

WalkMe's Contextual AI Suite

Turn AI potential into AI performance – in the flow of work, across every application.

**WalkMe was built to help you navigate technology change.
Nothing has reinforced that mission more than AI.**

Enterprises are deploying AI without success, seeing AI solutions change faster than their people are adopting them. Tools are live. Budgets are committed. Adoption isn't there. That's not a technology failure. It's a change management failure. The same problem WalkMe has been solving for a decade. WalkMe's Contextual AI Suite is the execution layer that makes enterprise AI work: intelligent, in-workflow assistance pinned at the point of friction, proactively surfaced before users know they need it, and always available.

On-demand. For every employee. Across every application.

The AI Execution Gap

State of Digital Adoption 2026, WalkMe Research

77%

of leaders say adoption, not tools, is their primary AI challenge

45%

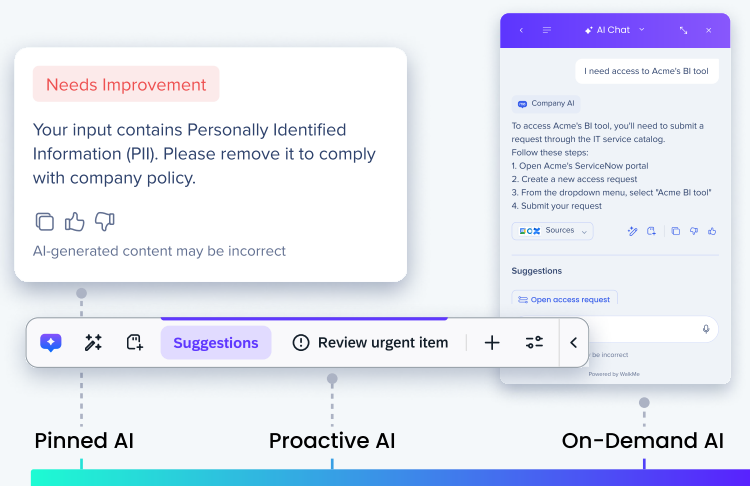
of AI value goes uncaptured; stranded between investment and outcome

37%

of workers skip AI entirely because it breaks their workflow.

Three ways to deliver AI assistance. One seamless experience.

Contextual guidance exactly where it's needed. Proactive suggestions for what to do next. On-demand access to AI assistance. All without users leaving the application they're working in.

