail and email campaigns to target individual customer, to notify about products and campaigns in which they are interested.

Blockbuster's adoption of MicroStrategy's Transactor will facilitate seamless transactions and interactions. For example, customers can then either click a button on their pager, mobile phone or phone to purchase a product, or sign up to reserve a film at their local store.

-ends-

## About Blockbuster UK

Blockbuster is the UK's number one home entertainment store with more than 750 stores in the UK stocking a wide range of video's, DVD's and games to rent and buy. Open late 7 days a week, 364 days a year and with 81 vending machines in convenient locations throughout the country Blockbuster offers convenience and guarantees satisfaction

~The "Blockbuster Promise" - If a movie displays the "Blockbuster Promise" logo and it is not available when a customer wants it, they can rent it for free next time

~"Satisfaction Guarantee" - If a customer rents a movie bearing the "Satisfaction Guarantee" logo and they don't enjoy it, they can rent any other movie free of charge

~Try before you buy policy - Customers renting one of the selected games can have their rental fee refunded if they then decide to buy it

## About MicroStrategy Incorporated

MicroStrategy is a leading worldwide provider of Intelligent E-Business software and related services. MicroStrategy's technology platform is creating a new generation of one-to-one e-business solutions that enable global 2000 organisations to build personal relationships with their partners, supply-chains, and customers. MicroStrategy delivers these solutions via web, wireless, and voice. In addition to its industry leading technology, MicroStrategy also offers a comprehensive set of consulting, training and support services for its customers and partners.

MicroStrategy has approximately 1000 customers across such diverse industries as retail, finance, telecommunications, dot-com, insurance, healthcare, pharmaceuticals and consumer packaged goods. MicroStrategy also has entered into relationships with more than 270 systems integrators, application development and platform partners.

For more information, please visit MicroStrategy's Web site: <http://www.microstrategy.com>

### Press Contacts:

Gillie Tennant

Brodeur Worldwide

Tel: 01753 448836

Email: [gtennant@uk.brodeur.com](mailto:gtennant@uk.brodeur.com)

Click on the link below to see this news release as it appears on the Brodeur News Room website and obtain full contact details.

<http://www.brodeurnewsroom.com/asp/release.asp?rid=1751&cid=112>

---

Click the link below to login and update your company and subject preferences, or personal details.

<http://www.brodeurnewsroom.com/asp/login.asp>

---

Click on the link below to have your login details re-sent to you.

<http://www.brodeurnewsroom.com/asp/forgot.asp>

---