



Digital Adoption Platforms (DAP) – Provider Compendium 2024

October 2024: Complimentary Abstract / Table of Contents

Provider Compendium
Human Resources



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- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Lending and Mortgages
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
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For more information on this and other research published by Everest Group, please contact us:

Sharath Hari N, Vice President

Era Singh, Practice Director

Anurati Gupta, Senior Analyst

Chetan Somani, Senior Analyst

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Background and scope of the research

Realizing the full potential of digital transformation has long been a challenge for enterprises. However, as they advance, the next wave of AI-driven transformation has arrived. Digital Adoption Platforms (DAPs) are essential in this evolving landscape, bridging the gap between complex software and user adoption. DAPs not only help users navigate applications and business processes effectively but also facilitate secure AI adoption by swiftly applying guardrails to drive the right user behavior. Moreover, with the infusion of AI into DAPs, these platforms are poised to evolve and become even more intelligent, simplifying the user experience and driving overall business success.

To support enterprise objectives, DAPs are rapidly expanding their capabilities beyond traditional user adoption. They are now being employed for software rationalization, risk and compliance management, and driving productivity. The market has seen significant M&A activity, with four acquisitions in the past year alone, underscoring the critical role that DAPs play in successful transformations. Hence, embracing DAP technology will be key for businesses aiming to stay competitive and maximize the value of their software investments in the digital age.

In this report, we present detailed profiles of DAP technology providers, covering the following aspects of their DAP offerings and capabilities:

- Company overview
- Recent deals and announcements
- Market adoption and client portfolio mix
- Product overview and partnerships
- DAP product features and functionalities and key enhancements

Scope of this report

Assessment: assessing the DAP software available in the market for independent licensing; operational and product information as of Q1 2024

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

Technology providers: covers 19 DAP technology providers including Aidaxis, AppNavi, Apty, Cornerstone Guide, Gyde, HintEd, Improved Apps, Inline Manual, Knowmore, Lemon Learning, myMeta Software, Newired, Oracle Guided Learning, Pendo, SAP Enable Now, Shortways, Userlane, WalkMe, and Whatfix

Overview and abbreviated summary of key messages

This compendium provides a detailed and fact-based overview of 19 DAP technology providers’ offerings. Each profile highlights the provider’s technology capabilities along with presence across geographies, industries, and buyer sizes sub-segments. This study will enable buyers to assess the providers based on their desired set of capabilities, while technology providers will be able to benchmark their capabilities against their competitors.

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

Profiles of DAP providers

Each technology provider profile captures the following details of providers vis-à-vis their DAP capabilities:

- Company overview, including key leaders, clients, DAP revenue, and key partners
- Recent deals and announcements
- Client portfolio mix by industry, geography, buyer size, application area, and application coverage
- Product overview and key enhancements
- DAP technology capabilities and offerings – Includes detailed capabilities and offerings of the DAP providers such as sub-dimensions of in-app guidance and support, administrator-/creator mode, user behavior and product analytics, and implementation, training, and support, among many others

The DAP Compendium report has 19 technology provider profiles

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Provider 1 profile (page 1 of 5)

Company overview

Company overview
Founded in 2019, Provider 1 adopts a human-centric approach. Organizations accelerate their digital transformation journeys, increase productivity. Its value proposition lies in its ability to tailor solutions to the needs of enterprises and end-users. With its legal headquarters in Italy, Provider 1 currently has five offices globally and Tokyo.

Headquarters: New York City, New York **Website:**

Key leaders

- ABC, CEO
- ABC, COO

Key clients

- ABC
- ABC
- ABC
- ABC
- ABC

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Provider 1 profile (page 2 of 5)

Product overview

Product overview
Provider 1 accelerates digital adoption by providing in-app guidance support users throughout digital processes. It can tailor the user experience using its XYZ, which is a low-code/no-code framework that can be used to create content, check for data quality, and simplify the UI/UX of the underlying platform. The platform supports workflow automation, data retrieval, and on-premise RESTful API bridge along with generative AI assistance. It can integrate with cross-application architectures and provide analytics to business users to simplify complex processes.

