



An Enterprise Guide to Digital Adoption

Q3 2021

DANIEL NEWMAN

Founding Partner + Principal Analyst

SHELLY KRAMER

Founding Partner + Lead Analyst

OLIVIER BLANCHARD

Senior Analyst + Research Director

Published: June 2021

IN PARTNERSHIP WITH



Table of Contents

- 3** Introduction
- 4** Executive Summary
- 5** Current State of Digital Technology Adoption
- 7** Challenges with Digital Adoption
- 9** Benefits of the WalkMe Digital Adoption Platform
- 14** Conclusions and Recommendations

Introduction

Digital transformation has become the most critical business evolution initiative of the digital age. And yet, prior to 2020, digital transformation, or the process by which organizations adapt to rapidly evolving technology solutions like the cloud, mobile computing, ubiquitous connectivity, intelligent automation, and remote work, was moving at a relatively slow pace. For example, in Futurum's [2018 Digital Transformation Index](#), 52 percent of organizations considered themselves to be proactive leaders in digital adoption. That number only grew to 53 percent when we asked that same question a little over a year later.

As we know, 2020 changed both the trajectory and velocity of digital transformation for every single business on the planet. The global COVID-19 pandemic forced companies to suddenly accelerate and expand their digital transformation plans almost overnight, as formerly on premise workers immediately became connected remote workers. Collaboration and operational best practices became mostly online-based; retailers that had traditionally relied heavily on a mix of brick-and-mortar sales and online orders suddenly had to shift their model to one that prioritized digital transactions. Every company specializing in order fulfillment, logistics, and shipping had to scale almost exponentially. In our [2020 Digital Transformation Index](#), 67 percent of organizations said they have had to completely rethink their operational models. Every organization found itself forced to not only digitally transform as quickly as possible, but also had to significantly increase its volume of mission-critical apps and solutions. This created a massive amount of additional friction to already overwhelming and often ill-managed digital adoption efforts.

Due to the sheer volume of new solutions, processes and tasks being introduced into an employee's workday, enterprises need an intuitive, scalable, intelligent solution that will assist with visibility and insights into the underlying applications. Ultimately that data will help onboard, guide, and support employees in real time throughout their digital adoption journeys. Digital adoption is getting to a place where employees gain the ability to use digital tools as they are intended and to the fullest extent. Using human trainers isn't a cost-effective option to perform this task — or even an option at all with remote work. This is particularly an issue in the enterprise where scale can be a significant



obstacle, and so this opens the door to a relatively new type of technology — Digital Adoption Platforms (DAP). Ideally, a DAP is designed to serve as a digitally enhanced layer or interface that sits between technology users and the ecosystem of technology solutions they have to interact with on a daily basis. This layer tracks and analyzes how individual users interact with their toolkit of solutions and assists them when the need arises, or better yet, when the opportunity presents itself. Business leaders will especially discover benefits from the insights and analytics that offer visibility into other technology solutions ensuring the full value of those investments is realized. For an employee introduced to a new solution or a new version of an existing solution, a well-designed DAP will help the employee become familiar with the solution, providing advice, suggestions, and step-by-step walk-thrus. As users become more proficient in the use of their productivity solutions, the DAP assists them in more subtle ways — always there in case it is needed, but in a less proactive mode.

This type of solution is a radical improvement from traditional user guides, in-app help menus, and generic pop-up bubbles. Ultimately, the goal of this type of platform is to enable organizations to make data-backed decisions that drive desired user behaviors to maximize the impact of their digital transformation and accelerate the return on their software investment.

Executive Summary

Prolific technology adoption has defined business in the last few years. According to research outlined in our [2019 B2B Digital Buyers' Journey](#), over half of all businesses are equipped to buy a software solution when the need arises. This has led to over-saturation of technology solutions in the enterprise and little oversight on who is buying what solution and how, or whether, it's integrated within the organization. On average, [an enterprise organization has over 200 apps](#) in its technology stack. Further complicating matters, the two-year application turnover rate is about 60 percent. Meaning what an organization used in 2018 is likely not in use today — and that was before the pandemic hit. In a recent [Harvard Business Review report](#), 56% of executives said that employees are expected to learn at least three new digital touchpoints every year. Turnover and the rate at which new technology is introduced can be difficult to manage.

