

# Digital adoption platform buyer's guide

Your guide to procuring the tools to  
power software adoption



# Table of Contents

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<b>Introduction</b>	3	<b>Step #3: Perform a deep-dive comparison of technology adoption vendors</b>	14
<b>What can you expect in this buyer's guide?</b>	4	Company strengths	14
<b>Step #1: Identify your technology adoption needs</b>	5	Product strengths	17
Data analysis	5	AI-capabilities	19
Change management	6	Ecosystem and services	20
Employee onboarding and training	6	Pricing structure	21
In-app support	7	<b>Why WalkMe?</b>	22
<b>Step #2: Evaluating technology adoption categories</b>	8	<b>Purchasing a technology adoption solution is more important than ever</b>	25
Product tours	8		
Independent software vendor (ISV) guides	9		
Product experience (PX) tools	9		
Digital adoption solutions (DAS)	10		
Learning management systems (LMS)	10		
Digital adoption platforms (DAP)	11		
Comparing technology adoption solutions at a glance	13		

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Purchasing the appropriate technology adoption solution can be a confusing and time consuming process, albeit a needed one in today's enterprise software landscape. **In 2024, worldwide IT spending is projected to total \$5.04 trillion, an increase of 8.6% from 2023**, out of which over one trillion will be spent on software alone<sup>1</sup>, making it imperative that end-users can effectively manage the software at their disposal. This guide breaks down the purchasing process to ensure you acquire the tools to meet your enterprise's digital needs.

According to WalkMe's [State of Digital Adoption 2022-2023](#) report, the average employee uses 27 different applications<sup>2</sup> every week; yet, more than half of enterprises say their workers don't have the necessary digital dexterity to use their software effectively. Furthermore, organizations manage nearly 1,900 business processes on average<sup>3</sup>, underscoring the need for an effective software adoption solution. Despite the massive investments in digital transformation, up to 70% of initiatives fail, often because software adoption isn't prioritized from the outset.

# 1,893

Average number of digital business processes used by enterprises.



Today, it's clear that there is no one-size-fits-all approach to software adoption. Users have varying levels of digital dexterity and retain knowledge differently. Furthermore, organizational workflows are spread out across multiple pieces of software, meaning any attempt to rationalize the enterprise tech stack needs to address how users interact with all of their applications.

While there are a number of traditional [approaches](#) to addressing these problems, like in-app solutions and legacy training tools, they often use outdated instructional methods that focus on individual applications. This isn't lost on enterprise leaders, 62% of whom report that using vendor-provided solutions for onboarding support on business-critical applications is impossible<sup>4</sup>.

As a result, enterprises are increasingly seeking technology adoption solutions that enable end-users to leverage applications to their fullest potential. These include:



Product tours



Independent software vendor (ISV) guides



Product experience (PX) tools



Digital adoption solutions (DAS)



Learning management systems (LMS)

While each of these solutions can be beneficial for specific technology adoption use cases, they often lack the comprehensive capabilities provided by digital adoption platforms (DAPs). As the creator of the first DAP, WalkMe has spent more than 10 years researching market trends, working with enterprise clients of all sizes, and analyzing what goes into an enterprise technology adoption solution. Essentially, we've done the work, made the mistakes, and applied the lessons learned so you don't have to.

<sup>1</sup> <https://www.gartner.com/en/newsroom/press-releases/2023-04-06-gartner-forecasts-worldwide-it-spending-to-grow-5-percent-in-2023>

<sup>2</sup> WalkMe State of Digital Adoption 2022-2023, pg. 21

<sup>3</sup> WalkMe State of Digital Adoption 2022-2023, pg. 22

<sup>4</sup> WalkMe State of Digital Adoption 2022-2023, pg. 23

# What can you expect in this buyer's guide?

This buyer's guide provides you with actionable insights into the technology adoption software procurement process. Our goal is to help you cultivate the right mindset and crucial assessment criteria to onboard the solution that truly aligns with your organization's needs.

