

PwC Expert Insights: Digital adoption platforms

W. Hufnagel, A. Wagner, C. Hermesdorf



Start your digital adoption journey

In an age of digitisation and exponential change, enabling quick adoption of emerging technologies has become a significant challenge faced by organisations of all sizes.

We would therefore like to share with you our key insights and information on starting your digital adoption journey based on our experience of supporting international organisations with software rollouts.

Traditional training methods and even digital formats such as e-learning or video tutorials are too slow, expensive, and static in the face of fast-changing processes, software configurations and business demands.

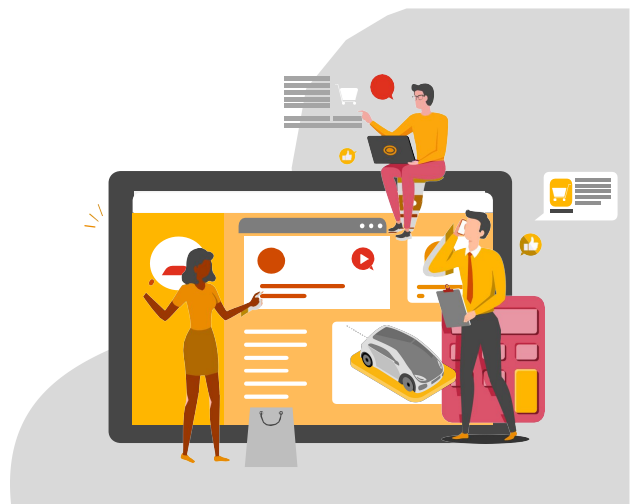
In recent years, a new solution category has emerged to address the growing need for more effective software adoption. Digital adoption platforms (DAPs) act as an interactive layer on top of the underlying system to enable learning in the flow of daily work. They provide context-sensitive guidance and background information to end users at the point of need. This enables end users to learn how to use a system while simultaneously completing workflows. With the help of DAPs, user errors can be eliminated by defining conditions for proceeding to the next system step.

DAPs can double software acceptance rates and increase utilisation by up to 75%, while significantly reducing resources required for content creation compared with other training methods.

Owing to sharply increasing demand, recent years have seen multiple DAP providers grow their customer base. While most of them offer the same core functionality, there are significant differences in their feature sets and primary use cases. For this reason, PwC's clients have been increasingly requesting our input and advice on which provider to choose for their digitisation initiatives.

To address this high level of interest, we would like to present a concise overview of some of the leading digital adoption platforms.

If you would like to learn more about DAPs and PwC's services, please feel free to contact our experts. Contact details can be found at the end of this document.



Vendor comparison



The following section aims to provide you with a concise overview of four leading digital adoption platforms that PwC has worked with: **Userlane**, **WalkMe**, **SAP Enable Now** and **Whatfix**. The chosen evaluation criteria reflect some of the questions most often asked by our clients concerning digital adoption platforms and should be considered as an overview, rather than a complete picture. Since each of the vendors addresses slightly different use cases and excels in serving their market segment, this comparison is set up to give you an initial idea of which provider might be the best fit for you.



Userlane

Userlane sets itself apart through its visually pleasing, clean and intuitive interface for authors and end-users.

Focusing on the core functionalities of a DAP, **Userlane** allows for comparatively seamless integration into the underlying application on which it is deployed. In comparison to the others listed, this provider is also the fastest in terms of

time-to-implementation and offers superior support.



Enable Now

Compared to the competition, **Enable Now** opts for a larger variety of ways in which users can access guidance over and above the in-app guidance.

For example, **Enable Now** can also create interactive process simulations (similar to screen recordings) without impacting the underlying system and produce reference guides based on the created content.



WalkMe

WalkMe offers the most advanced feature set of all DAPs, including automation and a chat bot to address even the most demanding use cases. Organisations looking to roll out a DAP for more than a single underlying application will profit substantially from this abundance of functionalities.








WalkMe also distinguishes itself with its leading analytics and tour correction algorithms.



Whatfix

Whatfix combines a relatively advanced feature set with a competitive time-to-implementation. This combination gives Whatfix a unique value proposition. Furthermore, this DAP is able to export its guides into various other formats like e-learning, PDFs and videos. This makes Whatfix the most integrable with traditional training approaches.

DAP comparison overview

				
 End user experience	Intuitive UI, seamlessly integrated into the underlying software	Large feature variety with guided tours and context-sensitive tips	Most advanced set of features and guidance options	Powerful features, easy to integrate with other training formats
 Content segmentation	Segmentation based on user criteria and system sections	Segmentation based only on defined user criteria	Granular segments/detailed criteria for limiting guide display	Segmentation based on user criteria and system sections
 Content development	Speedy and intuitive authoring using a simple editor	Resource saving potential through pre-defined content	Most advanced content development features and options	Compromise between a strong set of features and simple authoring
 DAP maintenance	Intuitive dashboard for captured errors and automatic adjustment	Automatic adjustment for moved buttons but no error reporting	Detailed analytics functions and strong automatic correction	Automatic adjustment and error reporting via email or dashboard
 Content translation	Easy translations through export and reupload in standard file format	Extensive automated translation through an add-on	Easy translations in various ways and end-user language selector	Translation in-app or via standard file format export and reupload

Conclusion



DAP vendor selection: an individual choice

This comparison has highlighted some important commonalities and differences between the four leading digital adoption platforms. We hope that it has offered you some valuable insights amidst the complexity of selecting the right provider for your specific use case.

The right choice of DAP is always an individual one, based on the unique requirements and use cases in your organisation, as well as the underlying system or application you seek to support with the DAP.



Comprehensive evaluation criteria

The general guidelines and recommendations highlighted in this article only represent the tip of the iceberg, and it is highly recommended to have your requirements evaluated in detail before selecting a DAP vendor. A successful vendor selection process is typically characterised by a detailed evaluation of a comprehensive set of criteria exceeding those mentioned in these insights, as well as consideration of individual circumstances.

As a best practice, vendor selection decisions should always be made based on a detailed comparison matrix tailored to your organisation's unique requirements.

However, remember that once you have selected the right vendor, your DAP journey has only just begun.



Successful implementation

Our experience with various clients has taught us that a well-executed implementation process carries just as much weight as selecting the most suitable vendor. Implementing a DAP for optimised return on investment requires specialised cross-functional expertise, such that the final setup effectively addresses your people, process and technology requirements.

If you are ready to kick off your digital adoption journey and wish to receive further guidance on where to start, we are here to support you.

Please don't hesitate to get in touch with PwC's dedicated digital adoption experts in the People & Organisation practice.



Get in touch with PwC's digital adoption experts



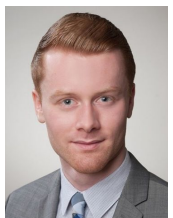
Matthias Pfeiffer

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Digital Enablement Lead, PwC Germany
Mobile: +49 175 2911057
Email: matthias.pfeiffer@pwc.com



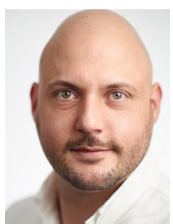
Wolfgang Hufnagel

.....
Digital Adoption Expert, PwC Germany
Mobile: +49 170 9356358
Email: wolfgang.hufnagel@pwc.com



Adrian Wagner

.....
Digital Adoption Expert, PwC Germany
Mobile: +49 151 53549817
Email: adrian.w.wagner@pwc.com



Christoph Hermesdorf

.....
Digital Adoption Expert, PwC Germany
Mobile: +49 160 94461567
Email: christoph.hermesdorf@pwc.com