

Digital Adoption Platform (DAP) – Technology Vendor Compendium 2022

October 2021: Complimentary Abstract / Table of Contents



Our research offerings

This report is included in the following research program(s):

[Human Resources Outsourcing](#), [Service Optimization Technologies](#)

- ▶ Application Services
- ▶ Banking & Financial Services BPS
- ▶ Banking & Financial Services ITS
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud & Infrastructure
- ▶ Conversational AI
- ▶ Contingent Workforce Management
- ▶ Cost Excellence
- ▶ Customer Experience Management Services
- ▶ Cybersecurity
- ▶ Data & Analytics
- ▶ Digital Adoption Platforms (DAP)
- ▶ Digital Services
- ▶ Engineering Services
- ▶ Enterprise Platform Services
- ▶ Finance & Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ Global Business Services
- ▶ Healthcare BPS
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- ▶ Insurance BPS
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- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing (IDP)
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- ▶ IT Services Executive Insights™
- ▶ Life Sciences BPS
- ▶ Life Sciences ITS
- ▶ Locations Insider™
- ▶ Market Vista™
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services & 5G
- ▶ Outsourcing Excellence
- ▶ Pricing-as-a-Service
- ▶ Process Mining
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- ▶ Recruitment Process Outsourcing
- ▶ Rewards & Recognition
- ▶ Service Optimization Technologies
- ▶ Supply Chain Management (SCM) Services
- ▶ Talent Excellence GBS
- ▶ Talent Excellence ITS
- ▶ Technology Skills & Talent
- ▶ Trust and Safety
- ▶ Workplace Services
- ▶ Work at Home Agent (WAHA) Customer Experience Management (CXM)

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[custom research capabilities](#)

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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

Proprietary database of ~20 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
 - Outcomes achieved
 - Buying criteria
 - Future direction
 - Apprehensions and challenges

Proprietary database of RPA and AI capabilities of ~100 leading technology vendors and 50+ BPS providers complements the research

The database tracks the following capability elements for each technology/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® analysis¹



¹ Assessments for HelpHero and Helppier exclude vendor inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, technology vendor public disclosures, and Everest Group's interactions with DAP buyers
The source of all content is Everest Group unless otherwise specified.

Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any information we collect that is contract specific will only be presented back to the industry in an aggregated fashion.

Background and scope of the research

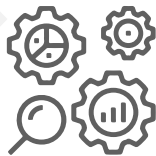
In 2020, many companies hopped on to the bandwagon of digital transformation to tackle the pandemic and sustain their operations as COVID-19 set limitations on workforce collaboration in office and business operations in offline mode. This further reinforced the roles DAPs have the potential to play. Enterprises realized the need to put additional emphasis on customer and user experience as the concerned stakeholders adapted to the digital way of operating. Additionally, organizations looked for solutions that can help them realize the maximum benefit from these investments through a holistic approach to reduce the time taken for users to adopt the applications.

DAPs provide users guidance in the flow of work that helps enterprises achieve their business goals such as boosting employee efficiency, reducing support tickets and costs, improving customer satisfaction scores, increasing trial conversion, as well as minimizing customer churn, among others. Vendors are continuously investing in enhancing their DAP capabilities and global outreach to better serve the clients. The technologies used in DAPs are evolving with several additions in offerings such as user behavior analytics without deploying walkthroughs, integrated chatbots, content management and aggregation systems, and enhanced content editing options, to cite a few examples.

In this research, we focus on:

- Everest Group’s DAP Products PEAK Matrix® evaluation, a comprehensive assessment of 18 DAP technology vendors
 - 2021 DAP PEAK Matrix®
 - Technology vendor capability assessment
- Remarks on key strengths and limitations for each DAP technology vendor
- Technology vendor landscape

Scope of this report:



Assessment

Assessing DAP software available in the market for independent licensing. Operational and product information as of Q1 2021



Coverage

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



Technology vendors

Coverage across 18 DAP technology vendors including Aidaxis, AppLearn, AppNavi, Apty, HelpHero, Helpier, HintEd, Knowmore, MyGuide by EdCast, Newired, OnScreen, Pointzi, tts GmbH, Userlane, WalkMe, Whatfix, YesElf, and Zipllyne

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 2022

Assessment of capability and market impact

Service provider	Market impact		
	Market adoption	Portfolio mix	Value delivered ¹
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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Digital Adoption Platform (DAP) – Technology Vendor Profile Compendium 2022

Technology vendor’s company overview

Overview

Company overview
Technology vendor enables employees to understand and engage with software regularly, application walkthroughs for web-based enterprise software/applications such as application and others to improve productivity, and addresses common training and onboarding issues has formal partnerships with global VARs, technology vendors, and training and implement.

