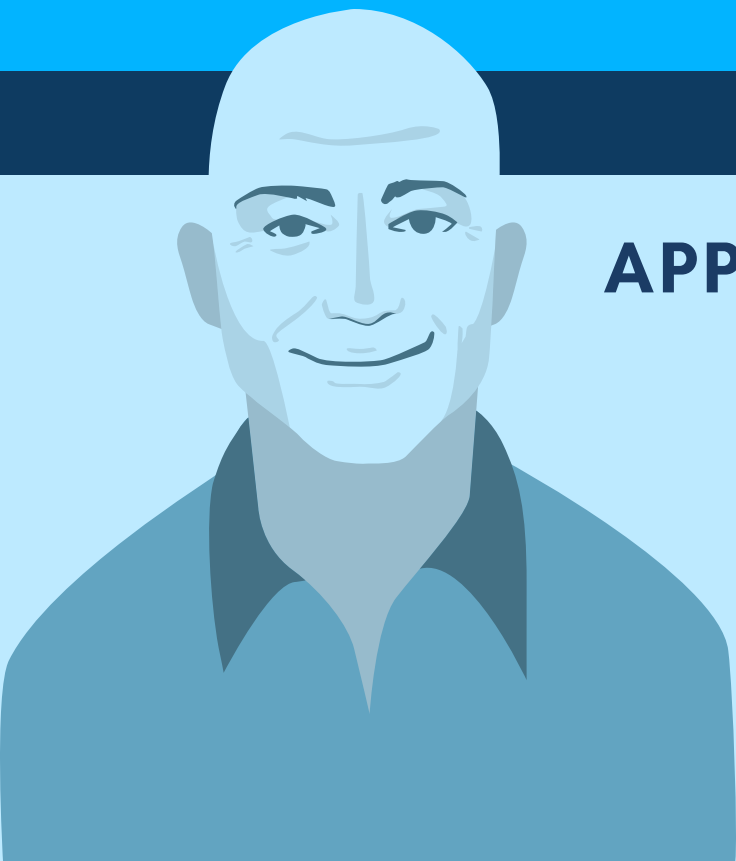


# INCREASING USER ADOPTION OF IBM COGNOS:

Our Guide to Success

## KNOW YOUR STRATEGY

In your business, you and your team should know why you are using IBM Cognos. In the same way that your business has objectives, your Cognos estate should, too. Ask your team 'Why do we use Cognos?' and let the responses roll in.



## APPOINT YOUR "COGNOS CHAMPION"

Consider appointing an experienced Cognos user to be your 'Cognos champion'. Having a 'Cognos champion' means that your team can always access a valuable human resource when questions and queries arise.

## LEARN EVERYDAY

We never stop learning, or at least we shouldn't do. Ensure your team are up-to-date on how to use new and existing features in Cognos. A lack of training will directly link to a poor user adoption rate.



## ALWAYS OBTAIN FEEDBACK

Obtaining feedback on your Cognos estate is vital. If your team are troubled by slow performance or if they are struggling to find and use reports, this will detract Cognos users. By gathering feedback, you can combat these types of issues before they develop into major hurdles.