

Users Don't Have to Suffer in the Cloud



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addapptation



It doesn't matter how
good the technology is
if your users don't
embrace it



“I’m being hit with all this other change, and I’m completely overwhelmed.”



“This new platform doesn’t have all the features I want. I’ll wait for the next version.”



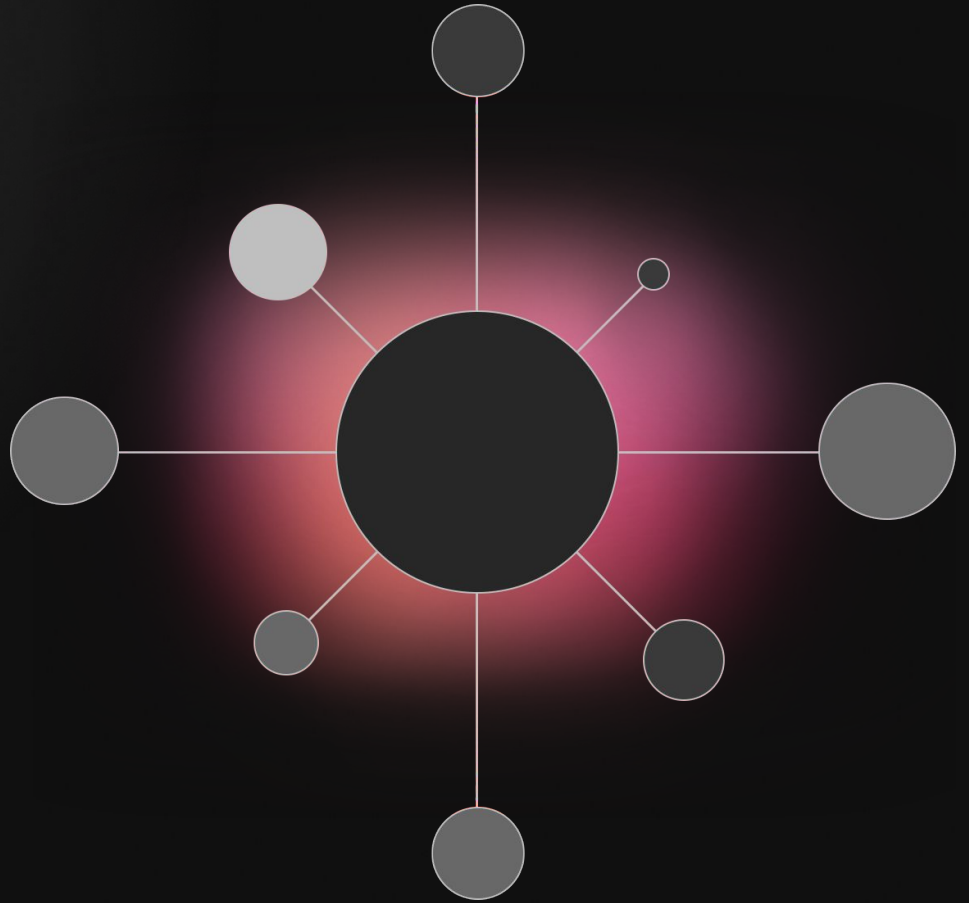
“I’m comfortable with the old system and know all the workarounds.”



“I’ve given the new platform a try and it’s tough. I’m pressured for time so I’ve gone back to the old way of doing things.”

Hub & Spoke Architecture

Scale your technology without impacting the experience for your users





Identify the job
to be done



Collaborate with
users



Maintain
database
integrity



Be where your
users are



Listen to your
users



**Reduce
Training
Costs**



**Accelerate
User
Adoption**



**Optimize
Team
Workflows**



**Increase
User
Retention**

About Me

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Successful Implementation
≠
Successful Adoption