Digital transformation in 2020 happened on steroids. Organizations in every industry had to quickly pivot their operating models to protect employees and customers, but after the initial dust settled, the problems were clear. Employees struggled to keep up with the level of technology adoption that was now required — and that struggle is an ongoing one. Major pain points currently result in an estimated \$700 billion in annual digital transformation spend that falls short of delivering on the desired results. From overwhelmed employees to poorly executed digital adoption programs, turning to the right piece of technology — a Digital Adoption Platform (DAP) could actually be the solution. Digital Adoption Platforms are uniquely positioned to help enterprises address those exact critical digital transformation challenges, at scale, and with minimal friction.

As organizations move forward with their digital transformation objectives, finding the right DAP that can eliminate pain points and meet every need while driving a substantial impact to the bottom line is crucial. That's what led us to evaluate WalkMe's Digital Adoption Platform and share our findings below.

Current State of Digital Technology Adoption

For the most part, purchasing decisions affecting digital transformation are still vendor-driven.

Cloud and ERP are still among the most consistently high performing technology categories driving digital transformation in the enterprise, but areas of rapid expansion like customer experience (CX), artificial intelligence (AI) and machine learning are adding additional complexity to the tech stack and complicating the employee experience.

To put that complexity in perspective, the average enterprise manages over 200 “mission-critical” apps. That is a staggering number of software solutions that employees are being asked to learn how to use and become proficient in. The user experience inside these apps changes regularly as well, and often without warning, adding yet another layer of friction. It is no wonder that so many employees have become overwhelmed with the seemingly impossible task of keeping up with a constantly growing and evolving toolkit of solutions, interfaces, and processes.

Why do organizations and their employees have to wrestle with so many apps and solutions? The answer is simple. Digital transformation has created an ecosystem of specialized business solutions categories that keeps growing. Typical categories of digital business solutions today cover the gamut from customer service solutions, CDPs, CRM and sales solutions, to digital workplace management, HCM, ERP and collaboration solutions, to an entire universe of IT services solutions and everything in between. In the past year alone, prompted by COVID-19 lockdowns and the broad sweep of work-from-home policies, most workers found themselves having to incorporate new apps and productivity solutions into their daily workflows, learning how to collaborate remotely through platforms like Zoom, Slack, Webex, and Microsoft Teams. Videoconferencing went from being an occasional digital touchpoint to becoming the medium by which virtually all meetings, briefings, and professional events were conducted on a daily basis. Retail workers suddenly found themselves having to reinvent their jobs around managing deliveries, shipping products, and optimizing app-driven curbside pickups.



But even now, as the global distribution of vaccines brings the world ever closer to returning to some semblance of normalcy, businesses continue to add new solutions, new apps, hybrid work environments and therefore new processes, tasks, and procedures to their employees' daily workloads. And with each one of these changes comes a fresh new set of challenges and pain points, often with little to no input from the workers who will be most affected by them. The reality of the vast majority of digital transformation initiatives is that users have been left mostly behind, and this has resulted in a snowball effect of inefficiency in digital adoption, and consequently a general failure by most organizations to deliver on the promise of their original digital transformation goals. In fact, [42 percent of organizations](#) rate the lack of technical knowledge and skills as their number one barrier to successful digital transformation.

DAPs aim to help rectify this shortsighted and ultimately self-defeating lack of planning by putting users first, and addressing every challenge currently keeping digital transformation efforts from reaching their full potential.



Challenges with Digital Adoption

Digital transformation is a layered, complex, daunting endeavor for even the most technology-forward companies. Part of the reason for this is that, long before technology even enters the picture, driving then executing operational change is hard. It doesn't matter if an organization has ten employees or ten thousand. Transformation requires vision, roadmaps, complex change management, process development, best practices, training, trial and error and enormous amounts of time and energy, which must all be spent and optimized while simultaneously running a business.

