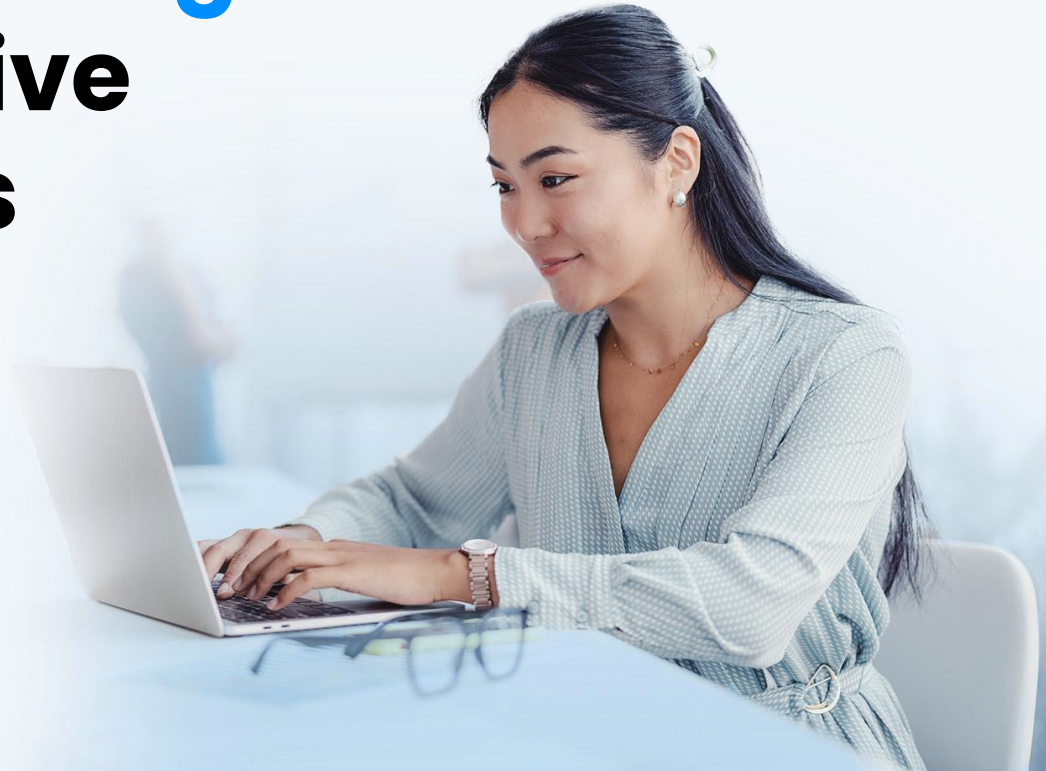# How to Improve Digital Dexterity to Drive Business Goals

walkme

"

# If you build it, they will come.

**Vivek Behl**
**Digital Transformation Officer, EMEA & APAC - WalkMe**

# walkme

**2022-2023**

# The State of Digital Adoption

From transformation to adoption:
How enterprises can unlock value
from their digital spend

# Methodology

## Audience

- **20%** CIOs
- **20%** Departmental Operations
- **10%** Senior IT Executives
- **10%** CSO/CRO
- **10%** CHRO/Chief People Officer
- **10%** CFO
- **10%** COO

## Sample Size

- **500 – 5,000** Employees = 30%
- **5,000+** Employees = 70%

### 1,475
Senior Business Leaders

| North America | | Australasia | | UK & Ireland | | Western Europe | | | |
|---|---|---|---|---|---|---|---|---|---|
| USA | Canada | Australia | New Zealand | UK | Ireland | DACH | Benelux | Nordics | France |
| 20.5% | 20.5% | 8% | 8% | 16% | 5.5% | 5% | 5% | 6.5% | 5% |