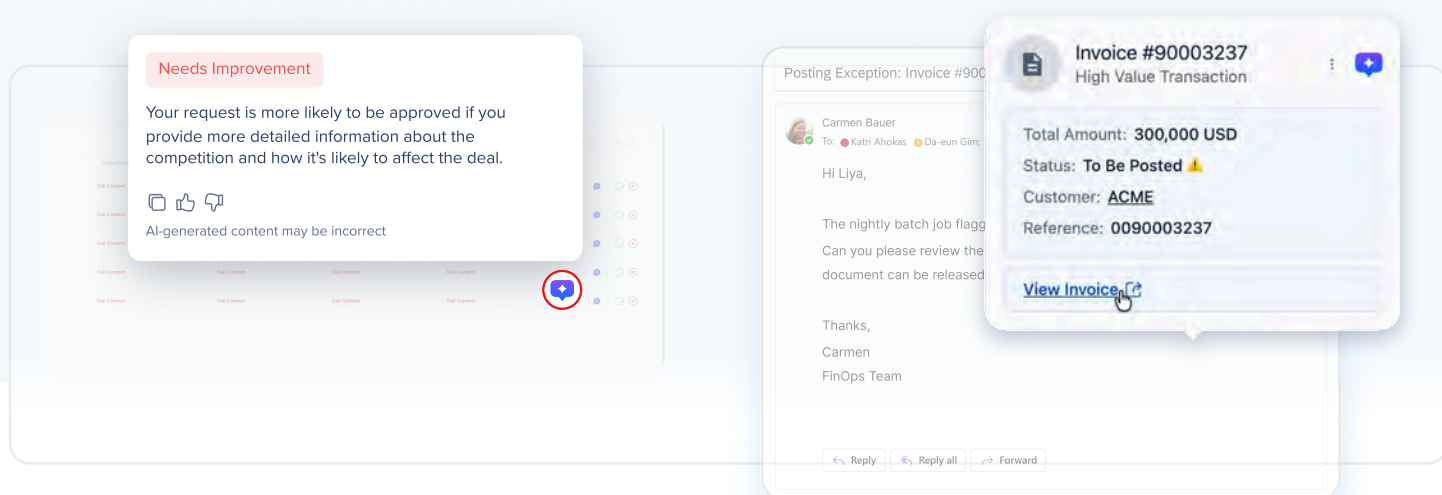


Pinned AI

Enlist AI at the point of friction.

Every workflow has room for improvement. A field filled incorrectly, a policy requirement overlooked, a process step skipped under pressure. Pinned AI capitalizes on those moments at the source. Attach AI assistance directly to specific UI elements and workflow steps so that guidance, validation, and context appear automatically, exactly where and when they're needed. Fewer errors. Cleaner processes. Better results.

- **AI SmartTips:** Catch errors at input, with guidance grounded in your company knowledge
- **Smart Highlights:** Live context from other pages or applications, surfaced right in the moment
- **AI Display Conditions:** Control which AI experiences appear, for whom, and in which apps

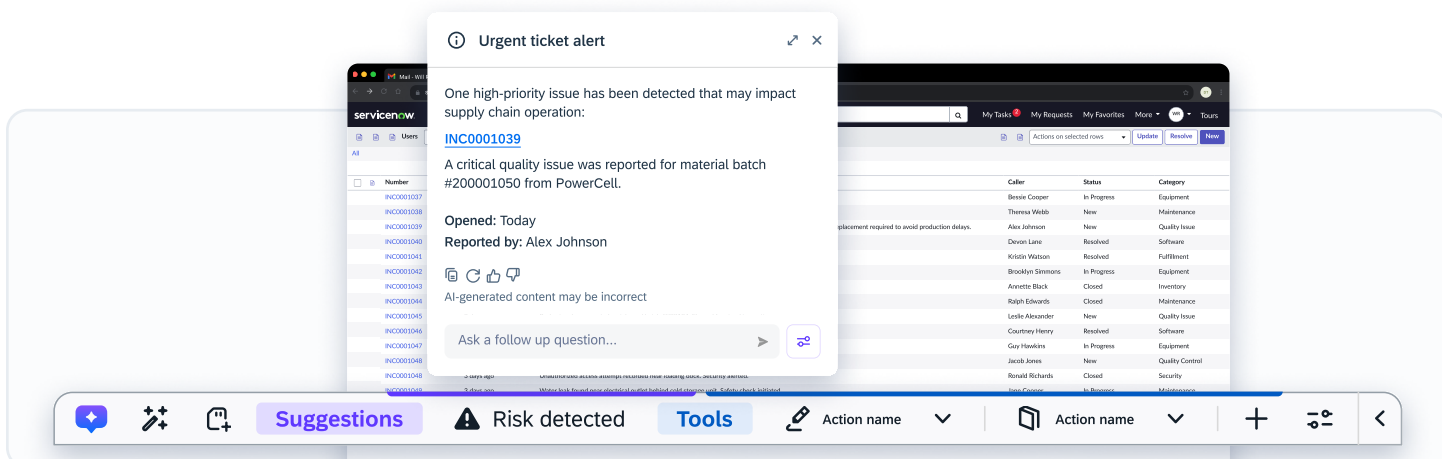


Proactive AI

Surface the next best action. Automatically.

