



Solution brief

WalkMe Digital Adoption Platform

Everything you need to make work flow.



\$18M

financial productivity gains



43%

decrease in live training to support rapid growth



85%

decrease in employee support tickets



15%

reduction in time spent generating a quote



Pinpoint and resolve digital friction.

There's more tech than ever, and that tech is more powerful than ever. But years of software spending have resulted in an unprecedented level of digital friction. The very tools that were purchased to help employees do their jobs have become the job itself.

WalkMe's Digital Adoption Platform (DAP) sits on top of your entire tech stack, providing the visibility and tools you need to deliver frictionless, people-first experiences users demand and the software ROI you expect. Discover insights into user journeys and build better experiences resulting in increased software adoption, workflow agility, and improved efficiency.

WalkMe Digital Adoption Platform



Data

Gain visibility into user journeys across applications and workflows.



Action

Easily build intuitive workflows to help your users get the job done.



Experience

Meet and engage your employees wherever they are - in the flow of work.

Powered by DeepUI

Understand user behavior and optimize experiences at scale regardless of changes in the underlying application with WalkMe's proprietary AI-based element recognition technology.



WalkMe helps with adoption by engaging our employees directly within our internal applications and providing just-in-time guidance, which increases self-service and adoption and reduces support tickets."

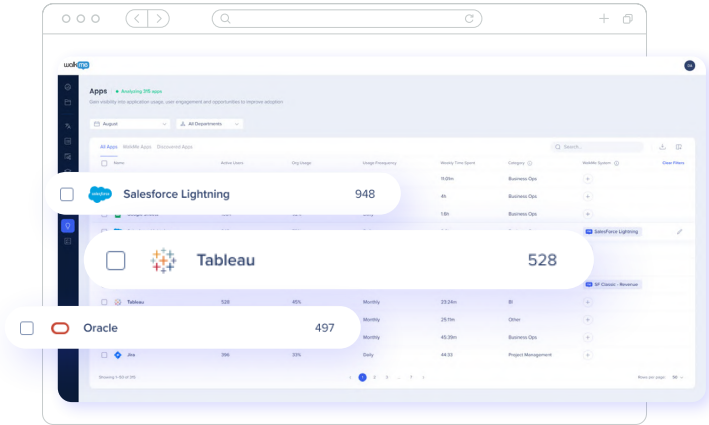
Doug Beaudoin

Chief Information Officer, Deloitte Services LP

Deloitte.

Data.

See the real usage and pinpoint friction across applications and workflows.



Application usage analytics

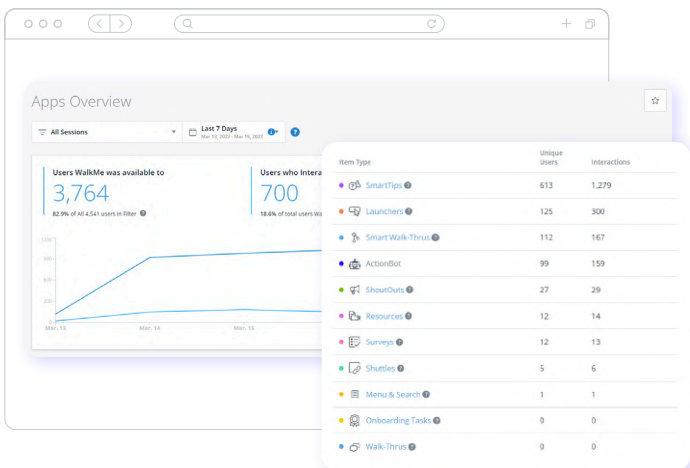
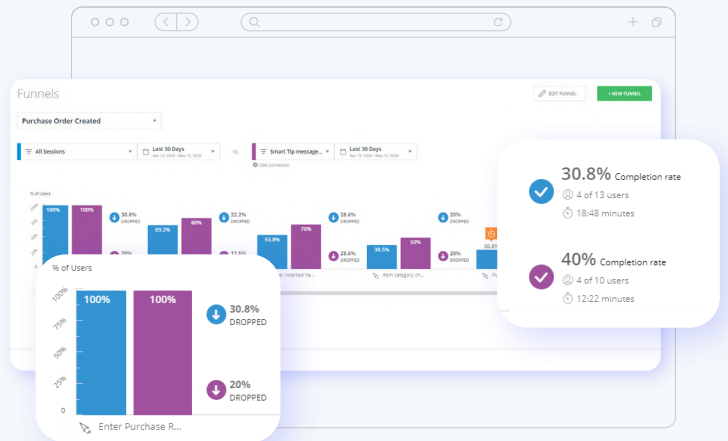
Monitor software usage and adoption at the application, department, and user level.