# Organizations continue to spend under pressure.

## 67%
of enterprises are under "incredible pressure" to accelerate digital transformation

**Top business objectives from digital projects**

Improving user experience and staff retention
37%

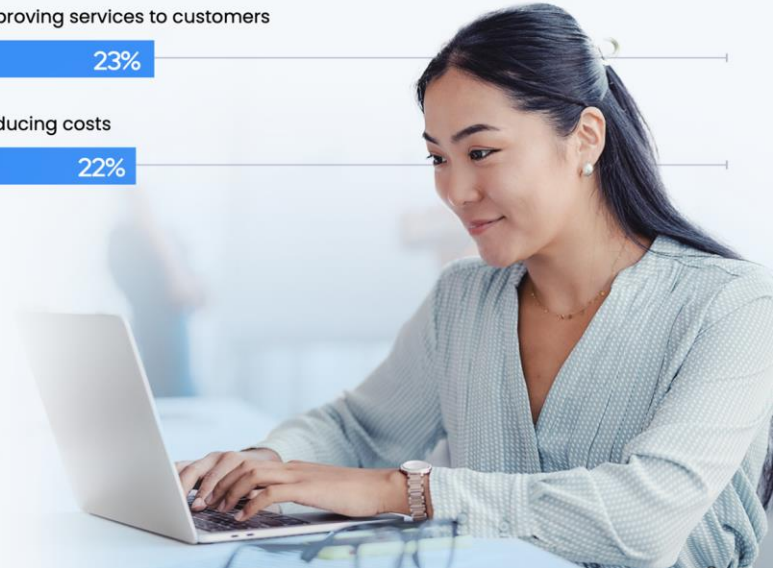Complying with data security and protection
31%