Add technology into the mix, and the complexity of business transformation can quickly become compounded. This can initially seem paradoxical, as technology solutions deployed by organizations during digital transformation initiatives are meant to simplify business processes and make organizations more operationally efficient rather than make life more complicated. But when organizations have been slow to adapt to change, aren't already operationally agile, and/or find themselves tasked with radically modernizing their technology solutions ecosystem, particularly along an accelerated timeline, digital transformation can become a serious challenge. This is why, according to Boston Consulting Group, as many as 70% of digital transformation initiatives fall short of delivering on their original objectives. This isn't to say that digital transformation programs are mostly doomed to fail entirely, but the reality of digital transformation in the real world as opposed to digital transformation on paper is that the majority of business transformation efforts that involve technology solutions tend to fall behind schedule, fall short of expectations, or both, and the reasons for this tend to be fairly predictable.

Friction within Digital Assets. For starters, every single digital asset potentially brings with it its own unique set of new friction points for users and admins. New solutions, even those that deliver significant improvements to an organization once effectively deployed, can initially confuse or otherwise intimidate new users, and often require a period of training and acclimation. This is often true even if the solution's user interface is intuitive and well-designed. Additionally, as many as [54 percent of companies](#) have reported employee resistance to digital adoption in general, caused by a number of factors, ranging from anxiety about having to learn new things to overly packed work schedules. Another factor in employee resistance to change is that companies often fail to understand and accommodate employee preferences when it comes to not just the selection and implementation of technology solutions, but also the crafting of operational processes which will be impacted by the deployment of these solutions.

54%
of companies have reported
employee resistance to digital
adoption in general.

Each Department is Unique. Deploying technology solutions across an organization often means addressing department-specific needs and challenges. A marketing department's needs, culture, adaptability, and capacity for adaptation, for instance, are likely to be very different from the needs, culture, adaptability, and capacity for adaptation of a customer service or billing department. The pace of adoption of technology solutions can vary from department to department, leading to another layer of adoption asymmetry where departments find themselves out of sync with one another. These complications can create additional operational inefficiencies that run counter to the overall objective of digital transformation. To make matters worse, this particular challenge can be exacerbated when an organization is spread out across several geographies, particularly if markets, language, culture, and business imperatives are not uniform.

Cross-Departmental Business Processes. Perhaps the most underappreciated of the friction points of technology adoption, is the impact that new solutions have on business processes themselves. Any kind of change, transformation, or disruption to a workforce's productivity ecosystem impacts processes in one way or another. New tools bring new ways of doing things; new user interfaces create new procedures; new systems require new best practices; new analytics require new skillsets; new dashboards deliver new KPIs, and so on. Every new technology solution brings with it not only change but ripples of change to an organization, and these ripples, in turn, don't just impact individual departmental processes but entire chains of processes across an organization. Additionally, these changes don't always translate across the various apps employed in different departments. Requiring bi-directional data sync, APIs, and other integrations that can cause huge workflow bottlenecks in the organization. Addressing these disruptions at scale can stop digital transformation initiatives in their tracks.

Users are an afterthought. The final critical point of friction that often contributes to derailing digital adoption initiatives touches on user experience. Organizations consistently wrestle with individual digital aptitude of users as well as adjacent factors like language barriers, varying levels of adaptability, and even the willingness by some users to learn how to master a new platform at all. In a perfect world, employees would be part of the technology selection process and would also be given ample time and training to adjust to their deployments. Sadly, and with large organizations especially, this is often not the case. As a result, almost all organizations encounter UX-related friction when deploying solutions. At best, employees take a little longer than expected to become proficient in the use of a solution or suite of solutions. At worst, if the pace and/or scale of the change brought about by a complicated or ineffective deployment overwhelms employees, many may simply become too frustrated and give up, which can grind a digital transformation initiative to a halt.

These pain points can cost organizations precious time and money, especially if not remedied quickly and systematically. The larger the organization, the higher the financial and operational stakes during that process. As discussed earlier, in an organization that may have as many as 200 of these solutions, the sheer scale of adoption, from a user's learning curve perspective, can become an insurmountable operational challenge for even the most well-organized and proactively managed workforce.

To address this challenge as effectively as possible, organizations need to tackle the problem in a way that will feel custom-tailored to each individual user — a daunting task that, without an adequate, scalable solution, would require enormous amounts of one-on-one employee training and supervision. And without the right data and insights, an organization would lack visibility and be unable to fully address pain points.

...the sheer scale of adoption, from a user's learning curve perspective, can become an insurmountable operational challenge for even the most well-organized and proactively managed workforce.