Get a holistic view of your software stack. Easily see what you have and how it's being used, including application adoption rates and usage patterns.

Workflows analytics

See how your team is using apps and where there's friction.

Uncover valuable insights into user journeys and analyze engagement within and across applications. Enhance your user experience analysis by integrating WalkMe's data with third-party applications.



Guidance analytics

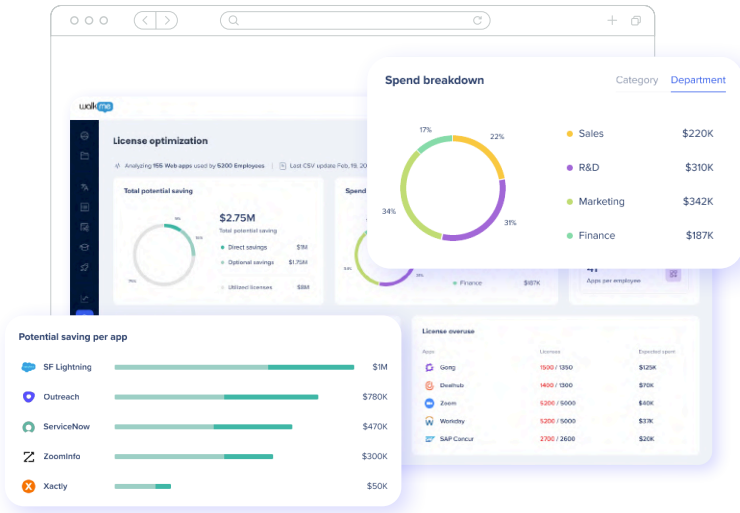
Understand how users engage with WalkMe's interactive guidance.

Improve employees' daily workflows by visualizing and identifying areas for optimization with in-app guidance. Measure and evaluate the impact of your WalkMe content for continuous improvement.

License optimization

Compare software investments to actual usage to optimize your spend.

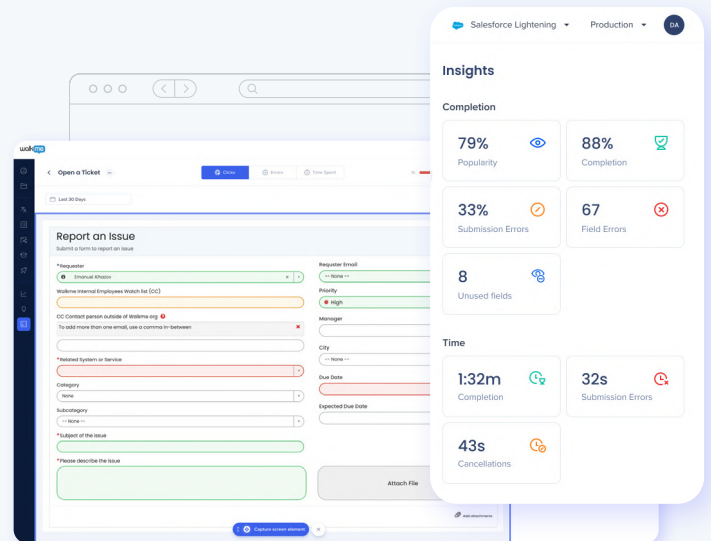
Analyze spending data relative to real usage trends. Identify opportunities to rationalize your tech stack, reduce licensing cost and consolidate duplicate or redundant tools.