Increasing efficiency
27%

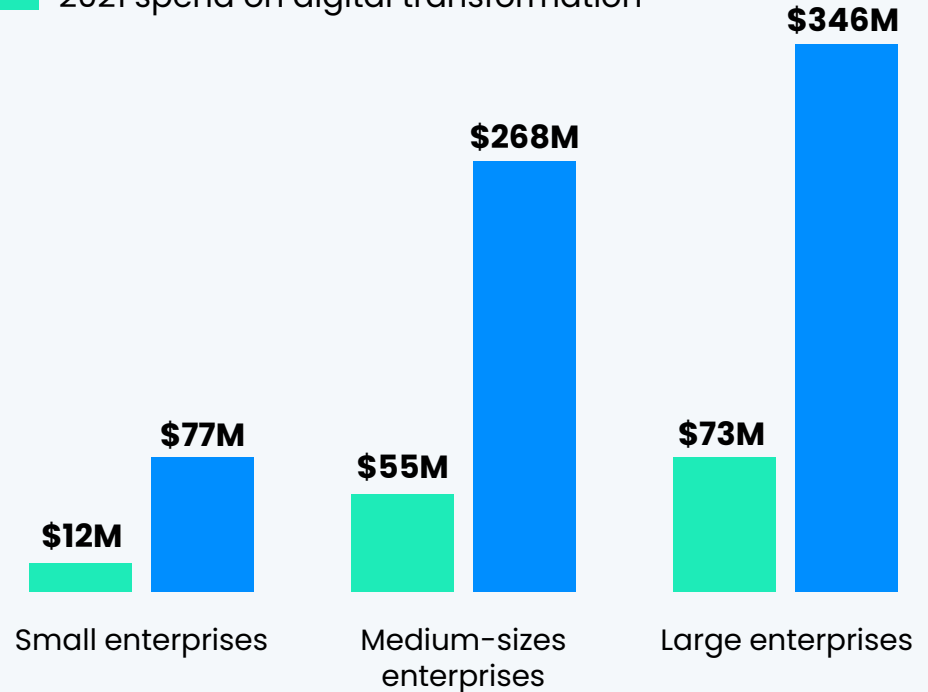Improving services to customers
23%

Reducing costs
22%

# Digital spend is a strategic investment.

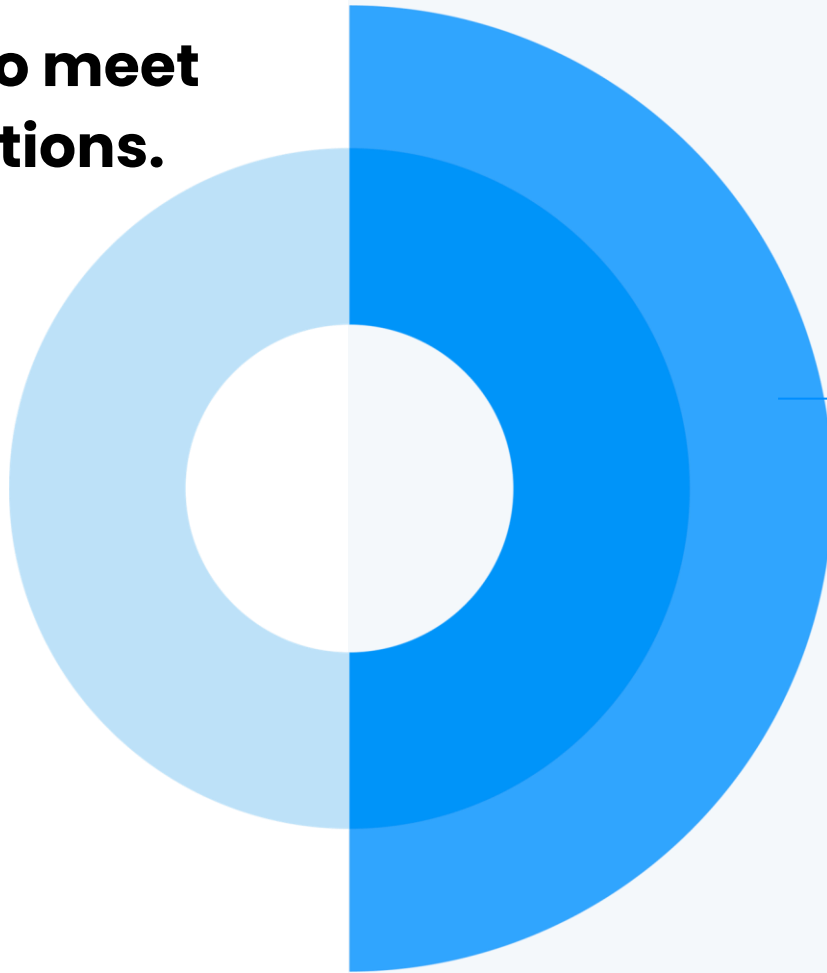Worldwide IT spending is projected to total **$4.6 trillion in 2023, an increase of 5.1% from 2022.**

