Digital Adoption Professionals Emerge as Key Players in AI Transformation, New WalkMe Survey Reveals

July 25, 2024

WalkMe celebrates Digital Adoption Platform (DAP) Professionals Day with new survey data

SAN FRANCISCO, July 25, 2024 (GLOBE NEWSWIRE) -- **WalkMe (NASDAQ: WKME),** a leading provider of digital adoption solutions for effectively navigating technology change, today announced the results of its annual DAP Professionals Survey. The survey results highlighted the pivotal role DAP professionals play in driving innovation and transformation, notably in regard to integrating AI into daily workflows.

Key Survey Highlights

- **Widespread AI Adoption:** Nearly 60% of DAP professionals are utilizing AI products or solutions in their daily tasks. AI is already impacting digital adoption projects, making processes more efficient and effective.
- **Most Sought-after AI Use Cases for DAP Professionals:**
  - Task Automation: 29.4%
  - Streamlining Workflows: 28.3%
  - Application Walkthroughs/Guided Tours: 21%
- **AI Adoption Challenges:** 38% of DAP professionals report that less than a quarter of their organization uses GenAI tools, and another 15% indicate no GenAI use within their company. Roadblocks include lack of technical knowledge, regulatory or security concerns, and insufficient change management. This highlights a tremendous growth opportunity for DAP professionals.
- **Notable Upward Mobility:** In North America, DAP professionals see significant increases in salary as early as 1 to 2 years into their digital adoption career. The results show potential for rapid advancement, with 68% of DAP professionals in North America earning more than the median salary.
  - In an effort to remove barriers to learning, all certification exams within the Digital Adoption Institute (DAI) are now free of charge for WalkMe customers. Learn more here.
- **Remarkable Growth as a Profession:** Over 7,000 professionals currently include WalkMe on their LinkedIn profiles, a 169% increase from 2020.

“As organizations face an imperative to tap into generative AI technologies, DAP professionals play a vital role integrating AI into enterprise workflows,” **said Brittany Rolfe Hillard, VP Customer Experience & Engagement at WalkMe.** “This recent survey highlights the adaptive nature of DAP professionals and their crucial role in driving digital transformation across industries.”

Access the full report here.

Join the Celebration

Nominations are now open for the 2024 DAPP100. The Top 100 DAP Professionals list recognizes movers and shakers across industries and geographies based on crowdsourced nominations and voting. Vendor employees are not eligible. Nominate yourself or someone else here.

- **Friday, August 9** – nominations close
- **Monday, August 19 to Friday, September 6** – open voting
- **Tuesday, September 24** – DAPP100 winners announced

About WalkMe
WalkMe (WKME) pioneered the world’s leading Digital Adoption Platform, enabling organizations to navigate the change brought on by technology. Leveraging over a decade of experience, WalkMe’s platform integrates generative AI to deliver proactive, accessible, and actionable insights. Our context-aware solutions guide users through any workflow, identifying and resolving digital friction to ensure seamless execution of critical processes across all departments. Trusted by global leaders like IBM, Nestlé, ThermoFisher Scientific, and the U.S. Department of Defense, WalkMe empowers organizations to maximize software ROI and drive people-centric digital transformation. For more information, please visit our website at: www.walkme.com

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.

Media Contact:
Melanie Pasch
press@walkme.com

Investor Contact:
John Streppa
investors@walkme.com