Benefits of the WalkMe Digital Adoption Platform

Solving the types of challenges that companies attempting to execute on their digital transformation initiatives on schedule and at scale requires a holistic approach that combines a practical understanding of how to apply organizational change management, some degree of experience operationalizing digital transformation programs, and perhaps most importantly, the right Digital Adoption Platform (DAP). The DAP piece of the puzzle is what separates a great plan from a great execution, and the part that most organizations tend to get wrong.

For starters, the right Digital Adoption Platform can provide an enterprise with digital experience analytics that enable managers and decision-makers to monitor the progress and success of a digital solution deployment, identify problem areas, suggest solutions to overcome any challenges, and ensure the value of any investment is realized. WalkMe's UI Intelligence technology is a machine learning algorithm which understands the underlying graphical user interface (GUI) and provides actionable insights to be addressed with WalkMe content. Second, a well-designed Digital Adoption Platform will also deliver the guidance, acclimation, and adoption assistance to employees across an enterprise that no number of training programs can deliver consistently or on demand, let alone at scale. For any Digital Adoption Platform to even be worthy of consideration by an enterprise, it must serve both of these objectives.

A third feature for organizations to consider when they begin to evaluate Digital Adoption Platforms is ease of implementation, which boils down to how easy it is to deploy and use, how well it works with the vast ecosystem of third-party digital platforms that it is tasked with helping workers adopt, and how intelligent its analytics are. Lastly, the right DAP must justify its value to an organization by providing clear and measurable ROI against quantifiable business objectives.

Sadly, enterprises all too often find themselves entwined in a poorly planned, scattershot approach to digital adoption. Rather than taking a step back to consider all of the challenges of digital transformation as we did in an earlier section, enterprises often find themselves addressing each new problem or friction point individually, as if each were disconnected from the whole. This piecemeal approach to solving digital adoption friction often results in organizations injecting far more complexity into their technology ecosystem than they need to and contributing to the very problem they had set out to solve. And because these platforms don't always work seamlessly with one another, let alone deliver a cohesive, full view of how well employees are acclimating themselves to new digital solutions, they create more work for IT while delivering less than optimal value.

This is why an advanced Digital Adoption Platform that is explicitly designed to address these operational gaps can make the difference between a company joining the 70 percent of organizations that struggle to meet their digital transformation objectives or the ranks of the 30 percent that don't struggle and can therefore focus more of their resources on innovation, growth and profitability. In other words, as enterprises continue to see their business driven by not only digital transformation but the agility and speed with which they tackle it internally, the difference between companies that surge ahead of their competitors and companies that drag and struggle, may very well be decided by the Digital Adoption Platform they have adopted, benchmarking and applying best practices.

That's what we like about the WalkMe Digital Adoption Platform — it's the most advanced DAP solution on the market. Unlike other DAPs that address some but not all of the pain points that enterprises wrestle with when managing technology solution deployments, WalkMe is designed to address them all. This holistic, wrinkle-free approach to DAP design is what makes WalkMe stand out as a true Digital Adoption Platform designed for today's enterprise.

Benefits of the WalkMe Digital Adoption Platform

- 01** Pain-free No-code Implementation
- 02** Complete Freedom from Platform-Centric Daps
- 03** Enhanced Visibility of Usage Data and Digital Experience Analytics (DXA)
- 04** Intuitive and AI-powered UX Helps Boost the Speed and Ease of Technology Adoption



Pain-free No-code Implementation

One of the most compelling features of WalkMe is how it puts its money where its mouth is when it comes to reducing digital adoption friction for its enterprise customers. The WalkMe platform's easy no-code implementation both simplifies and accelerates integration into an enterprise's IT ecosystem. WalkMe is designed not to fall into that trap, or rather, not to let its enterprise customers have to deal with unnecessary new layers of complexity that they hoped to get away from.

Another major benefit of WalkMe's no-code implementation, besides overall operational agility, is the potential for significant cost reductions. Unlike other enterprise-class DAPs, WalkMe does not require customers to keep a team of dedicated developers on staff just to keep things humming along. WalkMe's no-code management design means that the platform's management functions can be easily handled by existing staff when needed. Aside from the cost savings of not having to hire a team of dedicated developers, no-code implementations mean that changes, upgrades, and customizations to the platform can be handled fairly easily and quickly as needed, which again is likely to result in significant cost savings, especially when compared to heavier, more limited DAPs.