Source: Gartner, Gartner Forecasts Worldwide IT Spending to Grow 5.1% in 2023

## Digital Transformation spent as part of the strategic goal expenditures

- 2021 spend on attempting to reach goals
- 2021 spend on digital transformation

**$346M**

**$268M**

**$77M**

**$55M**

**$12M**

**$73M**

Small enterprises

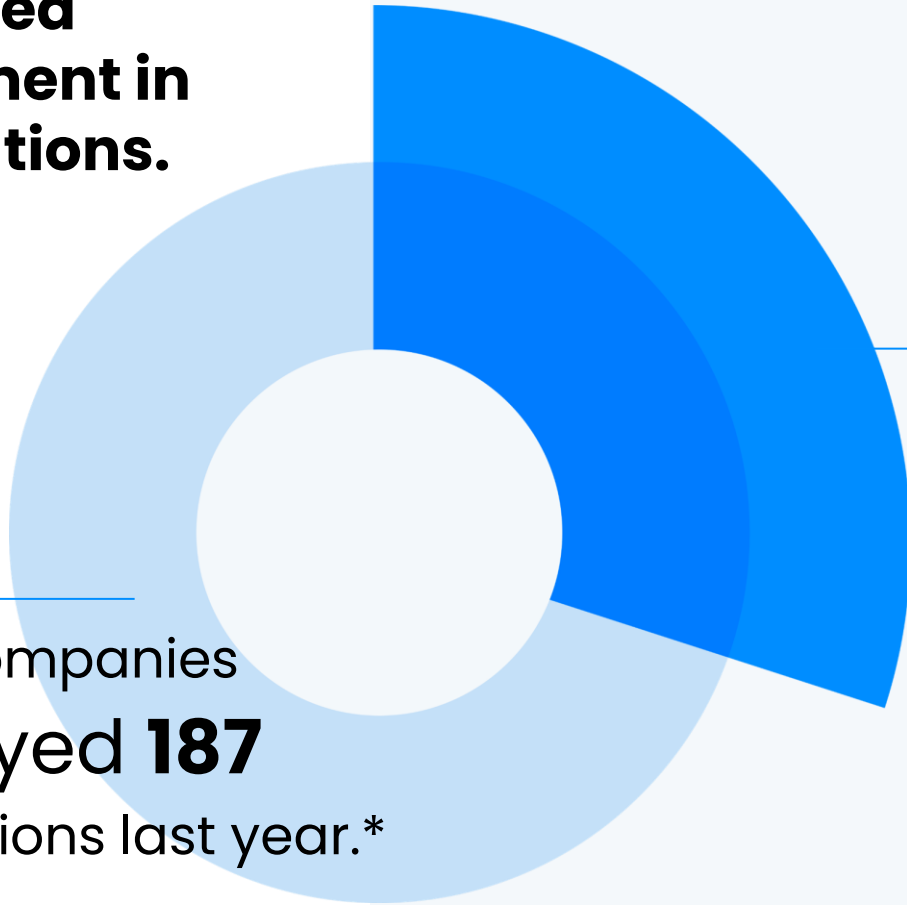Medium-sizes enterprises

Large enterprises

# Failing to meet expectations.

## 50%

of enterprises believe they only realize **half the value** of their applications

# Increased investment in applications.

~**30%**

**of application are duplicative** or add limited value

Large companies **deployed 187** applications last year.*

> **The average employee spends 9% of their time switching between apps.**

Harvard Business Review

**~180hrs** per employee, per year

# Investment vs. reality.



# 60%

of decision makers are concerned about whether digital projects will provide the expected ROI because **end users aren't adopting the technology quickly enough.**

# Investment vs. reality.

The evolution of digital transformation is so rapid that organizations cannot keep pace.

## 60%
of enterprises say change management programs are "no longer fit for purpose"

## 63%
of enterprises say a one-size-fits-all approach to technology support and training "isn't applicable"

## 62%
of enterprises are "concerned" that a lack of understanding of new applications is increasing risk

walkme™

**The ultimate result of digital adoption - employees who are able to use technology to its full extent."**

# The State of Digital Adoption 2022-2023

From transformation to adoption: How enterprises can unlock value from their digital spend

**Scan now to get the report**

**By 2025, 70% of organizations will use digital adoption platforms across the entire technology stack to overcome still insufficient application user experiences.**

**Melissa Hilbert, Maria Marino, Stephen Emmott**
Gartner, Market Guide for Digital Adoption Platforms, 14 September 2022.

# Gartner Market Guide for Digital Adoption Platforms

Understanding how employees get work done

Identifying technology gaps and opportunities

Helping employees (and customers) adopt, engage and become more digitally dexterous

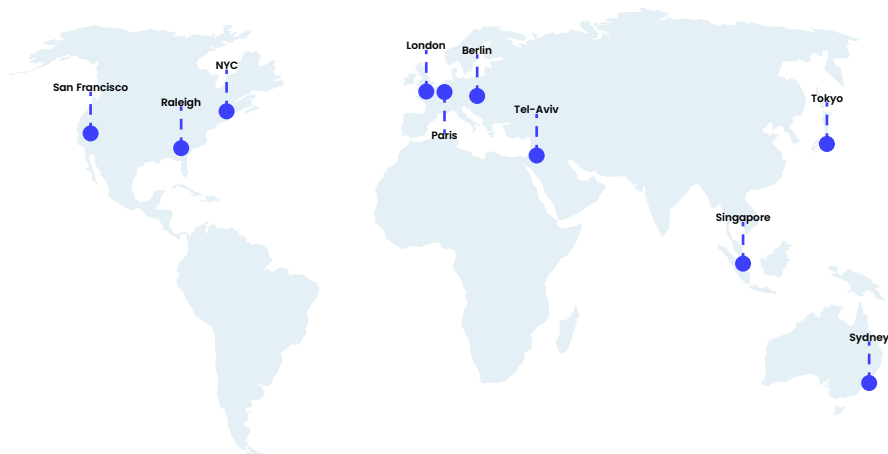# WalkMe has pioneered the Digital Adoption Platform.