Form analytics

Uncover actionable insights into where users get stuck or abandon processes.

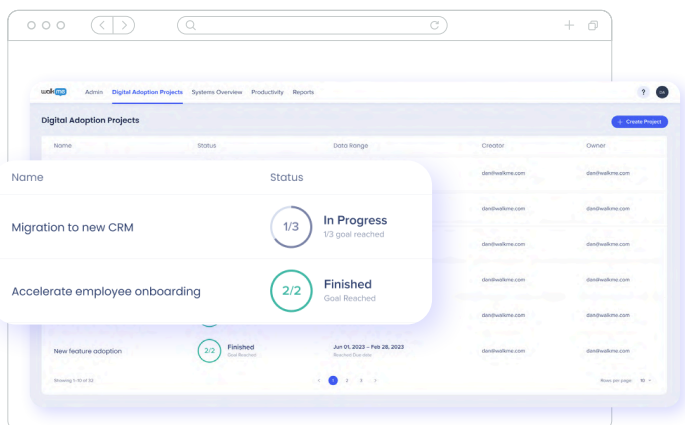
See exactly how employees interact with forms, automatically detect common errors, and identify drop-off triggers. Use AI-based recommendations to increase form completion rates and boost data accuracy.



Report customization

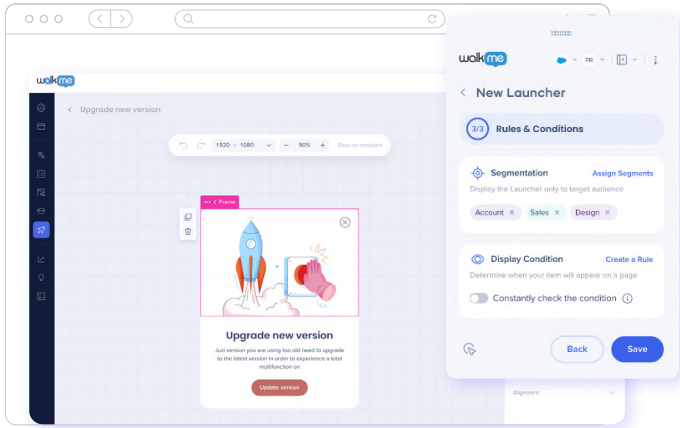
Track and monitor user engagement and digital adoption projects.

Customize digital adoption KPIs and executive dashboards that show you and your leadership how you're progressing against those goals.



Action.

Easily create intuitive workflows that drive user adoption of software.



Guidance creation

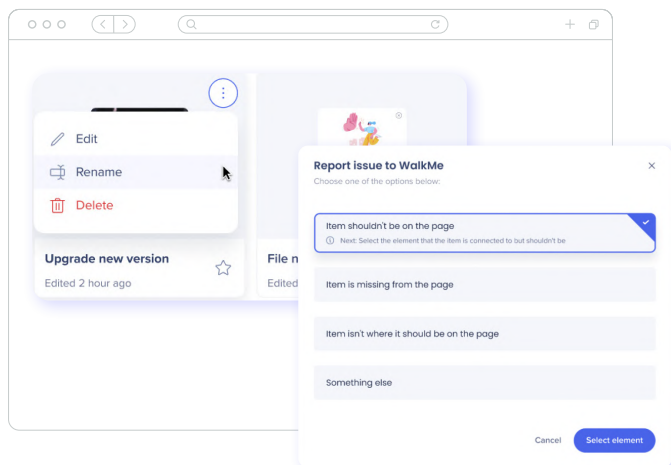
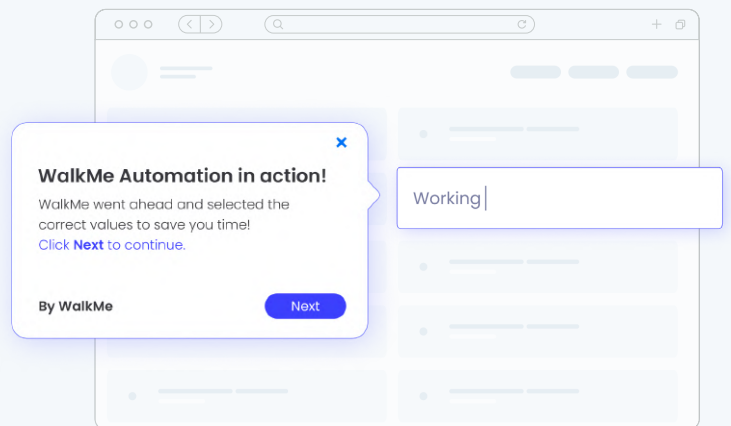
Design personalized workflows using a self-service editor.

