WalkMe Launches Propel Partner Program to Support Growing Demand for Digital Adoption Technology Worldwide

October 23, 2023

Global program designed to activate, manage, and scale solutions, services, and technology partners through new world-class interface

SAN FRANCISCO, Oct. 23, 2023 (GLOBE NEWSWIRE) -- WalkMe Inc. (NASDAQ: WKME), a leading provider of digital adoption solutions, today announced Propel, a new partner program tailored to give global and regional services integrators as well as ISV/tech alliance partners a head-start in harnessing the rapidly-expanding Digital Adoption Platform (DAP) market. The new experience of the program offers existing and new partners the foundation to unlock enterprise-scale revenue streams delivering consistently brilliant, personalized, and responsive digital experiences for joint customers.

Propel allows participants to join WalkMe's growing ecosystem of hundreds of partners. Offering four levels of participation – Strategic, Premier, Select, and Certified – partners will benefit from enhanced interaction and interfaces, ultimately driving expansion into global markets, maximizing outcomes for clients.

*Register for the Propel virtual event taking place **24 October, 2023**: AMER, EMEA, APAC*

"Through Propel, we are committed to giving customers more integrated solutions and outcomes, with a robust ecosystem of highly skilled and trained WalkMe partners, to assist customers in their digital adoption journeys," said **Jim Nairn, Senior Vice President of Strategic Alliances.** "WalkMe is committed to supporting our partners by providing them with more content, tools, and training to support their own revenue streams. Propel delivers a comprehensive strategy to meet the increasing needs of one of the fastest-growing segments in the technology industry."

Propel offers a litany of benefits to partners; some major examples include:

- **Dedicated training & certification:** includes pre-sales & product training and certifications at no cost
- **Financial rewards:** gives partners the resources they need to succeed, including funds for lead generation, joint marketing campaign and other cross-promotional activities for upper level partners
- **New partner portal:** includes easy deal registration to speed the sales process, allowing partners to focus on their core business; enhanced "partner finder" lets customers discover the ideal partner to meet their business requirements based on region, industry, or domain expertise

Propel enables solutions and service providers to build differentiated solutions around WalkMe's Digital Adoption Platform, supporting AI-deployments and myriad other enterprise applications. WalkMe empowers organizations to embrace digital innovation to increase efficiency, employee satisfaction, cost savings, and overall value of software investments. A recent IDC 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.

Quotes:
"Because of the cross-functional nature of Digital Adoption Platforms, it's essential DAP vendors offer an effective partner program that addresses vertical needs and region-specific issues. WalkMe is leaning into the vertical expertise of its partner community to expand its presence in the market. Propel is an example helping vertically focused enterprises create exceptional employee experiences."
–Amy Loomis, Research Vice President, IDC

"At SolutionsATI, we help our clients make the most of their IT investments, and WalkMe's Digital Adoption Platform is an essential element to deliver that value and promote application adoption. It boosts employee comfort and productivity across all applications for our clients, accelerating the return-on-investment from their entire tech stack."
–Edward Porta, President & Founder, SolutionsATI

"We have a tremendous focus on the end user experience and adoption for the solutions we deliver to customers. With WalkMe, we can help improve technology return on investment and experience for our clients using WalkMe's leading Digital Adoption Platform. We look forward to continuing our partnership with the WalkMe team across the Asia Pacific market."
–Siddhartha Dev, Founder & CEO, DigitizeNow

"Ciklum proudly supports WalkMe's new partner program, as it presents an exciting opportunity to empower businesses in their digital transformation efforts. With WalkMe's Digital Adoption Platform complemented by Ciklum's expertise in Intelligent Automation, Data & Analytics, and Custom Product Development, we can achieve successful outcomes for our clients across the globe. Through our modern, data-driven approach to change management, employee training and user analytics, powered by WalkMe's AI capabilities, we lay a strong foundation for our clients' digital transformation journeys, creating substantial value for their enterprise."
–Adam Clayton, Digital Adoption Practice Lead, Ciklum

Resources:

- Register for the Propel virtual event: AMER, EMEA, APAC
- Register for Realize, WalkMe's annual digital adoption event

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

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 and Section 21E of the Securities Exchange Act of 1934, as amended. All statements contained in this press release other than statements of historical fact 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 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 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.

Media Contact:
Christina Knittel
press@walkme.com

Investor Contact:
John Streppa
investors@walkme.com