Product enhancements in the last 12-18 months

- Released the XYZ to utilize pre-built plugins and customize Module's tool editor
- Introduced a new XYZ, which provides a convenient web editor for fonts for project use
- Brought in a XYZ to create templates for use in content creation and engagement
- Enhanced direct web integration capabilities by providing in-app guidance, enabling XYZ requests within its XYZ
- Enabled integration with XYZ and XYZ for enhanced analytics

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Provider 1 profile (page 3 of 5)

Capabilities and offerings

In-application guidance and support

Step-by-step guidance (interactive or side-by-side walkthroughs)	Tooltip
Self-help / Contextual help widget feature	Cross-application
In-house surveys (polls, NPS, forms, etc.) to collect user feedback ¹	Walkthrough documentation
Automatic contextualization (ability to display content in a help widget/checklist that is specific to a particular page/location)	Ability to integrate with external content

Administrator-/Creator-mode

Steps recorder / Elements selection (in one go)	In-place editor
Flowchart visualization of the walkthroughs	User segmentation
Auto-testing of the created walkthroughs	Built-in demo

AI-/Generative AI-based capabilities

Content summarization (generate answers to user queries using knowledge bases)	Content guides
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Applications supported

Browser-based applications	Mobile
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1 This is now available with the July 2024 product update
2 Provider 1 is using generative AI to conversationally interact with end-users, etc.

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Provider 1 profile (page 4 of 5)

Capabilities and offerings

User behavior and product analytics¹

Usage of different applications/processes (number of users, task completion rate, etc.)	Time spent
Error rates (for the underlying applications)	Feature usage

Workflow and usage analytics

Step-wise data (time spent, drop-off points, number of users, etc.)	Cross-application
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Enterprise dashboards

License utilization	Project
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Reports and drill-downs

Customized/Ad hoc reports for clients	Download and Export
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Pre-built packages/walkthroughs²

Salesforce	SAP S/4HANA
Oracle	SAP S/4HANA

Open ecosystem (integrations)

External survey platforms	Support
---------------------------	---------

1 Provider 1 has a professional services team that can develop custom dashboards.
2 This is available on a custom basis as per client requirements.
3 Provider 1 provides partners the possibility to create templates via Provider 1.
Note: User behavior and product analytics can be measured with or without the track user interaction with DAP-created content.

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Provider 1 profile (page 5 of 5)

Capabilities and offerings

● Available
 ● In the roadmap
 ● Available on custom basis
 ● Not available

Data security and compliance			
Ability to handle sensitive information and ensure data protection	ISO 27001 certification ¹	SOC 2 certification	Accessibility compliance (e.g., WCAG and VPAT)
FedRAMP certification	Active directory integration	Single sign-on support for users	Role-based access controls (for administrator, content creator, etc.)
Implementation, training, and support			
Training offered by provider	Training offered via certified partners	Training offered in multiple languages ²	Embedded product help tool
Remote maintenance support	24/7 support service	Certification programs (for DAP content creators, SIs, implementation partners, etc.)	Product manual/documentation
Online user community and support forum	Ability to provide professional services	Center of Excellence (CoE) creation support	Built-in version control for the product
Hosting model options			
Central server (on-premise)	Public cloud	Private cloud	Hybrid fashion
Browsers-/Desktop-/Mobile-based applications supported			
Google Chrome	Microsoft Edge	Mozilla Firefox	Safari
Windows	macOS	Citrix and VDI	Android
iOS	React Native	Xamarin	

1 Received the ISO 27001 certification in April 2024
2 Provider 1 provides training in English and Italian languages

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Research calendar

Human Resources

	Published	Current release	Planned
Reports title	Release date		
Multi-country Payroll (MCP) Solutions – State of the Market Report 2023 – Update			January 2024
Evolving with AI: the Rise of Next-Generation Digital Adoption Platforms (DAPs)			March 2024
Reaping the Benefits of Unified Pay Solutions: Saying Goodbye to Payday Puzzles			April 2024
People Analytics Platforms PEAK Matrix® Assessment 2024			April 2024
Introduction to the Skills Intelligence Technology Landscape			April 2024
The Skills Intelligence Technology Landscape: Focus on Talent Management			May 2024
The Skills Intelligence Technology Landscape: Focus on Talent Acquisition			May 2024
People Analytics Platforms – Provider Compendium 2024			June 2024
Digital Adoption Platforms (DAP) PEAK Matrix® Assessment 2024			September 2024
Multi-Process Human Resources Outsourcing (MPHRO) Services PEAK Matrix® Assessment 2024			September 2024
Multi-country Payroll (MCP) Solutions PEAK Matrix® Assessment 2024			October 2024
Digital Adoption Platforms (DAP) – Provider Compendium 2024			October 2024
Digital Adoption Platforms (DAP) – State of the Market Report 2024			Q4 2024
Rewards & Recognition (R&R) PEAK Matrix report 2024			Q4 2024
Multi-Process Human Resources Outsourcing (MPHRO) – Provider Compendium 2024			Q4 2024
People analytics platforms PEAK Matrix® Assessment 2025			Q1 2025

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Stay connected

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-214-451-3000

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everestgrp.com

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