## 1 Identify your software adoption needs.

Before you start comparing different solutions or vendors, you'll need to identify the key use cases that need to be resolved in your enterprise. Do you require additional visibility into how employees are using their software? Do you need to streamline the employee onboarding process? Are your change management programs functioning as intended? Answering questions like these will greatly assist you as you move through the buying process.

## 2 Evaluate technology adoption solution categories.

Once you have an understanding of your organizational needs, it's time to compare the different technology adoption solution categories. Will your organization benefit from the in-app guidance available in digital adoption solutions? What about the courses provided by learning management systems? Or do you need something with cross-app functionalities, like those included in a DAP to better support workflows?

## 3 Perform a deep-dive comparison of technology adoption vendors.

The last step in the purchasing process is to evaluate vendors based on their abilities to provide the tools your enterprise needs to streamline software adoption. To provide some context into vendor capabilities, we grouped the criteria you should look at into company strengths, product strengths, ecosystem and services, and pricing structure.



## Data analysis

**The challenge:** Despite investing significant resources in digital transformation projects, enterprises still struggle with visibility into how their software is actually being used. In fact, while 70% of enterprises believe they have complete visibility into application adoption, in reality, only 30% do<sup>5</sup>. This disconnect leads to an average of 35% of digital transformation investment being wasted on unsuccessful projects<sup>6</sup>.

### Data analysis considerations:

1. Do we have the required visibility into our tech stack to identify the software and workflows being run at a given time?
2. Do we have the required data to analyze application user behavior and identify areas for improvement?
3. Do we have data regarding digital friction points that are limiting application uptake?
4. Do we have data regarding errors employees make on things like form fields?
5. Do we have the ability to measure and analyze the impact of our digital adoption initiatives on key business outcomes? Do we have tools to automate redundant workflows?

### Step #1

## Identify your technology adoption needs.

The first step to creating a truly effective technology adoption strategy is identifying the specific use cases in your organization that require optimization and how they align with your desired business objectives. Typically, these involve:

60%

Enterprises who say that traditional training tools are no longer fit for purpose.



30%

Enterprises who have complete visibility into application adoption.





## Change management

**The challenge:** As new technologies, including generative AI-capabilities like ChatGPT, go mainstream, the pace of change management is faster than ever, requiring new approaches to software adoption. 60% of enterprises say that tools like user manuals and

### Change management considerations:

1. Are our current change management processes still effective based on the pace of new software being added to our tech stack?
2. Do our current change management processes provide targeted experiences for employees to understand how changes will impact them individually?
3. Are we able to roll out change management processes at scale, ensuring they reach the largest possible audience within the enterprise?
4. Do we have the tools to measure the success of existing change management processes?
5. Are we able to optimize existing change management processes to more effectively target users and ensure increased adoption?
6. Can we link the success of our change management processes to tangible business outcomes like increased productivity or reduced errors?

training classes are no longer fit for purpose, while 62% are concerned that a lack of understanding of new applications is increasing risk<sup>7</sup>.

16%

Enterprise leaders who say that employees have a high level of digital aptitude.



61%

Enterprise leaders who say that poor digital experiences are likely to contribute to resignations.



## Employee onboarding and training

**The challenge:** While time-to-proficiency on enterprise software is a critical aspect of the employee onboarding process, 44% of enterprises say a lack of resources for training and support prevent application uptake<sup>8</sup>. **The rise of remote and hybrid work environments have further complicated the issue and point to the need for organizations to alter their onboarding and training programs.**

The failure to do so can have disastrous long-term consequences related to productivity, job satisfaction, and financial expenditures; only 16% of enterprise leaders say that their employees have consistently high levels of digital aptitude<sup>9</sup>, while 61% say that poor digital experiences are likely to contribute to resignations<sup>10</sup>. Meanwhile, organizations spend \$1.14 million annually replacing employees that leave due to technology frustrations<sup>11</sup>.

