**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 known BI. 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?**

Demand Management is a process of collecting ideas, projects, and needs during the creation of a portfolio, also meaning how many appliation we have? Effective demand management is a critical success factor in a management, More application under management means more organizational power. That can be enhanced lead management improve demand generation.

Having a demand pipeline is hugely important, basically meaning a number of new request, the request can be anything. If all the request can be done by the demand management process, question can be solved clearly, easily and efficiently. As I mentioned, user adoption is the first step to known B. After we use it, the way it can be work productively, getting the jobs done quickly and accurately which can be appealed to us deeply. and facilitate user adoption