

## MicroStrategy Narrowcasting Essentials

### First Course in the following:

- Narrowcast Developer Track
- Certified Narrowcast Developer Program

### Second Course in the following:

- Certified Platform Administrator Program

### Overview:

This 2-day course teaches you how to implement proactive, personalized, information delivery services using MicroStrategy Narrowcast Server™. You will learn about the architectural components that make up Narrowcast Server and how to create the objects that define Narrowcast Server services. You will also learn how to efficiently personalize your services, so recipients receive only the information that is relevant and meaningful to them. Next, you will learn how to manage and subscribe to services using the Subscription Portal. Finally, you will discuss the extra delivery functionalities you can provide to your MicroStrategy Web user by integrating MicroStrategy Web and Narrowcast Server.

### Cost:

- £990 per person, or 2 LUs  
(1LU = £495)

### MicroStrategy Products Covered:

- MicroStrategy Narrowcast Server

### Number of Days:

- 2 days

### Who Should Attend:

- Administrators
- Service Designers
- Infrastructure Leads
- Consultants
- Project Technical Lead

### Prerequisites:

- MicroStrategy Desktop: Reporting Essentials course

### Topics:

#### Day One

- Narrowcast Server Overview
- Information Source
- Creating a Simple Service
- Message Contents
- Message Recipients

#### Day Two

- Delivery Methods, Schedules, and the Service Editor
- Personalization
- Subscription Portal Functionality
- MicroStrategy Web Deliveries and Administration