<sup>7</sup> WalkMe State of Digital Adoption 2022–2023, pg. 11

<sup>8</sup> WalkMe State of Digital Adoption 2022–2023, pg. 18

<sup>9</sup> WalkMe State of Digital Adoption 2022–2023, pg. 24

<sup>10</sup> WalkMe State of Digital Adoption 2022–2023, pg. 25

<sup>11</sup> WalkMe State of Digital Adoption 2022–2023, pg. 26



### Onboarding and training considerations:

1. Are vendor-provided solutions for onboarding support on business-critical applications meeting our enterprise's specific needs?
2. Do our onboarding and training solutions effectively cater to remote or hybrid work environments?
3. Do existing onboarding and training solutions identify employee pain points that might be slowing down the adoption process?
4. Are we currently measuring and tracking time-to-competency for new employees on business critical applications?
5. In addition to existing onboarding solutions, do we have programs in place for offboarding employees?
6. Do existing onboarding and training solutions factor in the compliance issues related to specific business-critical applications?



## In-app support

**The challenge:** Enterprise leaders rank poor support from shadow and legacy applications, a lack of internal resources for training and support, and inadequate support from application vendors as the leading factors preventing application uptake. This points to some of the key reasons traditional support methods are failing and emphasizes why real-time, in-app support is a critical part of the organizational tech-stack.

### Application support considerations:

1. What's the quality of support our users receive from shadow and legacy applications?
2. Are we able to measure the quality of support users receive and its impact on software adoption?
3. Are our internal resources adequate for application training and support or do we need external in-app support solutions?
4. Do our existing solutions provide support at the point of need, ensuring users can get the assistance they need when they need it?
5. What solutions do we provide that allow users to resolve digital friction points on their own, without having to contact support staff?
6. Are our existing solutions scalable to handle an increasing number of users without compromising on quality or SLAs?



## Step #2

## Evaluating technology adoption categories.

The different solutions for driving digital adoption each have their own pluses and minuses. Depending on the use cases you need to address, one of the following options might be suitable for your enterprise:



### Product tours

#### ✓ Pros

Low-code/no-code

Tiered pricing

Established track record by vertical and industry

#### ✗ Cons

Isn't scalable

Lacks cross-app functionalities

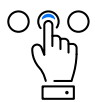
Doesn't use AI-driven UX

Product tours typically involve pop-ups that allow you to create guided workflows for feature adoption, software onboarding, and support tips, amongst other use cases. Benefits to product tours include that they are often low-code/no-code, allowing for simple editing and content management, and that they provide a tiered pricing model, meaning you can choose a plan that best suits your needs. At the same time, these solutions aren't scalable, meaning they aren't capable of meeting the needs of a growing enterprise with unique user groups, and they don't have cross-application functionalities.



Figure 1: Product tours pros and cons.





## Independent software vendor (ISV) guides

✓ Pros	✗ Cons
Established track record by vertical and industry	Lacks tailored guidance
Scalable	Lacks cross-app functionalities
Low-code/no-code	Doesn't use templates/kits to drive engagement

Figure 2: Independent software vendor (ISV) guides pros and cons.



Independent software vendor (ISV) guides are interactive learning tools that provide supplemental in-app assistance to traditional help content. While they are scalable and easily customizable via low-code/no-code programming, **ISVs only support their own applications, meaning they don't provide cross-application analytics.** Furthermore, they lack basic software adoption features, like personalized guidance and templates and kits to drive user engagement.



## Product experience (PX) tools

✓ Pros	✗ Cons
Analytics and reporting capabilities	Lacks tailored guidance
Scalable	Lacks cross-app functionalities
Global support	Doesn't use AI-driven UX

Figure 3: Product experience (PX) tools pros and cons.

Product experience (PX) tools analyze and provide feedback to software developers on individual pieces of software regarding feature usage and adoption. They provide extensive analytics and reporting capabilities, allowing you to dive into how a piece of software is being used, and are fully scalable. Similar to other technology adoption tools, **they lack cross-app functionality, meaning you're unable to see data on workflows and certain business processes.**



## Digital adoption solutions (DAS)

✓ Pros	✗ Cons
Advanced content management	Lacks cross-app functionalities
User feedback tools	Doesn't use AI-driven UX
Multi-language services	Doesn't have an established track record and market expertise

Figure 4: Digital adoption solutions (DAS) pros and cons.