Leverage segmentation and logic-based rules to create personalized guidance for people at the point of friction, across all applications.

Process automation

Get the job done, faster.

Easily automate repetitive, tedious, and complex processes within and across applications. Eliminate empty clicks while improving efficiency and data accuracy.



Content management

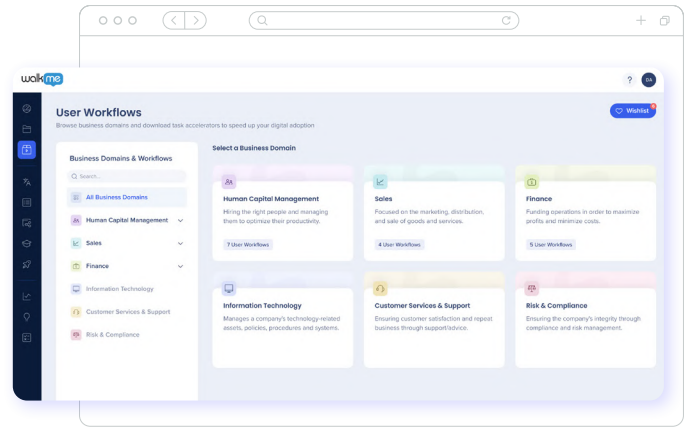
Manage and scale your workflows.

Resolve building issues in real-time. Automate testing and maintenance processes for fast, reliable deployment. Seamlessly integrate the look and feel of your brand across all WalkMe content.

Pre-built workflow templates

Accelerate time-to-value with pre-built experiences.

Get started fast with configurable, application-specific templates for your most critical workflows based on industry best practices.



Business Domains & Workflows

Search...

All Business Domains

Human Capital Management

Sales

Finance

Information Technology

Customer Services & Support

Risk & Compliance



Sales

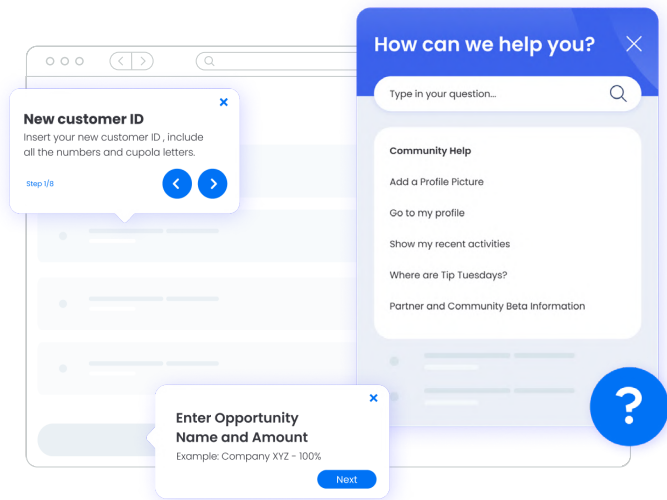
Improved forecast accuracy 89% of CRM users have updated Close Date this month.

