



IBM Cognos Education User Adoption Services

Accelerate know-how. Ensure results.

As your technology and business partner, IBM offers professional and educational services that help you achieve successful implementation and deployment of your software solution, so you can maximize business benefits, mitigate risk, and maximize ROI.

You have chosen IBM Cognos software and have invested time and money in designing the right solution to your business problem. But do you know if your users are ready for it? Are you confident that your business users,

managers and executives will fully support the new system and will become proficient and enthusiastic users?

User Adoption Services is a core component of our consulting and education offerings. We partner with you during the implementation phase of your project in identifying the specific readiness needs of your business users, and in developing and delivering the right solutions to empower them to be successful with the IBM Cognos solution.

For companies deploying a new IBM Cognos solution or going through a major upgrade, IBM Cognos Education offers a comprehensive range of options based on your application data and business processes. We begin with a detailed needs analysis to develop and deliver an appropriate set of solutions aligned with your overall goals and training requirements.

Our range of User Adoption Services

User Adoption Services			Communications Management, Stakeholder Engagement, Leadership Alignment, Employee Readiness, Change Management		
Analysis	Development (one or more of)		Delivery (one or more of)		
<ul style="list-style-type: none"> Analysis Document Training Plan 	<ul style="list-style-type: none"> End User Manual Instructor Kit Courseware Kit (IP) Custom CBT 	}	Courseware		
	<ul style="list-style-type: none"> Procedure Guide Multimedia Vignette Quick Reference Card 	}	Support Tools		
TOOLKIT			Tools/templates/process for rapid authoring of procedures, documents in multiple formats – creation & on-going maintenance		

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Benefits of User Adoption Services:

- Align with key stakeholders to drive adoption of the IBM Cognos solution.
- Ensure smooth product rollout with fully trained, more productive users for long term success.
- Select from a variety of training options to suit your audience type and budget.
- Use your application data and business process for a more relevant learning experience and realize the full value of the solution.
- Access performance support (electronic or paper-based) for handy on-the-job reference.
- Ensure an ongoing mechanism to bring new users on board.
- Align with the IBM Cognos Solutions Implementation Methodology (CSIM)
- Optionally manage on-going updates to content using our documented templates and toolkits.

Analysis phase:

We begin with a high level Training Strategy Document during the analyze phase of our CSIM process. Our experienced user adoption project managers will work with you to solidify the User Adoption Training Plan during the build phase of the CSIM process. Key

information gathered during the training plan includes:

- What are the overall goals for user adoption?
- Who and how large is the audience for training?
- What delivery options best fit your requirements?
- What is the timing and resource requirement or budget for rolling out the solution?
- Where and how will the customization be done (onsite, remotely, combination)?
- What are the alternatives to not building formal training?

Development phase:

We provide one or more of the following deliverables based upon the outcome of the analysis phase:

- **End User Manual:** IBM Cognos Education standard courseware is modified to include all screen shots, demos, workshops, and specific functionality using your implementation and data sources. The content is developed with enough detail to facilitate classroom delivery or self-paced learning.

- **Enterprise Learning License and**

Instructor Kit: The source files for all the training materials (based on IBM Cognos Education's standard courseware), including setup files and images, along with a comprehensive instructor kit (to facilitate delivery by customer's instructors) are delivered on CD. Customer will have the rights to modify and reproduce the materials, if needed.

- **Custom CBT:** If eLearning is a desired option, IBM Cognos Education standard CBTs are customized to include screen shots, 'show me', and simulations using customer's implementation and data sources. The custom CBTs can be deployed on CD-ROM or your Web servers, or integrated with your Learning Management Systems (LMS).

Performance support tools

- **Multimedia Business Narrative:** IBM Cognos Education delivers a useful platform demonstrating the key processes and tasks the user is required to perform. This handy reference kit uses short multimedia demonstrations with professional voice-over narrations to provide just-in-time training and support.