Your AI investments are valuable when used in the precise moments that matter. Most enterprise AI still puts the burden on the employee to find the right tool, in the right app, and prompt it effectively. WalkMe removes that burden entirely. The Action Bar reads real-time context across every application when you allow it to, automatically surfacing the next best action before employees know they need it.

- **Action Bar:** One AI layer across every app, no need to manage multiple AI tools
- **Proactive recommendations:** Context-aware next steps, surfaced automatically
- **Cross-app memory:** Context that persists across sessions and systems

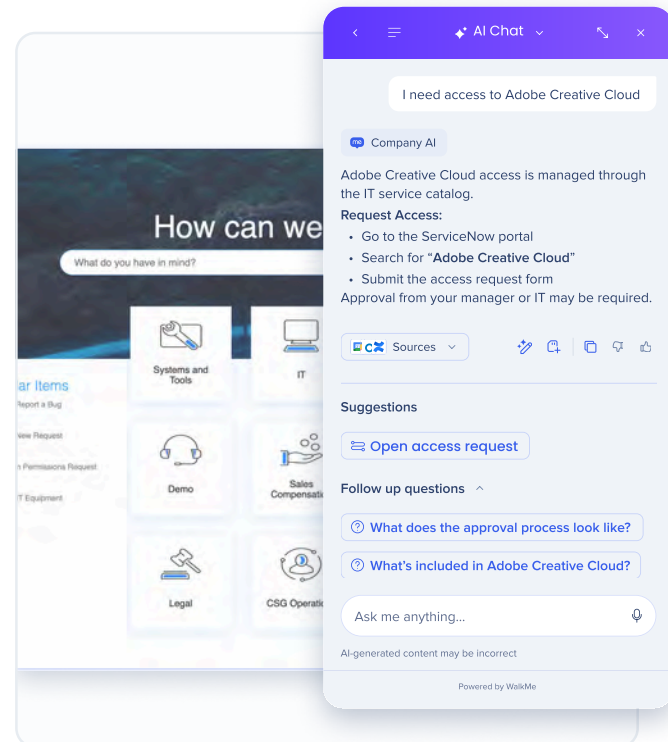


On-Demand AI

One AI chat. Every application.

Most enterprise AI tools ask employees to go find them. On-Demand AI inverts this. A persistent AI chat interface lives inside every application your people already use. It's consistent, always in context, always ready to act. Employees stop switching tabs or filing support tickets and instead get instant answers in the exact workflow where they're working.

- **AI Chat in WalkMe Menu:** Always-on, in-app access across every application
- **Text-to-Action:** Launch guided and automated workflows directly from conversation
- **AI-Powered ActionBot:** Agentic conversations grounded in structure, with no decision trees needed
- **Knowledge Control:** Governed, org-specific responses, so you control what AI knows and who it serves



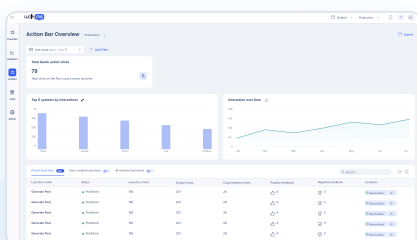
AI INSIGHTS

AI that's measurable, not just deployable

Deploying AI is the easy part. Knowing whether it's working is where most organizations go dark. Full visibility into adoption, engagement, and consumption across every AI experience and every application means leaders can act on evidence, not assumption.

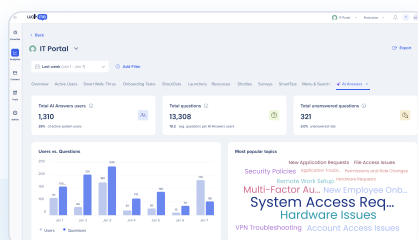
Action Bar Analytics

Adoption by application, team, and launcher, for spotting where AI works and where it doesn't.