4 User Workflows



Experience.

Meet and engage your employees wherever they are. On desktop, mobile, or web. In the office or on the go.



In-app guidance

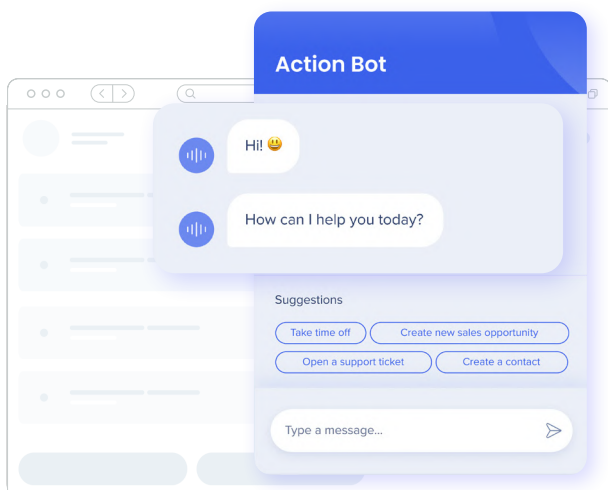
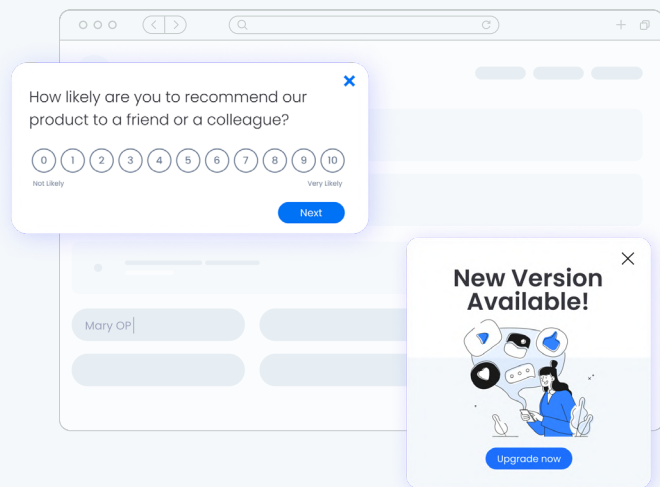
Make software easy to use with interactive guidance.

Provide contextual guidance and support on key workflows with tooltips, visual cues, onboarding task lists, and on-demand resources all within the flow of work.

Notifications and surveys

Communicate with your users and drive action in real-time.

Deliver key information, gather feedback, and activate your users with pop-up notifications and surveys.



Conversational interface

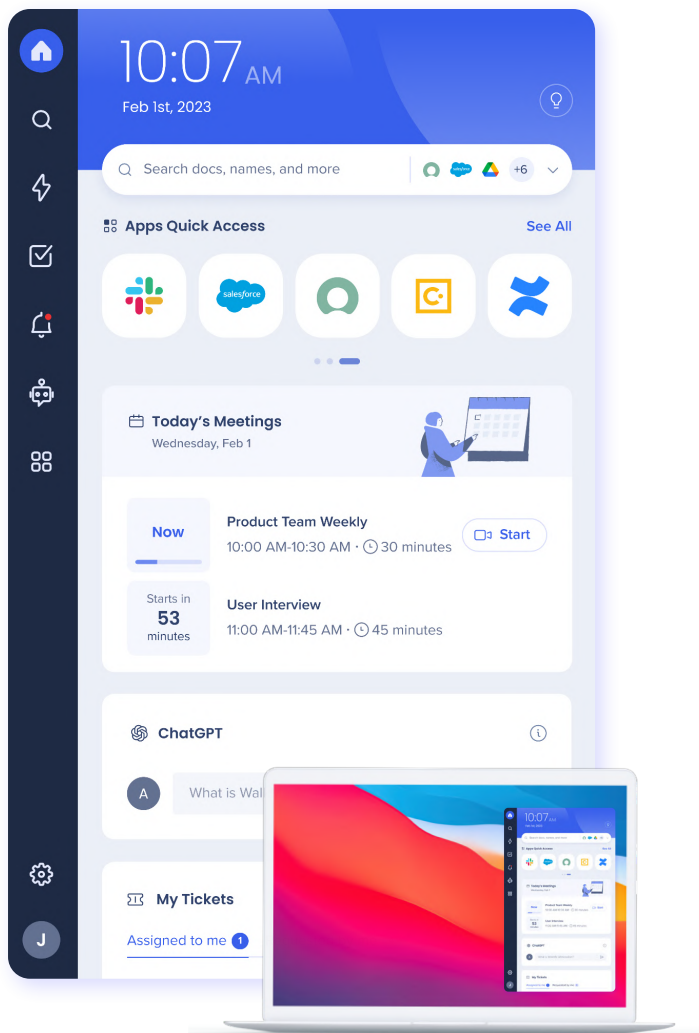
Give your users immediate self-serve support.

