

Digital Adoption Platforms (DAP) State of the Market 2023 – Update

December 2023: Complimentary Abstract / Table of Contents



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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Background and scope of the research

Technology is rapidly evolving as a key lever for enterprises to improve their business processes. Despite central banks' positive signals on interest rates, enterprises remain cautiously optimistic. Cost savings and efficiency improvement will be important points of consideration for them in the near future. Enterprises will also look to improve efficiencies by using digital technologies and optimizing investments in technology infrastructure.

To achieve their objectives, enterprises can employ Digital Adoption Platforms (DAPs), which provide a one-stop solution to accelerate their digital transformation journeys. The DAP ecosystem has evolved significantly from its core purpose of providing guidance and basic analytics. Enterprises are using it for purposes that include automatically executing workflows and generating executive-level insights, among others. As the market for DAP matures, providers are also looking to make DAPs into strategic transformation tools for enterprises by investing in partnership ecosystems and offering value-added services.

As enterprises embark on their digital transformation journeys, DAPs will enable strategic change within organizations with visible results and minimal capital expenditure. With the evolution of AI, DAP solutions will also drive superior productivity backed by contextual and personalized guidance.

In this study, we investigate the state of the DAP technology provider market.

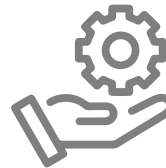
We focus on:

- Key highlights of the 2022-23 DAP market
- DAP market size and adoption trends
- DAP solution characteristics
- Buyer feedback, challenges, and best practices
- DAP investment themes
- DAP provider landscape
- Future outlook

Scope of this report



Geography
Global



Technology providers
DAPs in the market that are available for independent licensing were considered for this report

Overview and abbreviated summary of key messages

DAPs are overlay solutions that are designed to facilitate seamless adoption and learning of the underlying applications. This report examines the global Digital Adoption Platform market in detail. It focuses on the changing market dynamics and emerging buyer adoption trends. The study provides key highlights of the DAP market, detailed information about the market overview, buyer objectives, key investment themes, and evolving solution characteristics. The report also looks at the vendor landscape and the market shares and growths.

Some of the findings in this report, among others, are:

Market overview and adoption trends

- The DAP market will be restrained by a tough economic situation and have a moderate YoY growth of 15-25% in 2023. However, it is forecasted to grow at a healthier pace of 25-35% CAGR from 2024
- North America and Europe have a high market share and continue to grow at a rate of more than 20%. APAC is likely to witness rapid growth in the next five years

DAP solution characteristics

- FTEs in support services grew by a significant amount, with providers aiming to differentiate in the market by providing services such as consulting, integration, and technical support.
- Providers are looking to simplify the pricing model to make it easy to understand for buyers and to retain customers in the tough economic cycle. Enterprise-wide licensing is on the rise.

