



ADOPTION MANAGEMENT PROGRAM (AMP)

ENSURING RETURN ON YOUR MICROSTRATEGY INVESTMENT

MICROSTRATEGY'S ADOPTION MANAGEMENT PROGRAM (AMP) PROVIDES A COMPLETE AND MULTIFACETED SOLUTION TO TRAINING YOUR END USER COMMUNITY. BY INCORPORATING EVALUATION, TESTING, INSTRUCTOR-LED TRAINING, WEB-BASED TRAINING AND MENTORING WITHIN THE CONTEXT OF YOUR REPORTING ENVIRONMENT AND BUSINESS PROCESSES, THIS PROGRAM INCREASES USER PRODUCTIVITY AND FOSTERS APPLICATION SUCCESS. DEVELOPING A ROBUST BUSINESS INTELLIGENCE SOLUTION IS ONLY THE FIRST STEP IN CREATING A DYNAMIC AND TRANSFORMATIVE REPORTING ENVIRONMENT. CRITICAL TO YOUR SUCCESS IS THE "PEOPLEWARE". THIS PERSONALIZED LEARNING PROGRAM LEVERAGES OUR PROVEN TRAINING METHODOLOGY AND AFFORDS YOU PEACE OF MIND KNOWING THAT THE EXPERTS ARE MANAGING YOUR TRAINING PLAN. MICROSTRATEGY'S AMP RAPIDLY AND EFFECTIVELY DEVELOPS THE NECESSARY SKILLS AND CONFIDENCE YOUR END USERS NEED TO MAKE YOUR BI INITIATIVES A SUCCESS.

PROGRAM FEATURES

Customized Curriculum

MicroStrategy's AMP focuses on end users and what they need to know to make the most of your MicroStrategy investment. AMP enables you to uncover the needs and expectations of your user community and test their level of proficiency with your application. The resulting learning program is tailored to a user's role and combines functional, application, and business processes into one training program. This personalized learning plan provides the relevance needed to ensure that training is effective and that learning is maximized.

Blended Learning Environment

MicroStrategy's AMP provides a balanced solution that includes a variety of training methods suitable to your end users' learning patterns. The blend of instructional techniques supports a wider range of learning styles and incorporates reinforcing activities to optimize the learning experience and increase student retention.

Empowered Super Users

MicroStrategy's AMP engages the Power User throughout the evaluation, analysis and curriculum design process to ensure the training plan is comprehensive and relevant to the job roles of the users. AMP delivers the documentation and processes required to enable Power Users to provide front-line support as well as help define new reporting requirements.

User Readiness Reporting

MicroStrategy's AMP measures a user's proficiency with your application and identifies areas of improvement. As users progress through the learning program, they improve their skills and knowledge, building confidence with the application. AMP provides management with objective, quantifiable results from the training that they can use to assess user acceptance and adoption readiness.

PROGRAM BENEFITS

An effective training program reduces the time it takes for end users to learn and adopt new technology and leads to greater satisfaction with the application and the functionality it provides. MicroStrategy's AMP accelerates the learning curve and facilitates change management by helping your end users establish comfort with the solution and realize the benefit it brings to their jobs. Training end users through a comprehensive and tailored program creates a more agile and self-sufficient user community. End users are able to perform more advanced analysis, improve feature utilization and better articulate their business requirements to IT. Improved user productivity results in less reliance on internal support, lowering costs and freeing up your help desk to work on problems that make better use of their skills and time.

