

Improving the business-user adoption of your Data Warehouse & Business Intelligence ecosystem



We have probably seen this scenario being played out many times: Business and IT sponsors that have bought into the vision of 'data-driven organization' invest millions of dollars in developing state-of-the-art business intelligence and data warehousing applications. They have held workshops and gathered requirements, they have bought the best of technology and implemented agile processes.

But, there is just one problem - the returns have not flowed as promised. Why? Because there are no users! All those promised gains have slowly evaporated as the business users have deserted the system and gone back to their spreadsheets and data extracts. Their concerns run the gamut from the data quality to the usability of the EDW-BI systems themselves.

Research studies have revealed that more than 70% of BI projects failed to meet their objectives with the primary reason being that these projects during designing and planning phases lack an understanding of the user needs and adaptive behavior.

As CIOs who have gone through similar experiences can attest, intervention is tough when distrust runs deep among the user community. They fall back on deploying yet more IT resources into the mix in an effort to create a buffer zone of support. However, this just ends up further distancing the business users from the system.

Trianz has distilled a few learnings from our work on advising executive sponsors of EDW-BI efforts. Some key change management areas that we advise focus on:

- ▶ Creating the culture of trust in the new ecosystem through active listening and support
- ▶ Designing self-supporting BI user ecosystems through collaborative portals and innovative gamification approaches
- ▶ Promoting self-service through effective training on data structures and querying

Successful BI self-service efforts start with segmenting the user base and implementing the right adoption mechanism. Trianz can help you on the journey to executing your analytics strategy.