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100 Most Promising Microsoft Solution Providers

It is no secret that Microsoft solutions are at the heart of many enterprises across the globe. Be it running financials, customer systems, or supply chains; Microsoft enterprise solutions are the backbone of virtually every organization. However, the overwhelming array of products and services—Dynamics ERP, CRM; Azure; SharePoint; SQL Server; Office 365—make navigating the complex and fragmented Microsoft landscape highly difficult.

Collaboration and productivity applications form the hub of communication for knowledge workers. When it comes to document management, companies see SharePoint as pivotal, with productivity applications like Office 365 and Exchange playing a central role in how employees collaborate and communicate.

Microsoft is also adopting new philosophies as it continues to compete with Amazon, Google and others in the cloud computing market. In a bid to make Azure stand out, the software giant is taking a path that it is rarely known to take—embracing openness. As it stands, this strategy seems to be working as numerous companies are starting to see Azure as their cloud computing platform of choice.

In the wake of these developments, the CIOs are looking to partner with leading solution and consulting firms to gain third-party insights into best practices for specific domains, such as supply chain, sales automation, or customer experience.

They are also on the lookout for partners with strong business acumen, industry-focused consultants and practices, change management skills, and tools built for specific industries. Furthermore, Microsoft clients desire for fully managed solutions from firms with an “asset heavy” footprint, global data presence, and strong skills around infrastructure management.

The software giant partners with about half a million vendors, ranging from multinational corporations to smaller players and specialist providers. Existing within this universe of Microsoft partners are a select few who are a step above the rest, and through this edition of CIO Review, we will help clients gain more insights into the capabilities of the major global service providers who are strong in Microsoft technologies.

As a prelude to CIO Review’s 100 Most Promising Microsoft Solution Providers 2014, our selection panel evaluated the capabilities thousands of vendors in this space that have skills to tackle complex challenges. The companies featured have showcased an in-depth expertise in delivering integrated and innovative technologies to streamline operations across the Microsoft landscape. A distinguished panel of CEOs, CIOs, VCs, industry analysts and the editorial board of CIO Review selected the final 100 companies that are at the forefront of tackling today’s challenge in the Microsoft ecosystem.

We present to you CIO Review’s 100 Most Promising Microsoft Solution Providers 2014.



Company:

WalkMe

Description:

A systematic guidance and engagement system for Websites and Web applications that drives user actions and helps users to complete any online process or work flow with customizable guidance balloons in a dynamic, interactive, and intelligent process

Key Person:

Rafi Sweary, President
Dan Adika, CEO
Eyal Cohen, CPO

Website:

www.WalkMe.com

WalkMe

An Interactive Online Guidance and Engagement Platform Providing Real Value to the Customer

WalkMe is an interactive online guidance and engagement platform, intended to assist customer service managers, user experience managers, training professionals, SaaS providers, and sales managers engage their prospects, customers, employees and partners through rich online experience. The cloud-based platform that aids businesses remove online hesitancy, while at the same time increase user competence and diminish costs. The solution guides users to successfully complete their online tasks through a series of interactive tip balloons overlaid on the screen. These balloons help users act, react, and progress through their online experience. “WalkMe eliminates guesswork, as well as the frustration of following video tutorials or digging through dull Q&A pages,” says Dan Adika, CEO, WalkMe.

Headquartered in San Francisco CA, WalkMe centers on deciphering the necessities that are specific to customers and delivering technology that helps them be more effectual and proficient. The fast solution platform allows clients to create products that help their customers, employees, users or partners, to complete any task systematically. They work with customer service managers to help augment self-service adoption that reduce incoming service requests, thus freeing them to center their efforts on more decisive and difficult customer care concerns. The company also gives SaaS providers an essential tool to highlight superior features on their software, without their customers complaining of the incapability to understand how to operate them. WalkMe also



Dan Adika

empowers businesses with useful analytics that allow them to track users’ interactions with the platform—to better fine-tune the online guided instructions to match their users’ needs. A perfect example of this can be found from WalkMe’s work with Clarizen, a cloud-based online Project Management Software company.

Clarizen was looking for a method to increase its conversion of free trial users to paid users and to provide great technical customer support to its existing customers, without letting growth overburden its support team. To address these multiple challenges, the company seamlessly incorporated WalkMe’s technology into its platform. They began offering WalkMe as part of their free trail service that resulted in an increase of 25 percent new project activations. “WalkMe guided new users and existing customers in successfully utilizing our software—increasing engagement, conversion rate and reducing our cost support,” says Rachel Hadas, VP Products, Clarizen.

“WalkMe allows business to simplify the customers’ online experience and remove user confusion”

WalkMe also assists businesses internally, to accelerating training of new employees on a business software, such as Microsoft Dynamics or Microsoft SharePoint. WalkMe’s guidance platform helps to boost user adoption, reduce requests for help desk assistance, and raise productivity.

WalkMe has a proven track record with top U.S. firms of varying sizes in many verticals including, Adobe, Amazon Web Services, Cisco, Citrix, Stanley, Black&Decker, US Foods, Bank of Montreal and Kimberly-Clark for example. The unique and disruptive technology underlying their platform and the support and customer success teams that work round the clock differentiates WalkMe from competition.

“Businesses invest a lot of money and time in software and online services, yet new challenges arise - low adoption rates, the need for ongoing employee training, and introduction of updates and changes. We see a considerable growing market demand for technologies that simplify the user experience and allow for increased productivity, higher overall value and lower total cost of ownership. We have big plans for 2014 and beyond, and we have plenty of positions open for smart people who share our passion,” concludes Adika. [CR](#)