Leverage a natural language chat interface to find information, automate processes, and complete tasks faster.

Workstation employee hub.

Your gateway to work on desktop and mobile.

Empower your employees with Workstation, a personalized gateway to work. Connect all the necessary workflows, information and applications in one place, available on any device and easily accessible from any location. With Workstation, your employees know exactly where to go and how to get there quickly and efficiently, with minimal friction or app switching.



With Workstation, unify and simplify:

Employee productivity

Make it easy to find critical information with an AI-powered enterprise search. Connect your key apps, business critical info, and workflows to Workstation.

Employee communication

Keep your employees informed with targeted desktop and mobile notifications that make it easy to take action.

Change management

Notify your employees of upcoming app migrations, and guide them in the flow of work.

Self-serve support

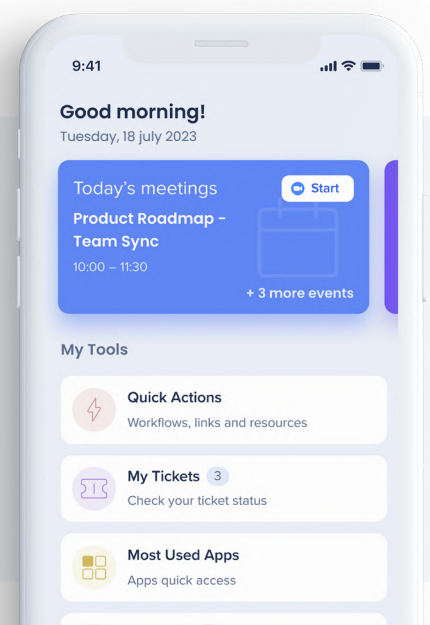
Improve employee self-sufficiency through a conversational chatbot that automates tasks on applications.

Employee training and onboarding

Accelerate onboarding of new employees with personalized checklists and custom resources, designed to reduce training costs.

Work better everywhere.

Enable users to securely navigate and access all the necessary workflows and applications they need, from anywhere. Provide a seamless experience for employees who use both desktop and mobile devices, or create a single-point solution for frontline employees, enabling them to easily get their job done on the go.



Flexible security controls designed for enterprises.

Accelerate digital adoption with peace of mind.

Administrative in-app controls entirely self-served.

Achieve enterprise governance and compliance effortlessly without compromising user experience.

- Ensure secure access to the WalkMe platform.
- Manage access privileges to determine who can create and update WalkMe content.

Protect the personal information of your people.

Stay one step ahead, ensuring optimal security measures are in place and equipping yourself with the necessary tools to mitigate security risks and safeguard your path to digital adoption.