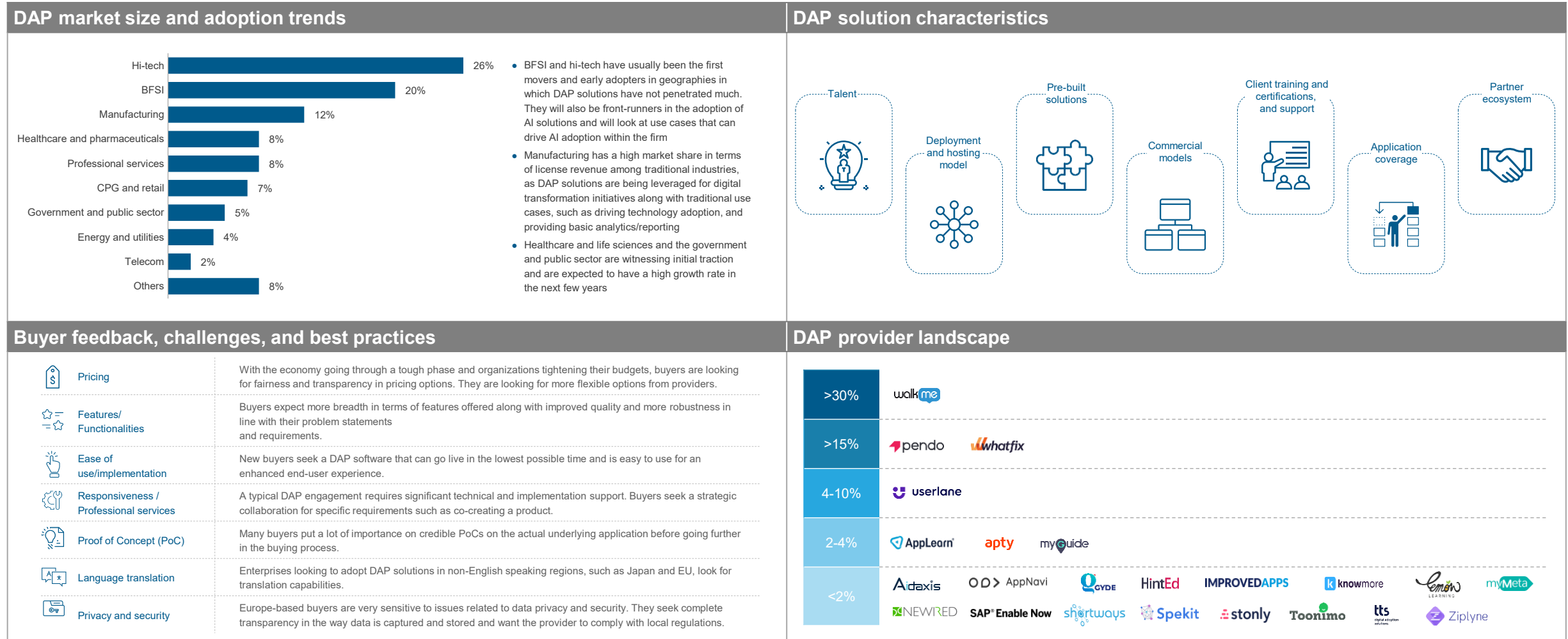
Buyer feedback, challenges, and best practices

- Pricing was cited by most buyers as the key reason for choosing a particular vendor, and they are looking for flexibility in pricing options.

Key investment themes

- In terms of investments, AI-powered features and advanced analytics emerged as the most important themes. Features like text-to-code, detecting shadow AI use, prescriptive summaries, and AI-based data validation are live or are in the pipeline.
- Generative AI will be a key enabler in the DAP ecosystem, with providers looking to use it to enhance content creation, self-support, and chatbots.

This study offers multiple distinct chapters providing a deep dive into key aspects of DAP market; below are four charts to illustrate the depth of the report



Research calendar

Human Resources

Published
 Planned
 Current release

Reports title	Release date
Nine Employee Experience Solutions Enterprises Need – Is Surviving the Recession Enough?	March 2023
People Analytics Platforms	March 2023
Unlocking the Full Potential of Users Through Userization and DAPs	March 2023
Rewards and Recognition (R&R) Solutions PEAK Matrix® Assessment 2023	April 2023
Multi-process Human Resources Outsourcing (MPHRO) Services PEAK Matrix® Assessment 2023	August 2023
Employee Experience Management (EXM) Platforms PEAK Matrix® Assessment 2023	August 2023
Digital Adoption Platforms (DAP) PEAK Matrix® Assessment with Technology Provider Landscape 2023	September 2023
Employer of Record (EOR) Solutions PEAK Matrix® Assessment 2023	September 2023
Multi-Country Payroll (MCP) Solutions PEAK Matrix® Assessment 2023	October 2023
Multi- Country Payroll (MCP) Solutions – Provider Compendium 2023 – Update	December 2023
Employer of Record (EOR) – State of the Market – Update 2023	December 2023
Digital Adoption Platforms (DAP) State of the Market 2023 – Update	December 2023
The Rise of Next-Gen Digital Adoption Platforms: Embarking on a Journey of Limitless Value in the Age of AI	Q1 2024
Multi-country Payroll (MCP) Solutions State of the Market 2023	Q1 2024

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