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*“Digital adoption solutions (DASS) were the genesis for what has evolved into DAP. However, a DAS can only support a specific application or a few specific applications. This approach is not scalable for organizations seeking to improve adoption, engagement and experience of their application portfolios for the entire tech stack.”*

**Gartner 2022 Market Guide for Digital Adoption Platforms**

A digital adoption solution (DAS) is a software overlay that facilitates in-app guidance and change management programs. Benefits to onboarding a DAS include effective content management that allows you to customize app guidance and a variety of user feedback tools that enable you to fine tune the solution. At the same time, **DAS lacks cross-app functionality**, meaning that it can only provide data and analytics on individual pieces of software and not on underlying business processes.



## Learning management systems (LMS)

✓ Pros	✗ Cons
Central repository for learning content	Lacks tailored guidance
Scalable	Doesn't have analytics and reporting capabilities
Low-code/no-code	Doesn't use templates/kits to drive engagement

Figure 5: Learning management systems (LMS) pros and cons.

Learning management systems (LMS) provide self-paced courses to facilitate software adoption as well as a central repository for learning content. LMSs benefit from content management capabilities and their ability to scale to meet the growing needs of your enterprise. At the same time, they lack features like analytics and reporting, tailored guidance, and templates and kits that help accelerate software adoption.



## Digital adoption platforms (DAP)

Digital adoption platforms (DAP) seamlessly integrate with any application, **providing advanced data and analytics, cross-application workflow optimization, contextual guidance, in-app support**, amongst a host of other services designed to streamline workflows and deliver frictionless digital experiences. At the same time, it should be noted that a DAP's comprehensive features make the initial setup more complex than simpler solutions, something that potential buyers should consider.

DAPs ensure a flywheel motion of continuous process improvement through three main pillars: data, action, and experience.

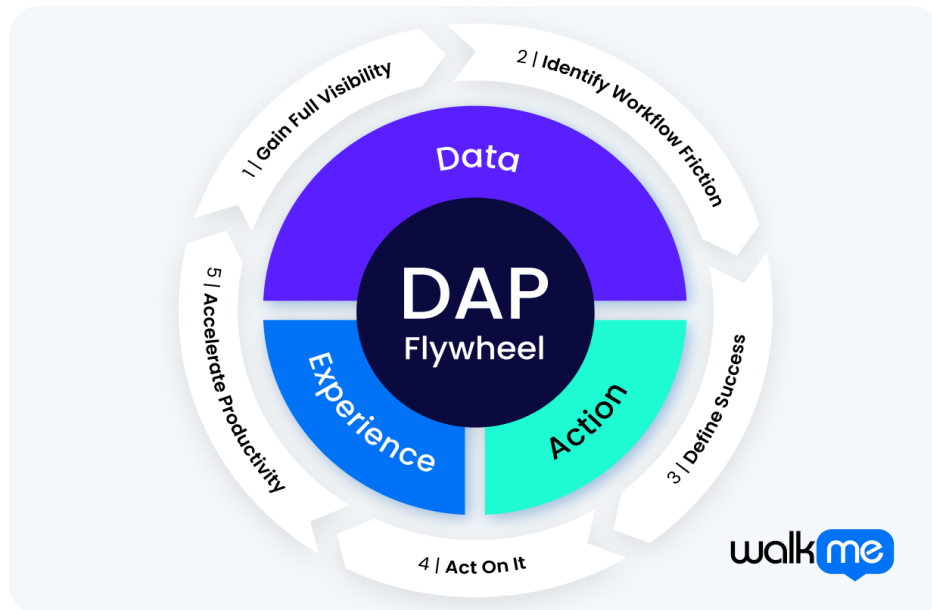


Figure 6: WalkMe's flywheel methodology for digital adoption.



