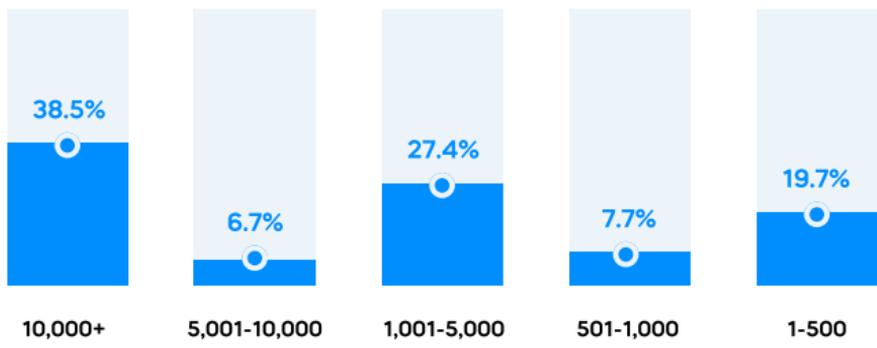


Who are the DAP Professionals?

We surveyed hundreds of DAP professionals to get more insight into how this profession is evolving. Check out some of the key highlights to see how you compare with your peers.

You work at companies large and small.

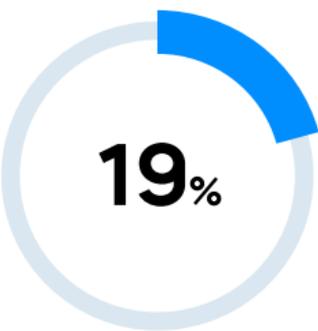
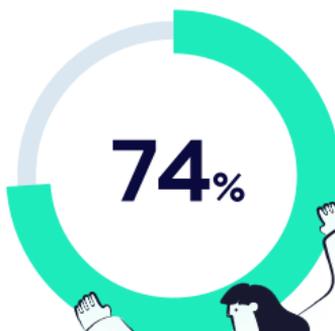
How many employees are currently employed at your company?



N=207

You are experienced professionals.

Over 10 years of professional experience



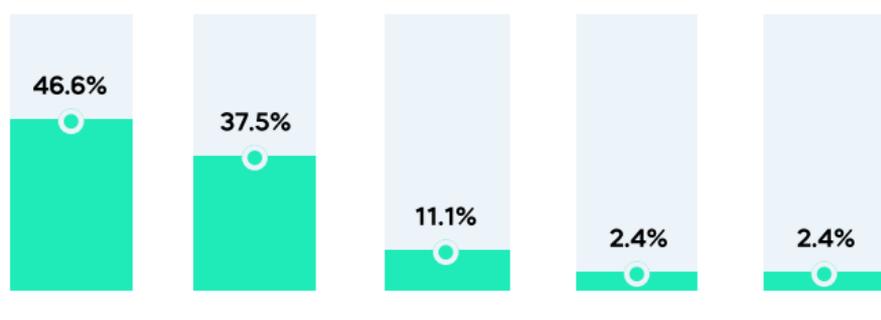
4-10 years of professional experience

Before DAP, you came from...



You like what you do.

The level of personal challenge/engagement you feel in your role



You are witnessing the growth of DAP.

75%

Of you service multiple departments



70%

Of you are seeing DAP grow significantly in your org over the last year



Looking to make a greater impact within your organization? See what analysts are saying about the evolution of the DAP market.

Share [Gartner's Market Guide for Digital Adoption Platforms](#) with others in your organization.

