



WalkMe Sets the Stage for Powering Successful AI Transformation at Industry Analyst Day

May 13, 2024

Industry analysts gain insights into WalkMe's visionary approach to AI-driven digital adoption

SAN FRANCISCO, May 13, 2024 (GLOBE NEWSWIRE) -- [WalkMe Ltd.](#) (NASDAQ: WKME), a leading provider of digital adoption solutions, announces the successful conclusion of its annual Industry Analyst Day. Held in New York City on May 1-2, this milestone event gathered key industry analysts from across the globe to deep-dive into the rapidly evolving digital adoption platform (DAP) space, with a special emphasis on generative AI. WalkMe is well positioned for the rapidly expanding generative AI market, which Bloomberg predicts will grow to [\\$1.3 trillion](#) by 2032, due to the company's unique ability to help organizations realize the full promise of generative AI.

Unlike conventional platforms, WalkMe has the context necessary to proactively offer personalized, actionable guidance in the flow of work, ensuring every user can participate in AI transformation. WalkMe's approach democratizes AI usage across the enterprise and accelerates productivity for organizations investing in these technologies. The company takes a human-centric approach, with a focus on successful adoption of AI through its award-winning, patented technology that surfaces AI capabilities to users directly in the flow of work, when and where they need it most. Amid the explosive growth of generative AI applications, enabling end-users to actually use these technologies has never been more important.

Event Highlights and Speakers

The agenda was rich with insights from industry leaders and WalkMe executives:

- **Opening Keynote: "The Complexity of Change in the AI Era"** presented by WalkMe's CEO and Co-founder, Dan Adika, explained how the combination of WalkMe's unique human-computer interaction data set and proprietary DeepUI AI technology with general purpose LLMs positions the company as the key enabler for organizations to truly unlock the promise of new generative AI capabilities and realize the productivity gains they're expecting.
- **Special Sessions Included:**
 - **"KPMG: AI Strategy & WalkMe Journey"** - Aaron Purcell, Managing Director & Innovation Leader at KPMG
 - **"Cisco - WalkMe Value Story: Driving Transformation through Digital Adoption"** - Steffaney Zohrabyan, Sales Innovation & Insights Leader at Cisco and KJ Kusch, WalkMe Global Field CTO
 - **"Federal GTM: Adapt & Adopt Technology at the Speed of The Mission"** - Darby McNulty, DOD Strategic Growth Leader at Red River and Billy Biggs, WalkMe General Manager, Public Sector, Aerospace, Defense & Enterprise
- Attendees also experienced an interactive **Demo Tour**, showcasing WalkMe's platform capabilities in action. Highlights include: driving strategy with application adoption data, aligning DAP programs to business outcomes, optimizing critical workflows, and delivering context-aware AI assistance.

"My excitement for what we're building at WalkMe and the tremendous value we bring to our customers is at an all-time high," said **Dan Adika, CEO & Co-founder, WalkMe**. "A theme that shaped many conversations at this event is that people are at the center of realizing the full promise of AI. To put people first, you need to understand context. Contextually aware AI is what will allow organizations to realize the full promise of these technologies. Never have we been better positioned to enable our customers to achieve new standards in productivity."

Join WalkMe for annual flagship event, Realize, on June 18

WalkMe's annual Realize event brings together changemakers, customers, and partners, demonstrating what WalkMe can do for them — both now and on the horizon. On the heels of excitement from its most engaging analyst event yet, WalkMe will share announcements about its new generative AI offering, which will shape the future of work and build transformative value for customers and end-users.

[Register for Realize today!](#)

About WalkMe

WalkMe (WKME) pioneered the world's leading Digital Adoption Platform (DAP) so companies can effectively navigate the constant change brought on by technology. With WalkMe, organizations drive enterprise productivity and reduce risk by ensuring consistent, responsible, and efficient adoption of software and the workflows it powers. Our AI-driven platform sits on top of an organization's tech stack, identifies where people experience friction, and delivers the personalized guidance and automation needed to get the job done, right in the flow of work. Customers like IBM, Nestle, ThermoFisher Scientific, and the U.S. Dept. of Defense trust WalkMe to create the people-centric experiences required to boost the effectiveness of their workflows and maximize software ROI.

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 18, 2024, 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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