This relatively unique feature in the enterprise DAP space should give WalkMe an immediate advantage in DAP selection criteria conversations involving ROI calculations.

Complete Freedom from Platform-Centric Daps

Another very compelling characteristic of the WalkMe DAP is that unlike some other enterprise-class DAPs on the market, WalkMe is entirely platform-agnostic, which we think is an important attribute. WalkMe works with whatever applications and solutions an organization is using and is designed with ease of use and integration in mind — freeing IT departments and the enterprises they serve to implement alongside as many enterprise solutions as they need, regardless of what they are.

As the average enterprise already manages over 200 apps and solutions, it only makes sense that an enterprise-class DAP should not be limited to a handful of products, or skew an enterprise's technology ecosystem toward certain solutions and platforms, especially at the expense of others. The freedom this gives IT decision-makers isn't trivial. Choosing a platform-agnostic DAP liberates IT departments to deploy virtually any solution they want without having to worry about compatibility issues or platform-centric limitations. Even for enterprises that currently prefer a homogeneous stack of digital solutions, which may come with their own proprietary DAP platforms, the advantage of a platform-agnostic DAP like WalkMe is that when the time comes to add more solutions and digital platforms to their IT ecosystem, they will be less constrained or limited than they would have been had they relied mostly or solely on a platform-centric DAP.

Showcasing its enterprise pedigree, WalkMe smoothly integrates with major enterprise platforms like Salesforce, ServiceNow, Microsoft Dynamics 365, SAP, Oracle, and Workday.

Enhanced Visibility of Usage Data and Digital Experience Analytics (DXA)

WalkMe's built-in analytics delivers a powerful set of intuitive insights that give enterprises maximum visibility on what is working with their digital adoption objectives, and what isn't. For starters, the platform collects and analyzes usage data in a way that paints a clear sight picture of where users appear to be struggling both individually and collectively, to make it easier to understand the interactions that users have with underlying applications.

On the management side, decision-makers are then pointed toward actions that will facilitate digital adoption and accelerate solution fluency across the organization. This function typically focuses on digital assets inventory and utilization, product analytics, employee productivity metrics, learning management analytics, survey and NPS insights, search reports, automated operationalized content, and predefined benchmarking. The ability to deliver these types of insights quickly, clearly, and in a data-driven format that eliminates guesswork and operational blind spots, gives an enterprise's digital transformation efforts a much straighter, smoother runway to success. This acceleration and smoothing out of friction points is what allows large and complex organizations to identify, manage, and move past multitudes of digital adoption friction points that would have otherwise been missed, and in the process hindered an organization's ability to quickly adapt to change.

Intuitive and AI-powered UX Helps Boost the Speed and Ease of Technology Adoption

On the user side, we like the fact that WalkMe quickly identifies pain points with individual users, and helps guide them first through the acclimation and learning process that naturally comes with the deployment of a new technology solution, but it doesn't stop there. The WalkMe platform also continues to develop users' familiarity and fluency with each solution as they become more

comfortable with their use. WalkMe achieves this through a mix of user-friendly cross-application onboarding, in-app nonlinear guidance and intuitive notifications, an AI-powered “action bot” conversational UI, a slick unified search layer that sits atop all of the enterprise’s relevant platforms, and an optimally organized dashboard of on-screen content.

One aspect of WalkMe’s functionality that we find particularly impressive is its unique ability to prompt users towards the correct next step or series of next steps when it senses doubt or uncertainty slowing down a task. This takes the digital adoption user experience, which was until now mostly limited to generic help bubbles, to a whole new level of personalized, contextual assistance. This advanced UX model results in employees who may have otherwise been overwhelmed and/or confused by the complexity of a new solution and its processes to complete tasks accurately, quickly, confidently, and consistently.

What we also find notable in WalkMe’s approach to user assistance is just how proactive it is. Rather than wait for a user to ask for help and have to figure out how to ask a question or where to go to find the adequate help resource, WalkMe is able to anticipate individual user needs and over time learn how to provide personalized guidance tailored to each user’s natural preferences.