## About WalkMe

**31%**
Of Fortune 500

**~1100**
Employees
Worldwide

**4**
Acquisitions in
Mobile, Analytics & AI



San Francisco
Raleigh
NYC
London
Berlin
Paris
Tel-Aviv
Tokyo
Singapore
Sydney

## About our Customers

**~2K** Global
Customers

**35M** Users
Worldwide

**ALL** Major Industries
Represented

**160+** Countries
Represented

# The WalkMe approach.

# WalkMe's approach to digital adoption.

## 🔍 Discover

See the real usage and pinpoint friction in all the software running in your company, task by task, and in the context of single or multi-application workflows.

**1**

**DAP**

**Business Processes**
Onboarding | Sales Quote | Forecasting | Employee Separation
Travel & Expense | Loan App | Clinical Trial | Claims Adjustment

**Software Stack**
CRM | HCM | ERP | ITSM

**DAP**

## 🔀 Adapt

**2**

De-risk change management by delivering personalized help to people at the time and place they need it most; at the point of friction, across any number of applications.

**Individual Tasks**
Update an opportunity
Self-assessment | Submit a purchase order

## 👥 Prove

Show software ROI with clear and measurable adoption & efficiency KPIs by application, workflow or business process.

**3**

**DAP**

# WalkMe's approach to digital adoption.

## CIO

### Outcome Driven Digital Transformation

Gain visibility into the tech stack as you constantly identify gaps and problem areas to drive user adoption of digital assets.
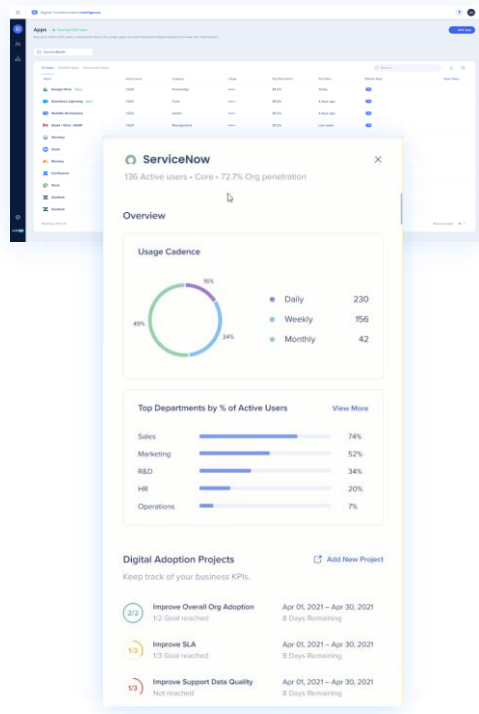
## Employees

### Unified Digital Employee Experience

Effortlessly use any digital asset as you remain efficient and productive across digital journeys.

# Data
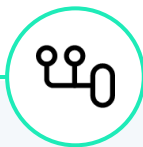
# Builder experience

# User experience

# How **WalkMe** Supports IT Objectives

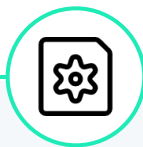Reduce total cost of ownership for new and existing applications

Drive application and process adoption while reducing traditional training costs

Gain visibility into user journeys and improve compliance rates

**Improve cost effectiveness**

**Increase process efficiency**

**Mitigate risk and drive compliance**

# How Customers are Improving Digital Adoption Across Critical User Journeys

Automated System to System Service Requests.

Measured Continuous Integration Continuous Delivery User Adoption.

Consistent User Automated Access Management

Personalized & Interactive Performance Management & Appraisals

Interactive & Integrated Knowledge Management

Insightful Release Management

# Visit the WalkMe team at **booth #27** to:

See a live demo of WalkMe's Digital Adoption Platform

Get your own WalkMe swag

Speak to a WalkMe expert to find out how we can help you maximize the value of your software investments.

Thank you.