Benefits to the Business Sponsors and Managers

- Increases User Productivity and Proficiency
- Increases Feature Utilization and Depth of Analysis
- Encourages Creative Uses of Technology
- Decreases End User Computing Costs

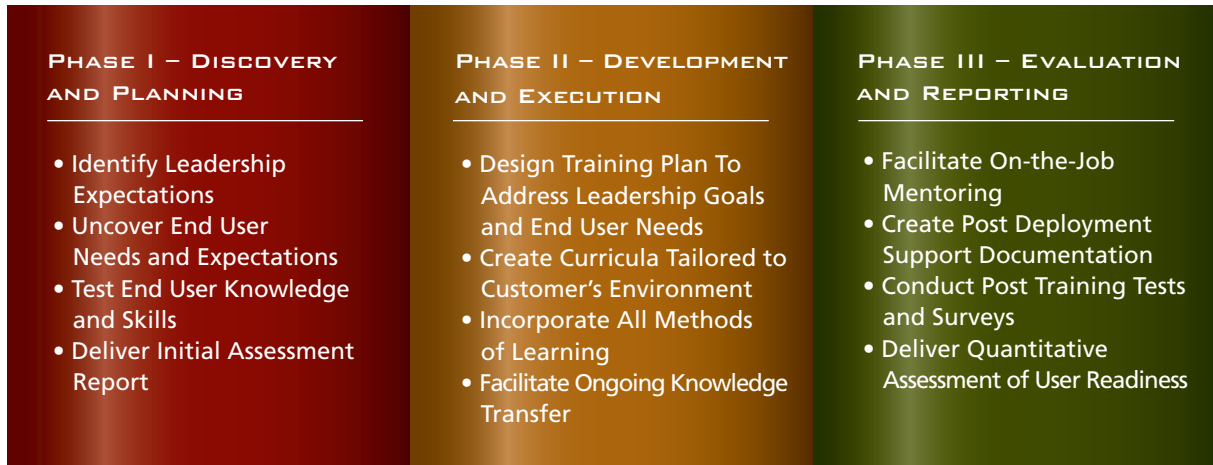
Benefits to the IT Team

- Lowers Support Costs
- Lowers Risk of Application Failure
- Provides Greater Software Return on Investment (ROI)
- Manages Impact of Technology Implementation
- Improves Communication with Business Community

"Numerous surveys and anecdotal feedback from Gartner clients suggest that inadequate skills due to a lack of end-user training are the primary barriers to widespread adoption of BI applications."

– Gartner, Inc., "Business Intelligence Applications Benefit From Interactive Visualization" by Kurt Schlegel, July 6, 2007

ADOPTION MANAGEMENT PROGRAM (AMP) PROCESS



PHASE I

During Phase I an Education Project Manager (PM) meets with relevant stakeholders to understand the expectations and criteria for user success. Through a series of interviews, surveys, and tailored exams conducted with a subset of the user community, the PM gathers training requirements and identifies the knowledge required for the various end user roles and areas for improvement.

TASKS

- Gather Training Requirements
- Conduct User Interviews and Surveys
- Develop Tailored Examination
- Administer Initial User Functional Exam
- Administer Initial User Business Usage Exam
- Deliver Preliminary User Adoption Readiness Report

PHASE II

During Phase II Education Consultants train your end users using a customized curriculum focusing on the business and areas of improvement uncovered during Phase I. The tailored content results in better understanding of the application and processes and ensures retention. Throughout this phase, a variety of instructional techniques are employed that best fit with learning behaviour and needs of your user types.

TASKS

- Conduct Baseline Functional Training for All Users
- Develop Customized Courseware
- Conduct Instructor-Led Courses for Power Users
- Deploy Online Functional Training
- Deploy Online Business Usage Training
- Transfer Courseware to Customer’s Environment

PHASE III

During Phase III an Education Project Manager (PM) provides on-the-job support to users as they perform their business analysis. The PM interacts with the users to gain an understanding of their comfort level and their ongoing reporting requirements. In addition, end users are interviewed, surveyed and re-tested. Detailed results of performance improvements are documented and shared with management.

TASKS

- Mentor and Support Users Onsite
- Create Post Deployment Support Documentation
- Conduct Follow-on Functional Exam
- Conduct Follow-on Business Usage Exam
- Re-survey End User Community
- Deliver Management Report on User Readiness

PROGRAM LEVELS	
OFFERING	NUMBER OF END USERS
AMP BRONZE	250
AMP SILVER	500
AMP GOLD	1,000

**For larger user communities, please contact your MicroStrategy Account Executive*