Key leaders
• Leader 1, CEO
• Leader 2, CTO
• Leader 3, CFO

Headquarters: City, Country
Website: [www.companyname.com](#)

Split of DAP revenue by application area

Customer facing: 5%
Employee facing: 95%

Split of DAP revenue by buyer size

Continental Europe: 5%
United Kingdom: 90%
Asia Pacific: 5%

1 Refers to banking, financial services, and insurance
2 Buyer size is defined as large (>10,000 employees), medium (1,000-9,999 employees), and small (<1,000 employees)
Note: Figures have been rounded off and may not add up to exact 100%
Source: Everest Group (2021)

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Digital Adoption Platform (DAP) – Technology Vendor Profile Compendium 2022

Product features and functionalities

Capability & offerings

- Ability to continue the same walkthrough across applications
- Ability to offer branching of walkthroughs

In-app guidance

- Ability to start/search for a walkthrough (for any application) from any application
- Ability to recommend/suggest walkthroughs for the user

Additional features

- Ability to validate data inputs in forms
- Ability to offer in-app messages / pop-ups (announcements, banners, notifications, etc.)
- Ability to pre-fill text fields / forms within walkthroughs

Admin-/creator-mode

- Ability to customize balloon and widget
- Ability to rearrange the steps using drag and drop / up and down

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Digital Adoption Platform (DAP) – Technology Vendor Profile Compendium 2022

Everest Group’s remarks on technology vendor

Market impact

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)

Measure of capability: ● High ○ Low

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Market impact and vision & capability assessment of technology vendors for DAP

Measure of capability:  Low  High

Service provider	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision & strategy	Product capability	Analytics & reporting	Implementation & support	Engagement & commercial model	Overall
Technology vendor 1										
Technology vendor 2										
Technology vendor 3										
Technology vendor 4										
Technology vendor 5										
Technology vendor 6										
Technology vendor 7										

Research calendar

Human Resources Outsourcing (HRO)

Published Planned Current release

Flagship HRO reports

	Release date
Multi-process Human Resources Outsourcing (MPHRO) Services – Service Provider Compendium 2021	February 2021
Multi-process Human Resources Outsourcing (MPHRO) – State of the Market Report 2021	February 2021
Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment with Service Provider Landscape 2021	March 2021
Rewards and Recognition (R&R) Solutions State of the Market Report 2021: The Era for Modernizing Employee Engagement	June 2021
Learning Services PEAK Matrix® Assessment with Service Provider Landscape 2021	June 2021
Digital Adoption Platform (DAP) Products PEAK Matrix® Assessment with Technology Vendor Landscape 2021	August 2021
Multi-country Payroll (MCP) Solutions PEAK Matrix® Assessment 2021	October 2021
Learning Services Provider Profile Compendium 2021	October 2021
Digital Adoption Platform (DAP) – Technology Vendor Compendium 2022	October 2021
Digital Adoption Platform (DAP) Products – State of the Market Report 2022	Q4 2021
Multi-country Payroll (MCP) Solutions Service Provider Profile Compendium 2022	Q4 2021
Multi-country Payroll (MCP) Solutions Annual Report 2022	Q4 2021

Thematic HRO reports

	Release date
Employment Outsourcing Models	March 2021
Employee Experience Management (EXM) Platforms	June 2021
Payroll 4.0: A New Era for Global Payroll	July 2021
Human Resource Outsourcing (HRO) 4.0: Reinventing the HR Function	October 2021

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
Process Mining – Technology Vendor Landscape with Products PEAK® Matrix Assessment 2021	May 2021
Intelligent Document Processing (IDP) – Technology Vendor Compendium 2021	June 2021
Intelligent Process Automation (IPA) – State of the Market Report 2021	June 2021
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2021	August 2021
Digital Adoption Platform (DAP) Products PEAK Matrix® Assessment with Technology Vendor Landscape 2021	August 2021
Robotic Process Automation (RPA) – Technology Provider Landscape with Products PEAK Matrix® Assessment 2021	September 2021
Conversational AI – State of the Market Report 2021	October 2021
Process Orchestration – State of the Market Report 2022	October 2021
Digital Adoption Platform (DAP) – Technology Vendor Compendium 2022	October 2021
Digital Adoption Platform (DAP) Products – State of the Market Report 2022	Q4 2021
Robotic Process Automation (RPA) State of the Market Report 2022	Q4 2021

Thematic SOT reports

	Release date
Understanding Cloud-native RPA	January 2021
Mine Your Journey to Digital Excellence	March 2021
Intelligent Document Processing (IDP) Playbook 2021	June 2021
Process Mining Playbook 2021	June 2021
Scaling Up Intelligent Automation	August 2021

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



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