



Systematic, Repeatable and Relevant

Increasing User Adoption of Your Business Intelligence Environment... *It's all in the way you frame it!*

As the growth of data explodes, businesses are purchasing BI solutions more than ever to turn their data into a competitive advantage. Unfortunately, user adoption rates for embracing BI within the organization remains flat.

How can you leverage your current BI investment and increase usage?

At DFT we've developed FRA²ME, a unique methodology that provides systematic and repeatable best practices around increasing end user adoption. It delivers a roadmap for sustained improvement, identifies areas of weaknesses and gives an action plan for remedy. FRA²ME is exclusive to DFT and maximizes your BI investment making business users advocates and dramatically growing the adoption of BI throughout your enterprise.

The FRA²ME acronym represents Foundation, Relevancy, Agility, Advocacy, Monitoring/Measuring and Education. These six areas are critical to improving end user participation, and DFT is the only company to put the rigor and process around this goal.

Foundation:

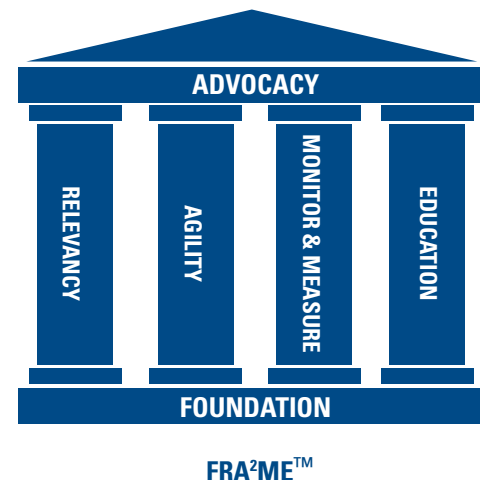
Laying a solid foundation starts with a highly optimized system performing at its best. From an optimized data warehouse to data quality, governance and security; creating a BI program that is trustworthy, performs well and is accessible when and where the end user needs it is essential to the user's confidence. DFT specializes in establishing a solid analytics and enterprise information platform so that you have the power to measure, improve and monitor your organization on a daily basis.

Relevancy:

Useful and applicable data cements the willingness of business users to make BI a daily tool. DFT knows how to work with the business to understand their job, daily tasks and the WHY behind their data needs. We make BI 'personal' by getting users involved during the requirements phase. We then seamlessly integrate their relevant information into meaningful analysis that supports their decision making process. No matter what visualization tool you are using; delivering data that is trusted and displayed in a way that makes sense to them is not only good for the business, but it will reinforce the critical role BI plays in your organization.

Agility:

The only thing constant in business is change, and being able to respond quickly to those changes is critical to business success. That means IT must deliver solutions fast to be considered a business asset. Historically BI deployments take weeks, even months to deliver. DFT's developed an iterative approach that harnesses the momentum created through quick business wins. We leverage both an agile and rapid application development technique to deliver visual, business-centric content quickly. And by keeping the focus on users' needs, we deliver relevant and useful content when and where they need it ensuring accurate decisions and increased user participation.



Advocacy:

Creating advocates is instrumental in expanding user adoption. So what does it take? Delivering accurate, relevant, data fast to users is essential. When you accomplish this step, you not only create advocates, but those advocates become cheerleaders sharing their BI experiences to others in the organization. There is nothing more powerful than 'word of mouth' promotion. Not only does it build excitement, but it builds momentum throughout the organization. And using social media or internal promotion to further advance the message will help get the word out faster. DFT can help brand your BI program and identify all the communication areas that will garner user support and create fans, not just advocates.

Monitoring and Measuring:

Keeping an eye on user activity and data usage is essential to establishing a positive track record for reliable data, and reliable data builds the trust of your business users. DFT leverages the auditing capabilities within your BI platform to deliver performance statistics that keep your environment trustworthy, accurate and consistent throughout the year. We work with you to set performance goals and processes to actively monitor for potential issues and opportunities. We know reliability and responsiveness drive user confidence which, in turn, increases BI adoption rates.

Education:

The more you teach the more they will use the tools. DFT knows the critical part education plays in end user adoption and walks you through the benefits of custom training for power users, including YouTube videos for instruction and use case documentation. We've seen how providing examples not only increases knowledge, but inspires everyone to experiment on their own. And, proactively announcing your quick wins through Wikis and Twitter keeps users engaged and motivated.

What hurts end user adoption?	What helps end user adoption?
Poor data quality	Simplicity from end-users perspective
Poor query performance	Investment in data design
Poor security	Business involvement in the data design process
Lack of communication between Business and IT	Quick, business oriented wins
Lack of usefulness and business application	Focus on user needs and their deliverables
Lack of training	Reliability and responsiveness

We take effective BI to a whole new level by putting the power of BI in the hands of the users. Enabling business people to create, build and perform their own reporting and analysis not only makes good business sense, but it gives them the ability to adjust and change requirements as needed, see discrepancies faster and cut reaction time in half.

Give DFT a call and let us increase your BI adoption today.

Call 866.569.1150 or Email: sales@decisionfirst.com