

IMPROVE ORACLE APPLICATION USER ADOPTION WITH ORACLE'S END USER SURVEY DIAGNOSTIC

ORACLE

ADVANCED CUSTOMER SERVICES

KEY FEATURES

- Comprehensive analysis of end-user views and organizational factors impacting satisfaction with Oracle Applications
- Prescriptive remedies to focus future investments on areas with the greatest impact on users' productivity and satisfaction
- Diagnostic data to identify key drivers of end-user satisfaction
- Progress tracking to monitor the achievement of business goals
- Trend analysis to monitor results over time

End User Survey Diagnostic (EUSD) provides comprehensive end-user perception data to help maximize the long term business benefits of your Oracle applications. The survey gauges deployment success and allows customers to baseline and compare performance over time. These results empower customers to focus future investments that will have the greatest impact on user satisfaction and productivity while minimizing resource expenditure.

Solution Adoption for a Faster Return on Investment

Effective use of your business applications requires planning and a proactive adoption strategy. Oracle Advanced Customer Services help you to: identify solution adoption challenges, identify potential remedies for those challenges and prioritize recommendations. The Advanced Customer Services End User Survey Diagnostic (EUSD) is a tool that helps you identify the source of adoption challenges by using direct feedback from your end users. The EUSD is not only a technology health check, but it assesses non-technical areas that can have a significant and potentially costly impact on your business success.

Deploying and Analyzing Best Practices for Higher Success Rates

Nearly 80 percent of the issues that can affect your deployment and overall solution adoption involve factors that are unrelated to software products. To achieve your highest potential, it's important to consider the effect that governance, strategy, people, process, and technology will have on your implementation. Results from the EUSD measure each one of these areas and report back to you with statistically validated analysis with short, mid and long term actionable recommendations to positively impact the adoption of your Oracle business applications.

The End User Survey Diagnostic supports key investment decisions by tracking progress toward business goals. Key benefits include:

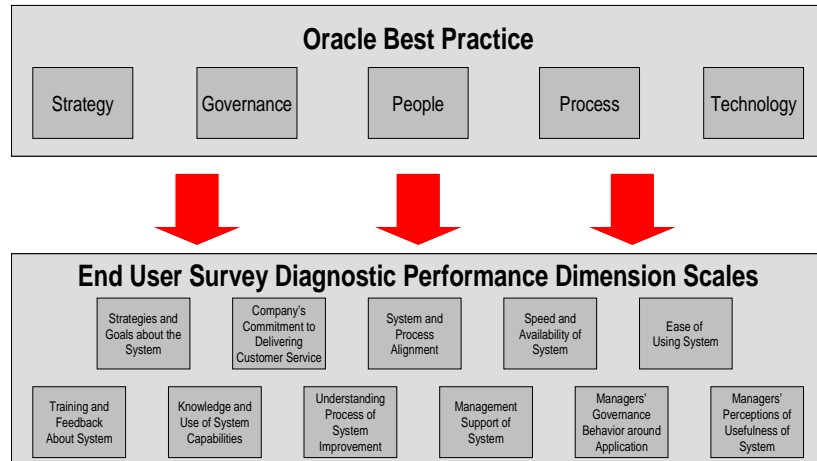


Figure 1. Performance Dimension Scales

- **Objectivity**—Unbiased third-party feedback provided by end users to determine whether the implementation is on track to deliver maximum business benefit.
- **Coverage**—Surveys tailored to capture feedback across all levels of the organization, including individual contributors, managers and executives.
- **Localization**—Surveys that can be run simultaneously in English, Chinese, Dutch, French, German, Italian, Japanese, Korean, Spanish and Swedish to support global implementations.
- **Baseline**—Current perceptions and tracking provided to monitor the impact of additional application and training investments.
- **Resource allocation**—Resources focused on the areas with the greatest impact on driving user satisfaction and adoption.
- **Trending**—Target setting, improvement tracking over time, and assessments of the success of action plans.
- **Anonymity**—**Optional respondent** anonymity to ensure objectivity and maximize response rates.
- **Confidentiality**—Results at an aggregate level to ensure anonymity; all results are confidential, undisclosed and are not used for any other purpose.

Structured statistical methods are used to accurately measure the effectiveness of the implementation and to identify areas for improvement.

- Survey data is presented through intuitive charts.
- Driver analysis pinpoints the areas with the greatest impact on maximizing user productivity and satisfaction.
- Performance charts map results to each of the five implementation-leading practice areas.
- End-user comments are provided to support quantitative results.

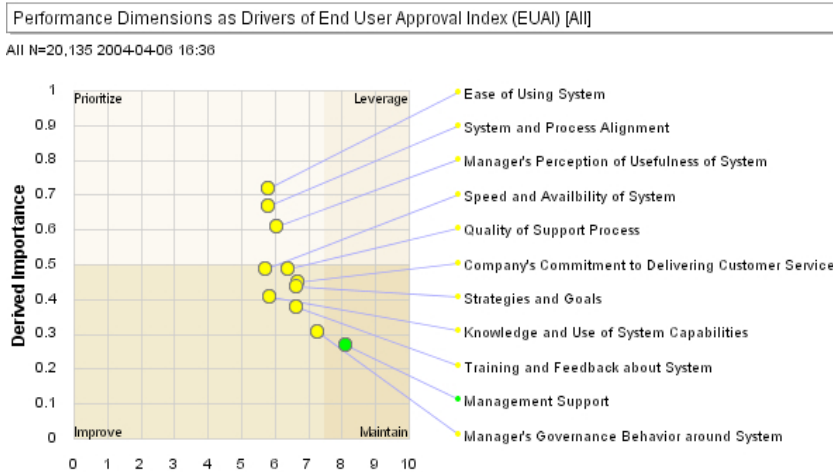


Figure 2. Performance dimensions as drivers

Ensuring Your End User Survey Diagnostic Success

To ensure the success of your EUSD, the following criteria should be met:

- Minimum of 50 production users recommended to ensure valid data sample
- Internet access required
- Attain executive sponsorship to ensure high response rates
- Survey all end users and management

Proven, Structured Methodology

A proven, structured methodology is used to ensure statistically accurate and reliable results. A repeatable process is used to minimize the amount of time and effort required for each survey. Each process stage has been carefully designed with predefined activities. This design ensures that the survey process is as smooth as possible and has minimal impact on the business. Conducted with a Usability Assessment the EUSD provides additional insight for total solution adoption and maximization of operational excellence.

Contact Us

For more information about the End User Survey Diagnostic and other Advanced Customer Solution Adoption Services, please visit

<http://www.oracle.com/support/advanced-customer-services/index.html>.

Copyright © 2008, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor is it subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle is a registered trademark of Oracle Corporation and/or its affiliates. Other names may be trademarks of their respective owners. 0408