

# Digital Adoption Platform (DAP) – Technology Vendor Compendium 2020

August 2020: Complimentary Abstract / Table of Contents

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In addition to a suite of published research, a membership may include

- Accelerators™
- Analyst access
- Data cuts
- Pinnacle Model® reports
- PriceBook
- Virtual Roundtables
- Workshops

## Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

## Membership information

- This report is included in the following research program(s)
  - [Human Resources Outsourcing \(HRO\)](#), [Service Optimization Technologies \(SOT\)](#)
- If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

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## Background and scope of the research

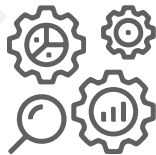
Enterprises in today's digital world seek opportunities of digital transformation either within their existing operational cycle or develop new workflows in order to provide better customer as well as employee experience. Moreover, to sustain in this extremely competitive world, it has become imperative that enterprises undergo digital transformation. Additionally, product companies, especially SaaS products and Independent Software Vendors (ISVs), are constantly looking to provide better experiences for their product users. To realize the maximum benefit from these investments, it is imperative that the applications are adopted the right way by employees and customers. DAPs are designed to ease digital transformation for employees and customers – they drive and simplify end user support throughout the digital adoption lifecycle. Enterprises can use DAPs to enhance the training and adoption of the applications, which becomes more relevant in times such as COVID-19 lockdowns, where there is need to provide remote learning experiences. Adoption of DAP solutions can not only help enterprises achieve cost savings, such as reduced training and support costs, but also enhance user experience through better onboarding and guidance.

Vendors are investing in developing solutions that can analyze various contextual factors and understand the user behavior to provide the right guidance at the right time. Armed with the data that DAPs collect on user behavior and click streams, it is possible to make significant improvements to products with user experience and adoption in mind. While DAPs can play a key role in the success of an enterprise's journey, they are relatively new to many potential buyers in terms of product capabilities, features, and commercial models. The technologies are also evolving, with an expanding feature set and increasing richness of functionality.

### In this research, we focus on:

- Everest Group's DAP Products PEAK Matrix® evaluation, a comprehensive assessment of 14 DAP technology vendors
  - 2020 DAP PEAK Matrix®
  - Technology vendor capability assessment
- Remarks on key strengths and areas of improvement for each DAP technology vendor
- Technology vendor landscape

### Scope of this report:



#### Assessment

Assessing DAP software available in the market for independent licensing. Operational information as of December 2019 and product information as of Q1 2020



#### Coverage

Coverage across all industries, geographies, end user focus areas (employee vs. customer), and platforms (browser, native mobile, desktops)



#### Technology vendors

Coverage across 14 DAP technology vendors including AppLearn, AppNavi, Apty, HelpHero, Helpier, JumpSeat, MyGuide by EdCast, Newired, Pointzi, Userlane, WalkMe, Whatfix, YesElf, and Ziplyne

## Everest Group's DAP research is based on multiple sources of proprietary information

### Proprietary database of 14 DAP technology vendors

The database tracks the following elements for each vendor:

- Breadth and depth of the product functionalities
- Analytics, reporting, and dashboards
- Investments and innovations
- Partnerships with service providers and other technology vendors
- Support in terms of product training, maintenance, consulting, and other support services
- Availability and adoption of commercial model(s)
- Portfolio coverage in terms of industry, geography, process areas, and buyer size
- Vendor performance in terms of revenue and clients

### Demonstrations and interactions with technology vendors and other industry stakeholders

- Detailed demos and interviews with DAP technology vendors for a comprehensive view of the products
- Interviews with technology vendors' reference clients
- Executive-level discussions with technology vendors as well as service providers that cover:
  - Current state of the market
  - Opportunities and challenges
  - Expected direction of movement in the industry
  - Technology vendor / service provider vision and roadmap
- Executive-level discussions with industry enablers / specialist system integrators to get the buyer perspective, and to reaffirm the findings from other sources
- On-site as well as conference meetings with enterprise DAP buyers to understand:
  - Vision and objectives
  - Buying criteria
  - Apprehensions and challenges
  - Outcomes achieved
  - Future direction

### Proprietary database of RPA and AI capabilities of 50+ leading technology vendors and 50+ BPS providers complements the research

The database tracks the following capability elements for each service provider:

- Clients with automation deployments, scale and scope of deployments, cost savings, and case studies
- Automation client portfolio across buyer sizes, geographies, industries, and BPS segments
- Vision and strategy, top automation solutions, their value propositions, and RPA and AI features
- Technology partnerships and collaborations with academic institutes

### Vendors assessed in the PEAK Matrix analysis



# The study provides detailed view of vendors' DAP offerings & capabilities as well as key strengths & areas of improvement | Snapshots to illustrate the depth of report

Digital Adoption Platform (DAP) – Technology Vendor Profile Compendium 2020

### Assessment of capability and market impact

Service provider	Market impact		
	Market adoption	Portfolio mix	Value delivered <sup>1</sup>
Technology vendor 1			
Technology vendor 2			
Technology vendor 3			
Technology vendor 4			
Technology vendor 5			
Technology vendor 6			
Technology vendor 7			
Technology vendor 8			

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### DAP vendor's overview

**Company overview**

Technology vendor 1 provides in-app guides and automation tools to improve user efficiency. This is achieved with the help of app guides, automation, and insights. Its analytics capabilities are based on usage-based abilities to understand the usage and adoption of various applications in a consolidated manner. The product has various certifications (ISO, SOC2, etc.) and complies with laws and regulations such as GDPR.