- Keep track of any changes made in app to maintain a safe and well-regulated environment.
- Censor selected page information or specific on-screen elements.
- Maintain audit logs to identify and mitigate rogue behavior in your WalkMe account.

WalkMe prioritizes privacy and security, adhering to global compliance regulations including:



Why WalkMe?

Superior technology

As the most mature DAP vendor in the market, WalkMe is recognized by industry analysts for its feature-rich platform, focus on innovation, and first-to-market offering.

Ecosystem of experts

WalkMe leads the DAP market with an extensive partner ecosystem, community, and training and certifications that set customers up for success with a meaningful digital adoption strategy.

Enterprise and government-grade secured platform

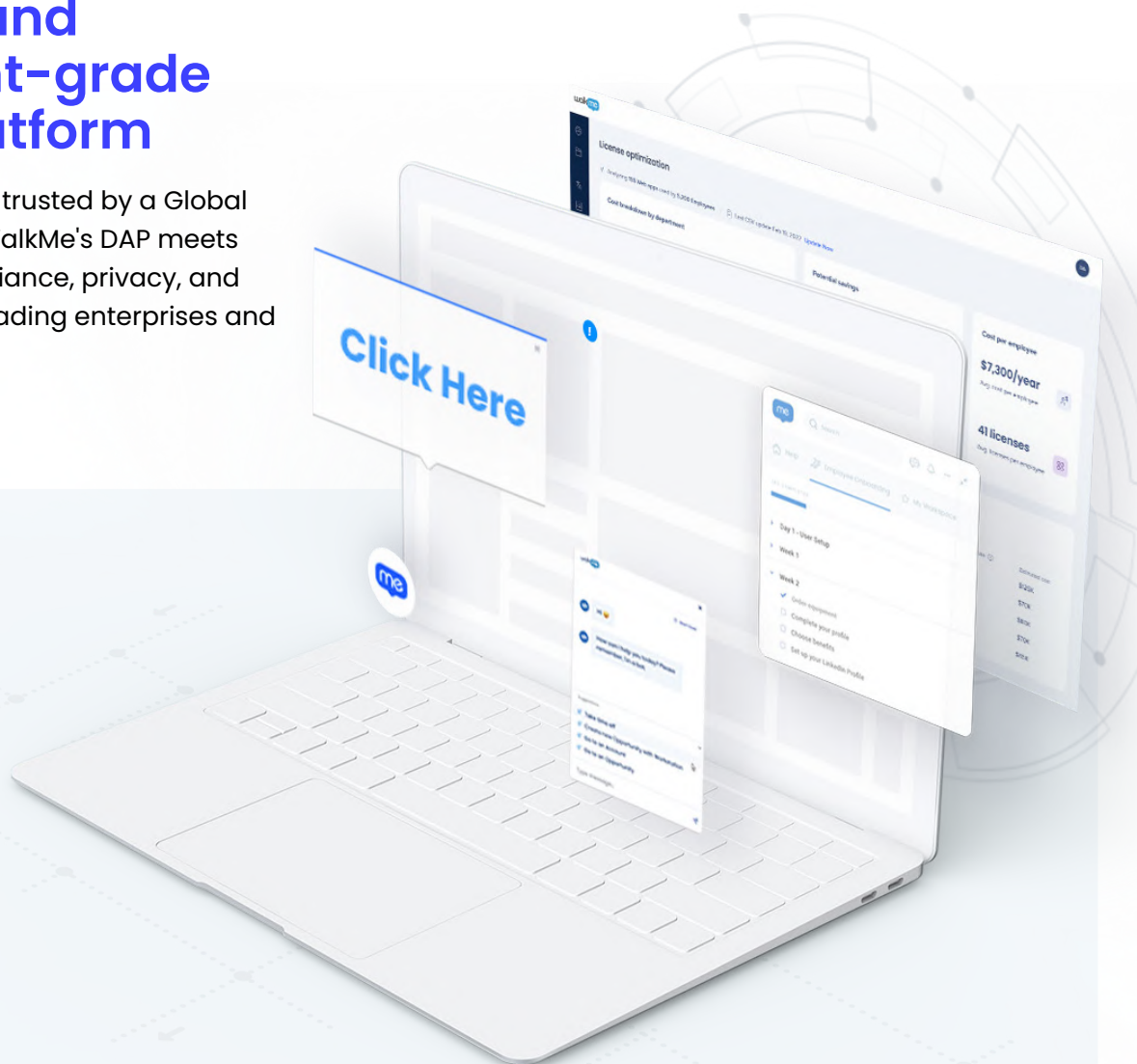
Designed for scale and trusted by a Global 2000 customer base, WalkMe's DAP meets the governance, compliance, privacy, and security demands of leading enterprises and governments.