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- **Toolkit/Processes/Templates:** IBM Cognos Education can maintain and upgrade your content for future implementations, or optionally provide you with the toolkit and templates to update the content yourself.
- **Quick Reference Card:** A laminated 2-sided 'cheat sheet' with a list of key tasks and the steps required to perform them makes a great resource at the users' fingertips.

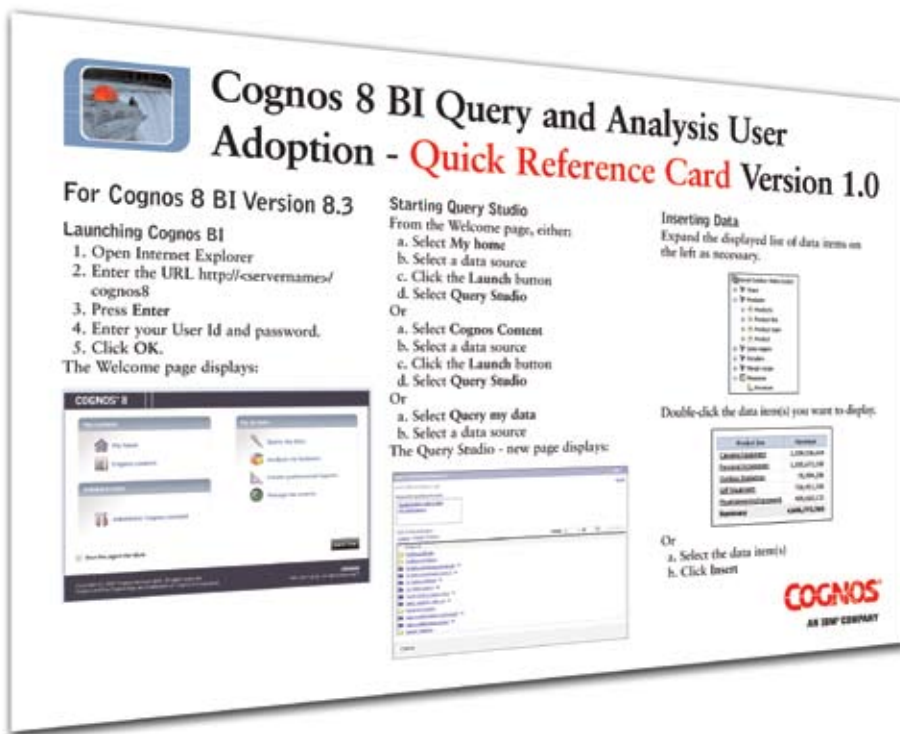
- Delivery phase:**
- **Classroom Training:** An extensive set of delivery options for classroom training using our global classrooms or your facilities based on the rollout requirements.
 - **Train-the-Trainer (T-T) Sessions:** If you have a staff of in-house instructors, we deliver one or more train-the-trainer sessions exclusively designed to teach them to deliver future classes. The instructor guide with setup files is included with this option.

- **Virtual Live Training:** For globally dispersed users, when key tasks need to be conveyed in a short timeframe, our instructors use a combination of Web technology and phone conferencing to narrate and demonstrate the key tasks on your application.

In addition, IBM Cognos Education has several other options based on a customer's needs—from assessments to validate and measure user readiness with the IBM Cognos solution to functional support during go-live.

About IBM Cognos Education

IBM Cognos Education offers the right training solution to fit the needs of your company, location, user group, budgets, schedules, and learning styles. From in-depth technical training to on-demand task-specific instruction, we offer the flexibility of classroom training in our training centers around the world, at your local offices, or bring it to the user's desktop. Your users can also benefit from interactive e-Learning delivered in a modular format or take advantage of our custom learning solutions to provide the right blend of training at the right time.



**About IBM Cognos BI
and Performance Management:**

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: www.ibm.com/cognos

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To request a call or to ask a question, go to www.ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.



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