**Key leaders:**

- XXXX
- XXXX

**Headquarters:** City, Country  
**Website:** [www.companyname.com](http://www.companyname.com)

**Split of DAP revenue by buyer industry**

**Split of DAP revenue mix by region**

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### Product features and functionalities

**Capability & offerings**

<b>In-app guidance</b>	<ul style="list-style-type: none"> <li>Ability to continue the same walkthrough across applications</li> <li>Ability to offer branching of walkthroughs</li> <li>Ability to start/search for a walkthrough (for any application) from any application</li> <li>Ability to recommend/suggest walkthroughs for the user</li> </ul>
<b>Additional features</b>	<ul style="list-style-type: none"> <li>Ability to validate data inputs in forms</li> <li>Ability to offer in-app messages / pop-ups (announcements, banners, notifications, etc.)</li> <li>Ability to pre-fill text fields / forms within walkthroughs</li> </ul>
<b>Admin-/creator-mode</b>	<ul style="list-style-type: none"> <li>Ability to customize balloon and widget</li> <li>Ability to rearrange the steps using drag and drop / up and down</li> </ul>

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Digital Adoption Platform (DAP) – Technology Vendor Profile Compendium 2020

### Everest Group's remarks on technology vendor

Measure of capability: High Low

Market impact			Vision & capability						
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Product capability	Analytics & reporting	Implementation & support	Commercial model	Overall

**Strengths**

- Technology vendor 1 offers a DAP solution to improve software adoption of employee-facing applications within an enterprise. The product is adopted by a varied set of clients with globally distributed workforce.
- The product offers in-app guidance with the help of walkthroughs and tooltips. Other features include a widget with automatic contextualization, in-app feedback and surveys, and various additional features and functionalities.

**Areas of improvement**

- A majority of Technology vendor 1's clients are based out of North America and it has some presence in the UK and APAC, but is relatively less experienced in serving clients in other geographies.
- It is relatively less experienced in serving small and mid-size enterprises, as the majority of its clients are large enterprises (revenue > US\$5 billion).

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# Research calendar

## Human Resources Outsourcing (HRO)

Published Planned Current release

### Flagship HRO reports

### Release date

Multi-Process Human Resources Outsourcing (MPHRO) Annual Report 2020 – Preparing for a Digitally Enhanced Decade	January 2020
Multi-Process Human Resources Outsourcing (MPHRO) – Service Provider Profile Compendium 2020	January 2020
Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment with Service Provider Landscape 2020	April 2020
Learning BPO Services PEAK Matrix® Assessment with Service Provider Landscape 2020	June 2020
Digital Adoption Platform (DAP) Products PEAK Matrix® Assessment with Technology Vendor Landscape 2020	July 2020
<b>Digital Adoption Platform (DAP) – Technology Vendor Compendium 2020</b>	<b>August 2020</b>
Digital Adoption Platform (DAP) – State of the Market Report 2020	Q3 2020
Learning BPO Service Provider Profile Compendium 2020	Q3 2020
Multi-Country Payroll (MCP) Solutions PEAK Matrix® Assessment with Service Provider Landscape 2020	Q3 2020
Multi-Country Payroll (MCP) Solutions Annual Report 2020	Q3 2020
Multi-Country Payroll (MCP) Solutions Service Provider Profile Compendium 2020	Q3 2020
Multi-Process Human Resources Outsourcing (MPHRO) Services PEAK Matrix® Assessment with Services Provider Landscape 2020	Q4 2020

### Thematic HRO reports

### Release date

Start-ups Redefining Employee Experience – Trailblazers (part 3 of 3)	November 2019
Learning Function of the Future	December 2019
Digital Adoption Platform (DAP): Accelerating the Journey from Transformation to Adoption	February 2020
Impact of Recession on the Business Process Services (BPS) Industry	March 2020

Note: For a list of all of our published HRO reports, please refer to our [website page](#)



# Research calendar

## Service Optimization Technologies (SOT)

Published Planned Current release

### Flagship SOT reports

### Release date

Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Intelligent Virtual Agents (IVA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Process Mining – Technology Vendor Profile Compendium 2020	April 2020
Intelligent Document Processing (IDP) – Technology Vendor Profile Compendium 2020	May 2020
Intelligent Document Processing (IDP) – State of the Market Report 2020	June 2020
Process Mining – State of the Market Report 2020	June 2020
Digital Adoption Platform (DAP) Products PEAK Matrix® Assessment with Technology Vendor Landscape 2020	July 2020
<b>Digital Adoption Platform (DAP) – Technology Vendor Compendium 2020</b>	<b>August 2020</b>
Digital Adoption Platform (DAP) – State of the Market Report 2020	Q3 2020

### Thematic SOT reports

### Release date

Intelligent Automation: Accelerating from Short-term Wins to Long-term Strategic Business Outcomes	March 2019
Advanced Content Intelligence – Pivotal Technology to Empower the New-Age Organization	May 2019
Who Takes on the RPA Mantle?	June 2019
Intelligent Document Processing (IDP) Playbook	September 2019
360-degree Enterprise Automation Playbook	May 2020
Intelligent Automation Orchestration	Q3 2020

Note: For a list of all of our published SOT reports, please refer to our [website page](#)



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