This allows you to:

- Evaluate and measure current processes.
- Identify areas of improvement, including friction points and opportunities.
- Define what success looks like, including KPIs, project scope, and business goals.
- Leverage data to design and deploy user experiences that increase adoption and engagement across workflows and applications.
- Ensure immediate and intuitive access to any application, workflow, or resource as you increase process completion and improve the quality of business outcomes.

The DAP flywheel process can be applied across a variety of use cases, as detailed below:

## Data analysis

DAPs provide advanced data analysis, including through AI-driven tools that identify user behavior and software friction points that could be limiting application uptake. **This data is used to generate actionable insights** that allow you to continuously optimize user experience, reducing the time it takes for employees to become proficient in new and existing technology. Additionally, data analysis tools can help automate tasks, detect errors, and improve form-field completion rates.



## Change management

DAPs provide visibility into how users interact with digital tools and detailed analytics about user behavior that can inform decision making during times of transition. Additionally, DAPs enable organizations to create targeted experiences for employees so they understand how changes will affect them specifically. These experiences include step-by-step tutorials about utilizing new technologies and personalized in-app support.

### Onboarding

DAP tools provide employees with the guidance they need to quickly learn how to use an application within the flow of work, decreasing time to proficiency and eliminating the need for in-person instruction. At the same time, advanced analytics give managers the insights needed to identify employee pain points and optimize workflows.

### Support

DAPs provide in-app support for users at the point of need, allowing them to quickly and easily access help within the platform. This enhances user experience and helps to reduce the amount of time and effort spent on troubleshooting issues. Through features such as guided tours, interactive tutorials, and contextual help menus, DAPs allow users to quickly get the assistance they need to successfully navigate an app without burdening support staff.



## Comparing technology adoption

The summary table below details the key pros and cons of each technology adoption category, enabling you to quickly compare the different solutions and make an informed purchasing decision:

Solution type	Key pros	Key cons	Suitable for a complex tech stack?
Product tours	Low-code/no-code, tiered pricing, established track record.	Isn't scalable, lacks cross-app functionalities.	No
Independent software vendor (ISV) guides	Established track record, scalable, low-code/no-code.	Lacks tailored guidance, lacks cross-app functionalities.	Partially
Product experience (PX) tools	Analytics and reporting capabilities, scalable, global support.	Lacks tailored guidance, lacks cross-app functionalities.	Partially
Digital adoption solutions (DAS)	Advanced content management, user feedback tools, multi-language services.	Lacks cross-app functionalities, doesn't use AI-driven UX.	No
Learning management systems (LMS)	Central repository for learning, scalable, low-code/no-code.	Lacks analytics and reporting, doesn't use templates/kits to drive engagement.	Partially
Digital adoption platforms (DAP)	Advanced data and analytics, cross-application workflow optimization, contextual guidance, in-app support.	Initial setup can be complicated.	Yes

Figure 7: Technology adoption solutions at a glance.

### Step #3

## Perform a deep-dive comparison of technology adoption vendors.

After you gained a high-level understanding of the key pros and cons of each technology adoption category, now it's time to take a deeper dive into specific vendors and their technology adoption solutions. The charts below compare the leading software providers in each category based on factors like company strengths, product strengths, AI-capabilities, ecosystem and services, and pricing structure. This will help you make a more informed decision on where to invest your technology adoption efforts.









### Company strengths

Broadly speaking, a software adoption solution's company strengths can be broken down into three categories:



- **Enterprise grade security** – Security rankings are based on such factors as compliance, integrity controls, and authentication protocols available on solutions in a given category.
- **Innovation and market expertise** – Continuous investment in tools like adaptive pathways, cross-app analytics, and AI-driven UX are indicative of a vendor's ability to successfully manage your software adoption needs.
- **Financial resources** – Financial stability rankings are based on several factors, including the number of publicly traded companies in a category, the number of startups and small businesses in a category, and investor sentiment towards a category.