Lastly, at least with regard to this topic, WalkMe also provides an impressive set of smart automation designed to tackle repetitive or otherwise mundane tasks. This helps digital workers focus on the aspects of their jobs that are most valuable and helps boost their productivity.

ROI and TCO: Discussing the Tangible and Intangible Value of an Enterprise-class DAP

We have already touched on a few ways that WalkMe’s value can clearly be articulated within the context of an ROI discussion. But perhaps the more significant ROI discussion that enterprises should also be having touches on the intangible ROI that WalkMe also delivers, one that extends beyond the explicit value of the platform itself. WalkMe manages to deliver nearly exponential ROI for its customers by freeing organizations to maximize their technology investments. Consider the operational cost of user friction for an enterprise-class business that has invested significant resources in digital transformation solutions and deployments: Hundreds of technology solutions, from CRM and customer service to ERP and collaboration underutilized, under-optimized, sometimes barely used at all. Consider the financial scale of lost productivity resulting from frustration, hesitancy, confusion, and inefficient use of these solutions across thousands of touchpoints and employees across a complex organization. By removing this friction from the adoption equation, and helping organizations adopt new digital solutions with very little difficulty, what WalkMe delivers isn’t merely digital adoption at scale, but operational efficiency at speed. Business leaders should ask themselves, what is the value of having a knowledgeable workforce and full adept employees. That aspect of a DAP’s value should also be a factor in ROI discussions relating to its consideration.

Integration of All Data in Support of Businesses Objectives

The central objective of every digital transformation initiative is, first and foremost, to build a better business. For all its complexities and importance, digital transformation is, at its core, a process of improvement. Whether a company initially tackles digital transformation reluctantly, out of a sense of survival, or because it embraces the opportunity that comes with change doesn’t really matter

after a while. Sooner or later, at some point in their digital transformation journey, all organizations learn to wield the power of change to serve their business objectives. Every worthwhile technology solution should ultimately help a business achieve objectives, and DAPs are no different.

Because WalkMe collects usage and performance data from the hundreds of third-party apps and solutions it helps connect individual users to, and it is uniquely positioned to help decision-makers and individual users track digital adoption progress against scores of business objectives — and this is where we find business leaders get excited about the WalkMe platform.

Here's why: WalkMe can help an organization track and measure the degree to which an employee utilizes an application or business process. Whether optimal, suboptimal or nowhere close to optimal. This, in turn, can confirm to the organization that, based on employee fluency and usage data, it should be meeting its digital transformation objectives. Or, if the data shows that employees are still struggling with the platform, this will alert decision-makers that improving digital transformation objectives may be hindered by unexpected friction in user adoption. More impressively, in this type of scenario, WalkMe would not only alert the organization that a problem exists but also proactively work to correct the issue at the individual user level. This would enable decision-makers not to waste time trying to solve the wrong problem. And that is some significant business value.

This is important because as many as [53 percent of businesses](#) still reportedly struggle to effectively manage their analytics capabilities. The problem companies face today is no longer that they are lacking enough data to drive their business, but rather that they are drowning in such an overabundance of it that they often can't effectively make the most of it in real-time. Ultimately failure to draw insights from data limits a company's ability to make good decisions and achieve its objectives quickly. By adding actionable data integration into its solution mix, WalkMe has found a way to help organizations get to where they want to go faster and with more clarity. This is yet another feature that helps WalkMe set itself apart from other DAPs and is one of the surprising value-adds of the platform.



Conclusions and Recommendations

The unforeseen challenges organizations have faced in the past year have emphasized the need to eliminate the friction points that are barriers to success. As we set about working in this new business climate, post-pandemic and beyond, organizations need to leverage a technology solution that will increase the ROI of all other technology solutions in use. That's why we believe WalkMe's Digital Adoption Platform is table stakes for organizations no matter where they are in their digital transformation journeys.

At Futurum Research, we aim to provide valuable insights that will enable smoother digital transformation initiatives, that's why we were excited about what we saw with this solution. From eliminating the barriers at the platform level to improving user experience at scale, WalkMe's DAP will free up time for employees to focus on higher-value projects that drive innovation and revenue.

