



Industry Witnesses Tipping Point for Digital Adoption Platforms Like WalkMe as Leading Research Firms Initiate Coverage of the DAP Category

October 4, 2022

First-ever Gartner Market Guide for Digital Adoption Platforms becomes latest milestone in the DAP category journey; Includes WalkMe among 13 representative vendors in the DAP space

SAN FRANCISCO, Oct. 4, 2022 /PRNewswire/ -- [WalkMe Ltd.](#) (NASDAQ: WKME), a leading provider of digital adoption solutions, today announced its inclusion in the [2022 Gartner® Market Guide for Digital Adoption Platforms](#), the first market scan of the DAP category by Gartner. WalkMe believes the report is the latest evidence of the DAP tipping point the industry is witnessing as research firms, including [Gartner](#), [Forrester](#), and [IDC](#), are now officially covering [digital adoption platforms](#) as its own category. In addition, visionary boutique analyst firm, [Everest Group](#), recently published its PEAK Matrix for DAP in which WalkMe was named the leading digital adoption platform for the third consecutive year.



In the latest publication, [2022 Gartner® Market Guide for Digital Adoption Platforms](#),* 14 out of the 40+ vendors in the DAP space today are recognized as Representative Vendors, noting each one's usage for applications (other than cloud) and language capabilities while providing key findings, recommendations, and market analysis of the DAP category. The report also states, "**By 2025, 70% of organizations will use digital adoption platforms across the entire technology stack to overcome still insufficient application user experiences.**"

"Coverage commitment by the largest analyst firms is monumental for the DAP space," said **Dan Adika, Co-founder and CEO, WalkMe**. "It validates the vision of the early adopters and gives the next wave of customers the confidence that DAP should be the standard for enterprise-wide technology deployments. In our recent [State of Digital Adoption](#) research, we saw a growing number of organizations really understanding the value of DAP as nearly 1,500 IT leaders said they planned to invest an average of \$30M in digital adoption over the next three years. This, along with industry analyst commitment to DAP, really demonstrate the momentum we are seeing in the space."

Founded in 2011, WalkMe created the Digital Adoption Platform category. A decade later, with users in more than 160 countries, WalkMe is trusted by ~2,000 customers, including 80% of the Fortune 10. WalkMe holds 10 distinct technology patents with another six pending, and has achieved more than 45 industry awards, including: [Infoworld Technology of the Year 2022](#) and [Business Intelligence Group's Artificial Intelligence Excellence Award 2022](#).

"Eleven years ago, we identified a challenge, took a concept we believed in, created a product, and told countless stories," **Adika continued**. "This was the critical education required as a category creator, and it has proven to be a critical part of becoming the market leader. We are excited to see the tipping point for DAP, and even more excited about what's next for WalkMe."

Additional Resources:

- Read Dan Adika's [blog post](#) on the tipping point for DAP.
- Download **2022 Gartner® Market Guide for Digital Adoption Platforms** [here](#).
- Visit the [WalkMe Website](#)

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

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About WalkMe

WalkMe's cloud-based digital adoption platform enables organizations to measure, drive and act to ultimately accelerate their digital transformations and better realize the value of their software investments. Our code-free platform leverages our proprietary technology to provide visibility to an organization's Chief Information Officer and business leaders, while improving user experience, productivity and efficiency for employees and customers. Alongside walkthroughs and third-party integration capabilities, our platform can be customized to fit an organization's needs.

Special Note Regarding Forward-Looking Statements:

Certain statements in this press release may constitute "forward-looking" statements and information, within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995 that relate to our current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "may," "might," "will," "could," "would," "should," "expect," "plan," "anticipate," "intend," "seek," "believe," "estimate," "predict," "potential," "continue," "contemplate," "possible" or similar words. These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors, including, without limitation, the following: our ability to manage our growth effectively, sustain our historical growth rate in the future or achieve or maintain profitability; the impact of the COVID-19 pandemic or adverse macro-economic changes on our business, financial condition and results of operations; the growth and expansion of the markets for our offerings and our ability to adapt and respond effectively to evolving market conditions; our estimates of, and future expectations regarding, our market opportunity; our ability to keep pace with technological and competitive developments and develop or otherwise introduce new products and solutions and enhancements to our existing offerings; our ability to maintain the interoperability of our offerings across devices, operating systems and third-party applications and to maintain and expand our relationships with third-party technology partners; the effects of increased competition in our target markets and our ability to compete effectively; our ability to attract and retain new customers and to expand within our existing customer base; the success of our sales and marketing operations, including our ability to realize efficiencies and reduce customer acquisition costs; the percentage of our remaining performance obligations that we expect to recognize as revenue; our ability to meet the service-level commitments under our customer agreements and the effects on our business if we are unable to do so; our relationships with, and dependence on, various third-party service providers; our dependence on our management team and other key employees; our ability to maintain and enhance awareness of our brand; our ability to offer high quality customer support; our ability to effectively develop and expand our marketing and sales capabilities; our ability to maintain the sales prices of our offerings and the effects of pricing fluctuations; the sustainability of, and fluctuations in, our gross margin; risks related to our international operations and our ability to expand our international business operations; the effects of currency exchange rate fluctuations on our results of operations; challenges and risks related to our sales to government entities; our ability to consummate acquisitions at our historical rate and at acceptable prices, to enter into other strategic transactions and relationships, and to manage the risks related to these transactions and arrangements; our ability to protect our proprietary technology, or to obtain, maintain, protect and enforce sufficiently broad intellectual property rights therein; our ability to maintain the security and availability of our platform, products and solutions; our ability to comply with current and future legislation and governmental regulations to which we are subject or may become subject in the future; changes in applicable tax law, the stability of effective tax rates and adverse outcomes resulting from examination of our income or other tax returns; risks related to political, economic and security conditions in Israel; the effects of unfavorable conditions in our industry or the global economy or reductions in information technology spending; factors that may affect the future trading prices of our ordinary shares; and other risk factors set forth in the section titled "Risk Factors" in our Annual Report on form 20-F filed with the Securities and Exchange Commission on March 24, 2022, and other documents filed with or furnished to the SEC. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this press release. You should not put undue reliance on any forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.



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