Company strengths comparison	WalkMe Digital Adoption Platform (DAP)	DAS Digital adoption solutions	Product tours	Product experience (PX) tools	ISV Independent software vendor (ISV) guides	LMS Learning management systems
		Applelearn Apty MyGuide Toonimo Whatfix	Chameleon Stonify Userflow UserGuiding Userpilot	Amplitude Appcues ChurnZero Gainsight Heap Intercom Pendo Userpilot	Enable Now (SAP) Guided Learning (Oracle) Journeys (Workday)	Absorb Brightspace Cornerstone Moodle
<b>Security</b> What advanced protection, compliance, and integrity controls and protocols does the solution support?						
<b>IDP management platform</b> Does the solution support cross-app adoption using top authentication protocols?						
<b>AI-driven UX</b> Does the solution use AI tools to manage element and UI changes in the background?						
<b>Analytics and reporting</b> Does the solution use no-code reporting and cross-app analytics?						
<b>Adaptive pathways</b> Does the solution provide tailored guidance based on user inputs?						







































Company strengths comparison	WalkMe Digital Adoption Platform (DAP)	DAS Digital adoption solutions	Product tours	Product experience (PX) tools	ISV Independent software vendor (ISV) guides	LMS Learning management systems
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<b>Low-code/no-code</b> Is the solution low-code/no-code to ensure simple editing and content management?						
<b>Financial stability</b> Is the vendor on solid financial ground? Is it a publicly traded company with cash on hand?						
<b>Market expertise</b> Does the vendor have an established track record with proven success by vertical and industry?						

Figure 8: Company strengths comparison table.

## Product strengths

Software adoption vendors have unique product strengths that impact how you use a specific solution. Depending on your needs, you'll want to look for features like **a content management component** to manage software guidance; **a learning assistant** to facilitate software onboarding; **custom templates** to accelerate adoption; **personalized guidance** to help all users; and **AI-capabilities** to automatically change user experience.

Product strengths comparison	WalkMe Digital Adoption Platform (DAP)	DAS Digital adoption solutions	Product tours	Product experience (PX) tools	ISV Independent software vendor (ISV) guides	LMS Learning management systems
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<b>Content management</b> Does the solution enable you to create and manage app-guidance content?						
<b>Interactive learning assistant</b> Does the solution include an in-app learning assistant platform?						
<b>Templates and kits</b> Does the solution contain options to accelerate deployment, engagement and adoption?						
<b>Personalized guidance</b> Does the solution include adaptive walkthroughs?						

Product strengths comparison	WalkMe Digital Adoption Platform (DAP)	DAS Digital adoption solutions	Product tours	Product experience (PX) tools	ISV Independent software vendor (ISV) guides	LMS Learning management systems
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<b>Cross-application</b> Does the solution support cross-application workflows that seamlessly bridge different applications?						
<b>Scalability</b> Is the solution capable of managing thousands of users, workflows and unique user segmentations?						
<b>User feedback</b> Does the solution utilize tools like OOTB surveys, NPS and custom surveys for users to provide feedback?						
<b>Global support</b> Does the vendor have a network of global offices and support services?						
<b>Multi-language services</b> Does the vendor provide support for popular languages and exception handling?						

Figure 9: Product strengths comparison table.

## AI capabilities

With 75% of employees feeling positive or very positive about using AI for work purposes, it's clear that tools like ChatGPT have changed how users interact with the enterprise tech stack. When comparing vendors, it's important to look into their AI capabilities and how they use them to facilitate software adoption. Specific criteria include whether **the vendor uses AI to manage user experience**, whether **the platform is AI-enabled**, and whether the vendor has **built in or third party AI-capabilities**.



















AI capabilities comparison	WalkMe Digital Adoption Platform (DAP)	DAS Digital adoption solutions	Product tours	Product experience (PX) tools	ISV Independent software vendor (ISV) guides	LMS Learning management systems
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<b>AI-driven UX</b> Does the solution use AI tools to manage element and UI changes in the background?						
<b>AI-roadmap</b> Is the platform AI enabled?						
<b>Native-AI</b> Has the vendor built AI into their platform?						

