



WalkMe Named A Leader and A Star Performer in Everest Group Digital Adoption Platform PEAK Matrix® Assessment 2023 for Fourth Consecutive Year

September 28, 2023

Creator of Digital Adoption Platforms continues to garner industry recognition for delivering true business value to enterprises around the world

SAN FRANCISCO, Sept. 28, 2023 (GLOBE NEWSWIRE) -- Continuing its market leadership as the pioneers of the Digital Adoption Platform (DAP) category, [WalkMe Ltd.](#) (NASDAQ: WKME) today announced it has been named a Leader and a Star Performer in the Everest Group Digital Adoption Platform Products PEAK Matrix® [assessment](#) 2023. The report details a framework that gauges market impact, vision, and capabilities to aid enterprise buying decisions. This distinction marks the fourth consecutive year WalkMe secured placement in the top category, capturing the highest marks in both Market Impact and Vision & Capability with the highest overall scores.

With 24 patents granted and another 28 pending, WalkMe's relentless commitment to innovation is shaping the future of work. Among the key differentiators cited in the PEAK Matrix report are WalkMe's advanced analytics and dashboarding capabilities. Other differentiators highlighted include:

- WalkMe Discovery, an enterprise-level dashboard that gives C-level executives visibility into the enterprise tech stack and the inefficiencies in software investment and adoption
- UI Intelligence tool to understand users' interaction with applications; it identifies important elements in the UI of any web app and captures and aggregates data in a heat map
- Digital Experience Analytics (DXA), session playbacks, and funnels to analyze a user's journey with WalkMe by capturing interactions such as clicks, inputs, and form submissions
- Digital adoption project dashboard to view the progress of digital adoption initiatives
- Referenced clients have highlighted the product's ease of use for both administrators and end users and its customer support as key areas of strength

"When WalkMe created the first DAP, we built our platform to support the largest enterprises in their digital transformation efforts," **said Dan Adika, Co-founder and CEO, WalkMe.** "Little did we know that the adoption rate by organizations of all sizes would be so massive and the impact so clear. The evolving capabilities of DAP have enabled organizations to effectively navigate all types of technology – even the recent increase of AI applications. But whether it's through boosting employee digital dexterity, ramping up onboarding, reducing business errors, or streamlining change management programs, DAPs have proven their ability to drive business outcomes."

"WalkMe's strong scores across the board are underpinned by the company's strong vision and roadmap, and its continuous innovation to infuse AI and generative AI in DAP to make DAP an intelligent unified layer for connecting, automating, and simplifying interactions across software systems and workflows," **said Sharath Hari, Vice President at Everest Group.** "It's this continued innovation that contributes to the business value that WalkMe aims to deliver to its customers."

WalkMe empowers organizations to embrace digital innovation, which leads to increased efficiency, employee satisfaction, cost savings, and overall value of the software investment. A recent [study**](#) reported the business value WalkMe provides its customers, including a 3-year ROI of 494%, achieved through a 60% reduction in support tickets, 40% reduced business errors, and \$41.5 in new annual revenue.

What customers are saying about WalkMe*:

"The analytics capabilities, which provide the insights that our business deems critical, really set WalkMe apart from its competitors. WalkMe provides quick, easy, and effective in-app communication, plugs holes if/when required, and it allows me to invite new users into our apps, which makes them feel supported from day one."

–**Nathan Aitken, Software Development & Training Manager, Dentsu**

"I love how helpful WalkMe as a product is. I know HTML is easy, but I am someone who hadn't worked with HTML before and had to start working with it for better utilization of WalkMe. With the resources and community available, anyone can DAP now! Users don't need to be tech savvy, it is a very DIY type of application and anyone can learn it easily just by working through the editor and insights. Speaking from experience, I wouldn't recommend any other product for DAP."

–**Anaida Walia, Customer Success Analyst, LevaData**

*Taken from 10/10 rated reviews on G2; shared with permission from each reviewer.

**Source: Report commissioned by WalkMe: [The Business Value of WalkMe](#), IDC #US50860123, June 2023

- Download the [report](#).

- Read Dan Adika's [blog](#).

Everest Group is a research firm focused on strategic IT, business services and engineering services. The Everest Group PEAK Matrix is a proprietary framework for the assessment of market impact, vision and capability that provides the analysis and insights enterprises need to make critical selection decisions about global services providers, locations, and products and solutions within various market segments.

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 platform leverages 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:

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the "Securities Act") and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements contained in this press release other than statements of historical fact, including, without limitation, statements regarding the Company's future financial results, including revenue and non-GAAP operating loss guidance, and expectations regarding the company's operations and future profitability are forward-looking statements. The words "believe," "may," "will," "estimate," "potential," "continue," "anticipate," "intend," "expect," "could," "would," "project," "plan," "target," and similar expressions are intended to identify forward-looking statements, though not all forward-looking statements use these words or expressions. 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 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; 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 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 14, 2023, 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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