Data-driven methodology

WalkMe sets the standard for measuring DAP value and ROI with enterprise-level dashboards catering to C-level executives and a goal-based approach to measure impact.

Unmatched market expertise

WalkMe's best practices and market expertise are derived from +900M daily interactions across thousands of applications and critical workflows.



WalkMe Digital Adoption Platform.

Create people-first, frictionless experiences across applications and workflows, improving software adoption, saving money, reducing risk, boosting productivity, and enhancing employee engagement.

WalkMe Core

Create digital adoption experiences across applications and workflows.

Unlimited user workflows on any application, pre-built or bespoke.

[WalkMe Core](#)

Data

Application usage analytics	✓
Application discovery	—
License optimization	—
Workflow analytics	✓
Guidance analytics	✓
Form analytics	—
Data export	—
Custom reports	✓

Action

Guidance creation	✓
Content management	✓
Workflow automation	✓
Pre-built templates	✓
Personalization and segmentation	✓ Internal inputs & IDP
Real-time collaboration	—
Branding and white labeling	—

Advanced Modules

Pick one, two, or all of the modules to add in-depth digital adoption capabilities on top of WalkMe Core.

[WalkMe Core + Advanced Module](#)

Diagram illustrating the Enterprise Analytics module. It features a vertical stack of 8 light green boxes, each containing a blue checkmark. The third box from the top is labeled "+Retroactive digital analytics". To the right of the stack is a dashed circle containing a plus sign, followed by the text "Enterprise Analytics".

Diagram illustrating the Customization & Collaboration module. It features a vertical stack of 8 light blue boxes, each containing a blue checkmark. The second box from the bottom is labeled "3rd party inputs". To the right of the stack is a dashed circle containing a plus sign, followed by the text "Customization & Collaboration".

Experience

In-app guidance	✓
Contextual tooltips and links	✓
Onboarding tasks	✓
On-demand resources	✓
Notifications and surveys	✓
ActionBot - Web	Limited
Workstation employee hub (Desktop and mobile)	
Custom resources and checklists	✓
Enterprise search and Smart Widgets	Limited
ActionBot - Desktop	Limited
Desktop and mobile notifications	Limited
Public search API	—

Connected Workplace

Admin security controls

Access management	
Login	Social login
Two Factor Authentication (2FA)	✓
Configurable session time-out	✓
Privacy settings	
Roles and permissions	Predefined
Activity logs recording	✓
Censorship controls	Basic
API permissions	—
Proxy support	—
End user hashing	—
Data hosting and residency	
Static files storage	Default-AWS
Data residency selection (EU/US)	✓

Enterprise Security Suite



About WalkMe

WalkMe Digital Adoption Platform (DAP) sits on top of your tech stack, giving you visibility into software usage at every level. With WalkMe, create people-first, frictionless experiences across apps and workflows, improving software adoption, saving money, reducing risk, boosting productivity, and enhancing employee engagement. Manage constant change better. Adapt to new processes, software, and shifting business priorities with ease. Onboard people faster. And prove the value of your software investments while maximizing ROI.

For more information, please visit our website at: www.walkme.com

Trusted by global organizations including:

