**Why do you think BI user adoption is important?**

As the professor said” nothing could be more important than user adoption”. Even great program, no one want to use it, that is failure. Better BI tools mean more people can access and use it.

More people use and access it meaning a first step to success. Because BI help people work more efficient, easily access useful information and make the company more profitable and successful. It helps everyone to work clearly and specific goals with same tools and resources.

**How do you think having an effective demand management process to manage the demand pipeline can facilitate user adoption?**