Figure 10: AI-capabilities comparison table.

## Ecosystem and services

In addition to core features, vendors provide varying resources designed to train employees in how to grow software adoption and improve their enterprise's digital transformation capabilities. These include **user groups and communities** that can be used for advice and tips, **knowledge bases** for support resources, **partner networks** for specialized support, and **certifications** to further your digital adoption skillset.

Ecosystem and services comparison	WalkMe Digital Adoption Platform (DAP)	DAS Digital adoption solutions	Product tours	Product experience (PX) tools	ISV Independent software vendor (ISV) guides	LMS Learning management systems
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<b>User groups/communities</b> Does the vendor have user groups and communities to support your software adoption efforts?						
<b>Knowledge bases</b> Does the vendor use knowledge bases to provide basic support during your software adoption journey?						
<b>Partner network</b> Does the vendor use a partner network to provide you with specialized support?						
<b>Certifications</b> Does the vendor have courses and certifications to help develop your digital adoption skills?						

Figure 11: Ecosystem and services comparison table.



## Pricing structure

Technology adoption vendors have **unique pricing structures**, with different products and features offered according to specific plans. In addition, freemium models provide basic services at no cost.













Pricing structure comparison	WalkMe Digital Adoption Platform (DAP)	DAS Digital adoption solutions	Product tours	Product experience (PX) tools	ISV Independent software vendor (ISV) guides	LMS Learning management systems
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<b>Tiered pricing</b> Does the vendor provide different plans that can be tailored to your enterprise's needs?						
<b>Freemium model</b> Does the vendor have a free version with basic product capabilities?						

Figure 12: Pricing structure comparison table.

# Why WalkMe?

While deciding on a technology adoption solution can be a complex process, WalkMe is unmatched when it comes to the services we provide. Our years of experience and expertise have enabled us to create a **comprehensive DAP** that allows you to pinpoint and resolve digital friction, regain control of your tech stack, and maximize software ROI to effectively manage change. This will help your enterprise realize:

- Increased software time to value.
- Cost savings based on better app utilization.
- Increased compliance with sensitive workflows, reducing risk.
- Productivity spikes as people spend more time on low-value tasks.
- Increased employee engagement as people spend more time on rewarding work.

★★★★★ Feb 16, 2023

**"WalkMe is a DAP (Digital Adoption Platform) at its Finest"**

★★★★★ Mar 15, 2023

**"Easy way to enhance the experience of your users in the system"**

★★★★★ Sep 15, 2023

**"My experience with WalkMe has been nothing short than Amazing."**

★★★★★ Apr 04, 2023

**"Robust application for digital adoption"**



WalkMe is named the **leading** Enterprise DAP on G2 and is **the only** vendor featured on their **'Best Products for the Enterprise' list for 2023.**

WalkMe differentiates itself from other digital adoption solutions in six key ways:

## Superior technology



*"WalkMe's feature-rich platform, continued focus on innovation, solution accelerators, and first-to-market offerings make for a reliable and scalable platform for large enterprises."*

**The Forrester New Wave: Digital Adoption Platforms, Q4 2022**

As the most mature DAP vendor in the market, WalkMe has been recognized by industry analysts for its **feature-rich platform, continued focus on innovation, and first-to-market offerings**, including 10 distinct technology patents. WalkMe uses DeepUI technology that leverages machine learning to drive user success while providing an omnichannel experience, allowing you to optimize workflows across any web-based, desktop, or mobile application.

## Advanced AI capabilities

WalkMe's next-gen DAP uses advanced AI capabilities to power technology adoption. With 14 AI-focused patents embedded into our platform, we enable your organization to:

- Eliminate digital friction with AI-powered insights that detail software engagement, error rates, and tasks that can be automated.
- Auto-generate user experiences to optimize in-app guidance, including through detailed visuals, charts, illustrations, and content.
- Accelerate productivity with conversational guidance in any software, delivering employees a frictionless work experience.

“

*“[WalkMe] has a strong vision and roadmap and is continuously innovating to infuse AI and generative AI in DAP and make DAP an intelligent unified layer, for connecting, automating, and simplifying interactions across software systems and workflows.”*

Sharath Hari N, Vice President, Everest Group, Digital Adoption Platforms (DAP) PEAK Matrix® Assessment 2023

## Enterprise grade services

Designed for scale and trusted by our **Global 2000 customer base**, all while meeting the governance, compliance, privacy and security demands of enterprise customers. This includes in-app controls that safeguard user privacy while controlling access to WalkMe’s platform.

Additionally, WalkMe is the only FedRAMP-ready DAP, allowing us to securely help US-government agencies facilitate their digital adoption efforts.

## Data-driven by design

“

*“[WalkMe] ShoutOuts have been very effective at communicating specific points, while automations in apps like Workday and GSuite have been huge time savers. Additionally, we can see what people search for and identify where we might need to develop additional in-app guidance to proactively mitigate any support tickets and improve the employee experience.”*

The Forrester New Wave: Digital Adoption Platforms, Q4 2022

We take a unique approach to measuring ROI, with enterprise-level dashboards that cater to C-level executives and a goal-based approach to assess overall impact. Tools like **WalkMe Discovery** provide full visibility into your enterprise tech stack, allowing you to see the applications you’re running, who is using them, and how. This allows you to make the most informed decisions possible to rationalize your software investments.

## Robust ecosystem

“

*“With [WalkMe’s] Digital Adoption Institute, it was so refreshing to be part of a cohort and learn alongside other professionals. The certification program helped me recognize solutions to make a huge impact on current strategic learning initiatives.”*

**Steffaney Zohrabyan, Sales Enablement innovation and Insights Leader, Cisco**

WalkMe leads the DAP market with an **extensive partner ecosystem and community, training and certifications**, setting our customers up for success with a meaningful DAP strategy. This has allowed us to train and certify thousands of DAP professionals, whose roles are to facilitate organizational digital adoption. Additionally, we provide the tools to help you develop internal centers of excellence (CoE) – teams of existing employees who work to facilitate software adoption across your organization.

## Market expertise

Our best practices and market expertise are derived from **+900M daily interactions across thousands of applications**. Our best-in-class

customer support provides WalkMe users with the assistance they need to fine-tune their solution and optimize their digital adoption experience.

WalkMe is consistently recognized by leading analyst firms, including Gartner, Forrester, Everest Group, and IDC, as a leading DAP provider. Furthermore, IDC recently calculated that enterprises who onboard WalkMe realize a **3-year 494% ROI**, which includes 60% faster adoption of new applications and features, 41% fewer business process errors, 45% faster application migrations, 35% faster employee onboarding, amongst many other benefits.

# Purchasing a technology adoption solution is more important than ever.

With global IT spend continuously reaching new heights and new software constantly being added to the enterprise tech stack, finding a solution that can help employees adopt the applications at their disposal is critical to ensure digital investments are maximized.

This guide is a culmination of WalkMe's years of experience working with enterprises all over the world, helping them adopt software and reach the full value of their tech stacks.

While there isn't a single technology adoption solution that can be applied to all organizations, the following steps will help you find the one most suited to your enterprise's needs:

1. **Identify your technology adoption needs.**
2. **Evaluating technology adoption categories.**
3. **Perform a deep-dive comparison of technology adoption vendors.**

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*"Organizations seeking to accelerate digital transformation must remove digital friction and improve technology usage. Enterprise application leaders in partnership with lines of business should examine digital adoption platforms that enable employees and/or customers to better adopt technology."*

**Gartner, Market Guide for Digital Adoption Platforms, Melissa Hilbert, Stephen Emmott, Maria Marino, Tim Faith, 11 September 2023.\***

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To learn more about WalkMe and how we can help you facilitate your software adoption, **request a demo today.**