Digital Adoption Platforms
Using analytics and on-screen guides to optimize the employee experience

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DIGITAL ADOPTION PLATFORMS

APPCUES
APPLEARN ADOPT
APTY
INLINE MANUAL
PENDO

CONSTELLATION
ShortList™
9
solutions
to know

SPEKIT
USERIQ
WALKME
WHATFIX

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

About This Constellation ShortList™

The portfolio of applications and websites people use to work with their colleagues and engage with customers continues to grow. Learning how to efficiently use them all has become a major challenge. If training hurdles are not overcome, employee satisfaction and customer loyalty can suffer, creating a negative reputation for the brand.

To solve these challenges, a new category of software—digital adoption platforms (DAPs)—has emerged that helps guide people right within the context of the work task or process they are performing. While it is easy to see these tools as just on-screen guides, their value lies in the information they also collect on user behavior and missed opportunities. The insights and actions that can be extracted from that data to help optimize how people work while increasing the usage, employee engagement and overall value of IT investments.

Some vendors have developed a general-purpose framework for digital adoption, while others focus on specific use cases, such as human resources, help desk and product management. Both approaches are represented in this Constellation ShortList.

Threshold Criteria

Constellation considers the following criteria for these solutions:

- Prebuilt templates and integrations for popular business applications
- On-screen guidance should be contextual, not limited to linear progression of steps
- Personalization, offering each person his/her own custom experience
- Low complexity of development required to create the guides/workflows
- Dashboards/analytics to provide insights to administrators, helping them understand user behavior and reduce errors
- Support for desktop, web and mobile applications
- Seamless supports user scenarios that span multiple applications
- Use of artificial intelligence for rules engine to dynamically improve workflow conditions
- Professional services to help customers with implementation and best practices

The Constellation ShortList™

Constellation evaluates more than 15 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, vendor selection projects and internal research.

- Appcues
- AppLearn Adopt
- Apty
- Inline Manual
- Pendo
- Spekit
- UserIQ
- WalkMe
- WhatFix

Frequency of Evaluation

Each Constellation ShortList will be updated at least once per year. There could be an update after six months, should the analyst deem it necessary.

Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes

Future of Work

New C-Suite

Next-Generation Customer Experience

To learn more:
Visit www.constellationr.com/ShortList
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Dion covers leadership strategies for The New C-Suite. He is an internationally recognized business strategist, bestselling author, enterprise architect, industry analyst and noted keynote speaker. He is widely regarded as one of the most influential figures in digital strategy, the Future of Work and enterprise IT. At Constellation, Hinchcliffe advises senior executives on leadership strategies necessary to confront change and thrive in the digital era.