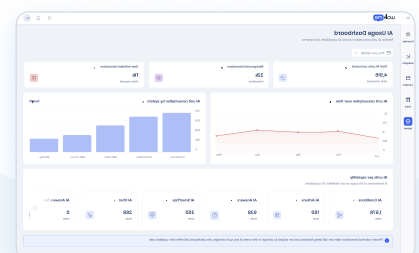
Chat Conversation Analytics

Topics, engagement, and question-level drill-down, for refining what AI knows and how it responds.



AI Consumption Reporting

Usage by system and feature, for confident capacity planning.



The WalkMe AI difference

AI offers massive potential for the Enterprise. What it lacks is the unique context, reach, proactivity, and control each business requires to be effective. WalkMe provides all four.



Unrivaled Context

AI is only as smart as the context it has. Real-time screen data, user behaviour, and cross-application context combine into a unified signal, telling AI not just what users are doing, but what they need next.



Proactive by Default

Highly adopted and effective AI assistance arrives before employees know they need it, with no prompt required. It meets people in the workflow, not pulling them out of it.



In-App Omnipresence

Deploys across every web-based application your people use, with no API dependencies, no code changes, and no integrations to build. If your people use it, WalkMe is there.



Governance & Control

Granular control over every AI experience, who it serves, and what context it draws on. Scope AI to specific fields, pages, or user segments, with model selection and prompt safeguards built in.

Built for every need

WalkMe's Contextual AI addresses the full range of challenges organizations face, from transformation to agentic readiness.



Transformation & Change Management

The right guidance reaches the right person at the right moment, automatically, whether you're deploying a new platform, redesigning processes, or rolling out AI capabilities. Change management becomes programmatic and measurable.

Closing the AI Adoption Gap

Knowing employees have access to AI is not the same as knowing they're using it effectively. Driving adoption in the flow of work, and surfacing the analytics to prove it, is what turns AI investment into outcomes you can actually measure.





Preparing for an Agentic Future

As workflows evolve toward greater automation, WalkMe's AI Suite bridges the transition. From human-executed tasks to increasingly agentic workflows, one future-ready platform covers the full spectrum.

By the numbers, what the data shows

The gap between deploying AI and getting value from it is where WalkMe operates.

PINNED AI

The rest rely on one-size-fits-all approaches that Gartner says simply don't work, leaving employees without the contextual support they need, exactly when they need it most. Pinned AI closes that gap, embedding role-specific guidance directly inside the workflow, at the moment it's needed.

Only

20%

of organizations provide role-based AI guidance.

Source: 2025 Gartner GenAI Survey, n=360



59%

of employees navigate 6–15 applications daily, yet most AI tools are locked to a single app.

Source: 2024 Gartner Digital Worker Survey, n=5,047



PROACTIVE AI

Without cross-application context, AI can't surface what each moment actually demands. Employees are left to bridge the gap themselves. Proactive AI removes that burden, automatically surfacing the right guidance, capability, or next step across every application.

ON-DEMAND AI

On-demand AI chat deployed across a globally distributed platform, eliminating ticket volume and freeing staff for higher-value work.

75%

of users supported in their native language. Zero additional headcount.

Customer spotlight: Species360



The organizations pulling ahead right now aren't the ones with the biggest AI budgets. They're the ones who figured out how to make AI work, across every application, in the flow of work, for every employee

[Let's talk](#)



About WalkMe

WalkMe, an SAP company, pioneered the world's leading Digital Adoption Platform, helping organizations navigate the change brought on by technology across any application or system. Leveraging over a decade of experience, WalkMe's platform integrates generative AI to deliver proactive, accessible, and actionable insights. Our context-aware solutions guide users through any workflow, identifying and resolving digital friction to ensure seamless execution of critical processes across all departments. Trusted by global leaders like IBM, Nestlé, ThermoFisher Scientific, and the U.S. Department of Defense, WalkMe empowers organizations to maximize software ROI and drive people-centric digital transformation.

Visit: www.walkme.com

WalkMe is successfully deployed at:

