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Adoption Strategy Development FasTrak

Maximize user adoption and accelerate return on investment

Accelerates acceptance of new applications

Secures ROI when introducing new applications

Reduces transition effort

Facilitates innovation

Experienced business and IT leaders know user adoption is the most critical success factor for gaining value from an investment in new application technology. When an organization deploys significant resources to implement a new solution, rapid acceptance can only be secured when the end users are willing and capable of working with the new system. The success of the application is measured by the number of employees effectively using the system.

Adapting to new EIM technology means changing people's behavior and making collaboration and information management integral to the way they work. Traditional deployment approaches lack this focus and will not overcome adoption challenges, such as reluctant users and the need for evolved processes.

Accelerates acceptance of new applications

With the FasTrak offering, organizations can jump start to user adoption strategy implementation which considers monitoring adoption progress (acceptance and resistance). This offers the opportunity then for refinement during the same timeframe. By prioritizing change management efforts as part of the software implementation project, to ensure user adoption and the objectives of the overall Enterprise Information Management (EIM) program are supported, relevant business leaders, sponsors and the project team will have the strategic business context and the tactical plans required to engage, mitigate resistance, and gain acceptance sooner.

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Secures ROI when introducing new applications

The service provides the Client with an adoption strategy, designed to facilitate an effective transition for the organization to the future state. Achieving that future state as planned, without incurring the additional costs associated with delayed end user transition and acceptance means organizations can take advantage of the process and efficiency gains as planned; ensuring the ROI that OpenText solutions offer is secured; whether they are associated with Improving regulatory compliance, increasing employee productivity and satisfaction because of process advances, or meeting organizational KPIs.

Reduces transition effort

Taking an accelerated approach to establishing an actionable user adoption strategy has its own merits in ensuring maximum time to complete as part of the planned software implementation. By prioritizing the focus on all key stakeholders with a user adoption strategy as part of change management efforts associated with the software implementation project, you are taking an intentional approach to moving those end users from the current state to the desired future state—as individuals. It is the strategy - considering all the impacts that are associated with those stakeholders—in the communication, training and support planned that will facilitate organizational transition most effectively—and within the shortest timeframe.

Facilitates innovation

The adoption strategy considers the end users evolution in acceptance, knowledge, and ability with the new solution through communication, training and on the job performance support—beyond just first use. The reason for this is because as the user progresses in proficiency so does the likelihood that it inspires greater leverage and collaboration from them.

The OpenText Professional Services difference

OpenText Professional Services has deep experience supporting change management needs arising from introducing new technology. OpenText practitioners are **Prosci®** certified general change management experts who help drive successful adoption by maximizing new application acceptance and knowledge.

Perhaps our most unique characteristic is that we are the product vendor. OpenText delivers as one team! Professional Services has unparalleled access to our Customer Support and Product Engineering colleagues and our strong relationships with stakeholders and experts in those organizations come from being co-located with them and sharing mutual accountability to our customer's success and satisfaction with our products and deployed solutions. Our customers benefit from this one-team accountability and innovative problem-solving commitment.

For more information about OpenText Professional Services please visit **www.opentext.com/services** or email **ProfServices@opentext.com**.

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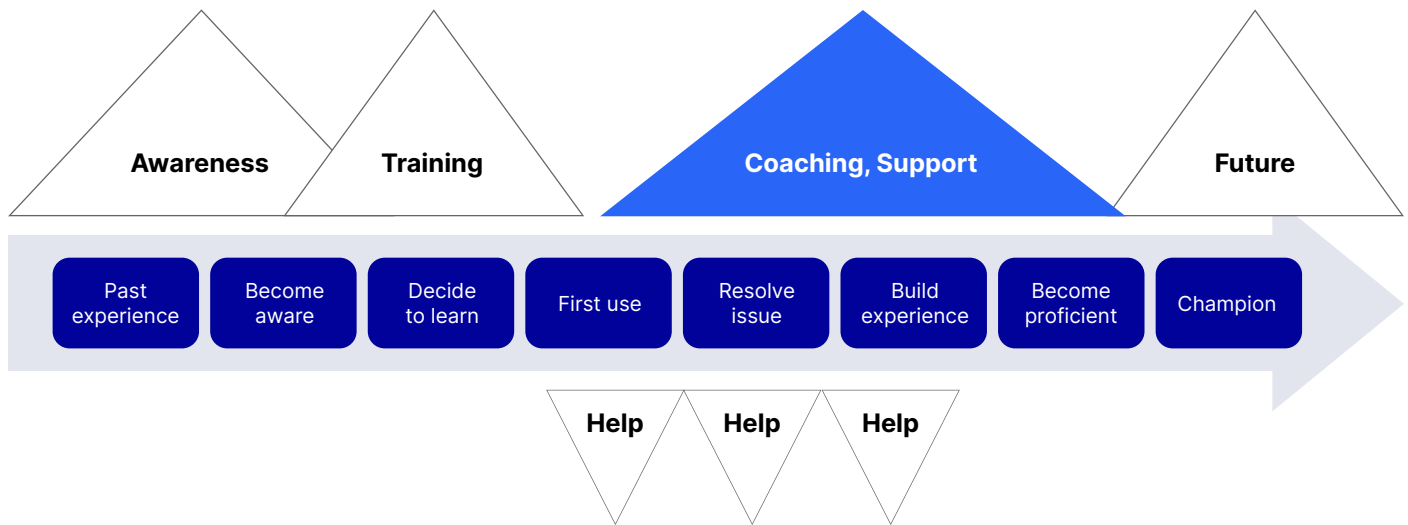
From an individual learning continuum perspective, this diagram displays that the adoption strategy considers user adoption from awareness through to proficiency.

Service components

- An adoption strategy, including:
  - An organizational change readiness assessment with prioritized areas of focus; impacted people and processes; roles, tasks, and user groups.
  - An enablement plan which considers training and performance support for those who will be working with the application(s), and timing for these activities
  - A communication plan focusing on three purposes for communications; promotion, commitment, and coordination with the target audiences
  - Recommended adoption measures or key performance indicators (KPIs)
- Initial training of up to three days to orient key project personnel to key product concepts and out of the box functionality

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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