Don't just take our word for it. [IBM turned to WalkMe](#) to lower user abandonment rates and improve technology onboarding process — with great success. They saw an immediate impact with six times higher retention rates, 300% in product adoption and an 80% increase in revenue after using WalkMe's DAP to help with integrating Segment, a customer data platform.

[Quest Diagnostics](#) saw similar results after using WalkMe's DAP to help integrate an HCM platform. The HR department saw an over 98% user engagement rate with its new HCM platform as well as a reduction in support desk tickets.

Using a trusted solution like this, that can scale as the organization scales is critically important. Consider the following as you contemplate your DAP investment:

Listen to Employees. Organizations, regardless of where they are in a digital transformation journey, need to evaluate the needs of the employees. By opening the lines of communication, decision-makers can fully understand the pain points that employees struggle with, and this will drive a better user experience in the long run. And happy employees will drive the success of the business.

Understand That Not All DAPs Are Created Equal. The role that DAPs play in the success of digital transformation programs suggests that deploying the right DAP is likely one of the most critically beneficial technology investments that a company can invest in today. Much in the way that BI platforms have enhanced enterprises' ability to make consistently better decisions, DAPs hold the key to the successful implementation of technology that can further drive digital transformation. But Digital Adoption Platforms can vastly differ from one another in terms of features, cross-platform compatibility, ease of implementation, and total cost of ownership (TCO). Organizations should carefully evaluate different options based on their current and potentially future needs.

Start Now. As we mentioned earlier, 63 percent of organizations said their business and technology requirements will not go back to pre-pandemic levels. In order to get ahead of the competition, organizations must look to adopt the technology that will allow them to leverage other solutions and drive success.

Based on the above parameters, we feel that WalkMe checks all of the boxes when it comes to features, UX, broad cross-platform compatibility, data integration and reporting, potential ROI, TCO, and overall performance as a true enterprise-class Digital Adoption Platform. Working with this solution will quickly prove itself to be invaluable.

Important Information About This Paper

CONTRIBUTORS:

Daniel Newman

Founding Partner + Principal Analyst, Futurum Research

Shelly Kramer

Founding Partner + Lead Analyst, Futurum Research

Olivier Blanchard

Research Director + Senior Analyst

PUBLISHERS:

Daniel Newman

Founding Partner + Principal Analyst, Futurum Research

Shelly Kramer

Founding Partner + Senior Analyst, Futurum Research

INQUIRIES: Contact us if you would like to discuss this report and Futurum Research will respond promptly.

CITATIONS: This paper can be cited by accredited press and analysts, but must be cited in-context, displaying author's name, author's title, and "Futurum Research." Non-press and non-analysts must receive prior written permission by Futurum Research for any citations.

LICENSING: This document, including any supporting materials, is owned by Futurum Research. This publication may not be reproduced, distributed, or shared in any form without the prior written permission of Futurum Research.

DISCLOSURES: This paper was commissioned by WalkMe. Futurum Research provides research, analysis, advising, and consulting to many high-tech companies, including those mentioned in this paper. No employees at the firm hold any equity positions with any companies cited in this document.

ABOUT WALKME

WalkMe's Digital Adoption Platform is a code-free software platform that enables organizations to measure, drive, and act to ultimately maximize the impact of their digital transformation and accelerate the return on their software investment to meet business goals. The platform leverages proprietary technology to provide CIOs and executive management with visibility into the tech stack, while improving user experience, productivity and efficiency for employees and customers. WalkMe holds more than half of the global revenue in the Digital Adoption Market and has been recognized on the Forbes Cloud 100 for five consecutive years. WalkMe's platform offers endless opportunities to customize WalkMe for every organization's needs.

ABOUT FUTURUM RESEARCH

Futurum is an independent research, analysis, and advisory firm, focused on digital innovation and market-disrupting technologies and trends. Every day our analysts, researchers, and advisors help business leaders from around the world anticipate tectonic shifts in their industries and leverage disruptive innovation to either gain or maintain a competitive advantage in their markets. [Read our disclaimer statement here.](#)

CONTACT INFORMATION

Futurum Research, LLC | futurumresearch.com | 817-480-3038 | info@futurumresearch.com

Twitter: [@FuturumResearch](https://twitter.com/FuturumResearch)

©2021 Futurum Research. Company and product names are used for informational purposes only and may be trademarks of their respective owners.