



END USER ADOPTION

THE DIFFERENCE BETWEEN APPLICATION SUCCESS AND FAILURE

END USER ADOPTION IS CRITICAL TO THE SUCCESS OF ANY BUSINESS INTELLIGENCE SOLUTION. END USERS WHO ARE COMPETENT, INQUISITIVE, AND ENGAGED DRIVE THE GROWTH OF BUSINESS INTELLIGENCE INITIATIVES. EXCITEMENT ABOUT THE CAPABILITIES OF YOUR MICROSTRATEGY SOLUTION INCREASES USAGE, RESULTING IN THE HIGHEST POSSIBLE RETURN ON YOUR TECHNOLOGY INVESTMENT. INCREASED PRODUCTIVITY AND LOWER SUPPORT COSTS RESULT FROM USERS UNDERSTANDING THE VALUE AND CAPABILITIES OF YOUR APPLICATION. MICROSTRATEGY'S EXPERTISE IN CREATING AND DELIVERING CUSTOMIZED END USER TRAINING SOLUTIONS PROVIDES YOUR ORGANIZATION WITH A PROVEN AND COMPREHENSIVE APPROACH TO ENSURING USER SUCCESS.

COMPONENTS OF SUCCESSFUL USER ADOPTION

Personal Training

Instructor-led training creates the initial momentum for successful end user adoption. Unlike technology professionals, end users react more positively to hands-on, face-to-face instruction. Having users engaged in group instruction builds consensus and enables you to gauge their comprehension and comfort level with the application. MicroStrategy's approach to end user adoption brings the effectiveness of instructor-led training to your BI implementation.

Tailored Content

End users require documentation that is tailored to what they use every day. Technology professionals have little hesitation in bridging the gap between generic training examples and their company's solution. For end users, MicroStrategy creates content that incorporates data and reports that are familiar to them, allowing for more effective and customized training. This tailoring of content increases relevance of the material to end users, as well as optimizes student retention.

Superior Courseware

High quality documentation forms the foundation of successful end user adoption. MicroStrategy's Instructional Designers work directly with you to create materials that engage and educate your end users. Giving users access to accurate and complete documentation built upon MicroStrategy's education templates increases their comfort level, ensuring proficiency while reducing support costs. MicroStrategy partners with you to create and deliver a professional training curriculum in a fraction of the time it would take if you built it from scratch.

Which Track is Right for You?

With rising demand for business intelligence, organizations require a strategy for end user adoption that is both affordable and of high quality. MicroStrategy offers two solutions based on your organization's needs.

Full Service

Our customers are accustomed to the quality that MicroStrategy educators bring to the classroom. By allowing us to handle the training portion of your BI implementation, you are afforded peace of mind, knowing that the experts are doing the heavy-lifting. You will save time by handing the training over to us, making it our responsibility to ensure each end user is trained on your BI solution. Under this *Full Service* approach, we handle all aspects of your training plan.

Self Service

If you find that an in-house training program run by your staff is a better option for you, MicroStrategy works with you to create a training curriculum and certify your instructors. Under this *Self Service* solution, MicroStrategy modifies its courseware to serve as the foundation of your custom course. We then transition the ongoing course delivery to your certified trainers.

MicroStrategy can also work with you to create a "blended" solution, one that combines both training options. Regardless of the approach you choose, MicroStrategy provides your organization with timely training and professional course material of the highest quality.

CUSTOMIZED CONTENT: FOUNDATION FOR PROVEN COURSEWARE

In order to ensure the success of your application, it is essential that end users establish a level of comfort with the application and the functionality it provides. Even the best solution will fail if the end user community does not accept it or understand how to use it. We have found that end users benefit greatly using documentation that contains a significant amount of business content. In the absence of familiar business examples, end users are often inadequately prepared to use the application and at times do not understand the reports provided.

MicroStrategy enables you to deliver application-specific training to your user community by utilizing our existing end user courses as the foundation for your custom course. The course templates are modularized allowing for easy modification to the content with reports and data relevant to your end users. The courseware can be modified to have screen shots, business examples, exercises, and text reflect your business and reporting needs. Leveraging MicroStrategy's documentation will allow for quicker deployment of a professional and effective end user strategy and will ensure consistency in the training provided to all end users.

FULL SERVICE PROGRAM BENEFITS

Quality and Commitment

MicroStrategy's *Full Service* end user training solution provides our customers with security for their end user adoption needs. With educators steeped in MicroStrategy's technology, you can be assured that your training session will be hosted by an experienced and dedicated specialist.

As a partner in your success, MicroStrategy has a strong interest in making sure your end user training experience is delivered with unparalleled quality by full-time educators. The educator who designs your custom course is the individual who trains your users. Our educator is with you throughout the process, from knowing your business to building your courseware to delivering your training.

MicroStrategy's *Full Service* approach is the one choice that eliminates the headaches associated with managing and delivering training to your end user community.

SELF SERVICE PROGRAM BENEFITS

Self-Sufficiency

MicroStrategy's *Self Service* solution includes Train-the-Trainer, a scalable approach to ongoing course instruction targeted at customers who have in-house experts on MicroStrategy and instructional techniques. A Train-the-Trainer program enables you to be self-sufficient in training your own users on an as needed basis. The program ensures that the quality and integrity of instruction remains high as MicroStrategy certifies your trainers for ongoing course delivery.

Once you have certified trainers in-house, MicroStrategy licenses the courseware that has been modified to include your data and reports. You retain this documentation in electronic form for ongoing modifications, maintenance, and course delivery. Through this *Self Service* approach, MicroStrategy provides you with the utmost flexibility for training as your user base grows over time.

	WEB ANALYST USERS		WEB PROFESSIONAL USERS	
	FULL SERVICE	SELF SERVICE	FULL SERVICE	SELF SERVICE
LENGTH OF COURSE	1 DAY	1 DAY	2 DAYS	2 DAYS
CUSTOMIZED CONTENT	✓	✓	✓	✓
TRAINING SESSIONS DELIVERED BY MICROSTRATEGY	5	1	5	1
TRAIN-THE-TRAINER		✓		✓
COURSEWARE LICENSING		✓		✓
ONGOING DELIVERY AND SUPPORT	✓		✓	
USERS TRAINED BY MICROSTRATEGY	75	15	75	15
USERS TRAINED BY YOUR STAFF	ZERO	UNLIMITED	ZERO	UNLIMITED
INVESTMENT	\$27,625	\$27,625	\$52,000	\$52,000