

Everest Group PEAK Matrix[®] for DAP Technology Vendors 2020

Focus on Whatfix
July 2020



Introduction and scope of the research

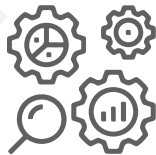
Everest Group recently released its report titled “[Digital Adoption Platform \(DAP\) Products PEAK Matrix® Assessment with Technology Vendor Landscape 2020](#).” This report analyzes the changing dynamics of the DAP product landscape and assesses the technology vendors across several key dimensions. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of DAP technology vendors based on their market impact and vision and capability. As a part of this report, Everest Group analyzed 14 DAP technology vendors and classified them into Leaders, Major Contenders, and Aspirants

Based on the analysis, **Whatfix emerged as a Leader**. This document focuses on **Whatfix’s** DAP experience and capabilities and includes:

- Whatfix’s position on the DAP PEAK Matrix
- Detailed DAP profile of Whatfix

Buyers can use the PEAK Matrix to identify and evaluate different technology vendors. It helps them understand the technology vendors’ relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, then match them against service provider capability for an ideal fit.

Scope of this report:



Assessment

Assessing DAP software available in the market for independent licensing. Operational information as of December 2019 and product information as of Q1 2020



Coverage

Coverage across all industries, geographies, end user focus areas (employee vs. customer), and platforms (browser, native mobile, desktops)



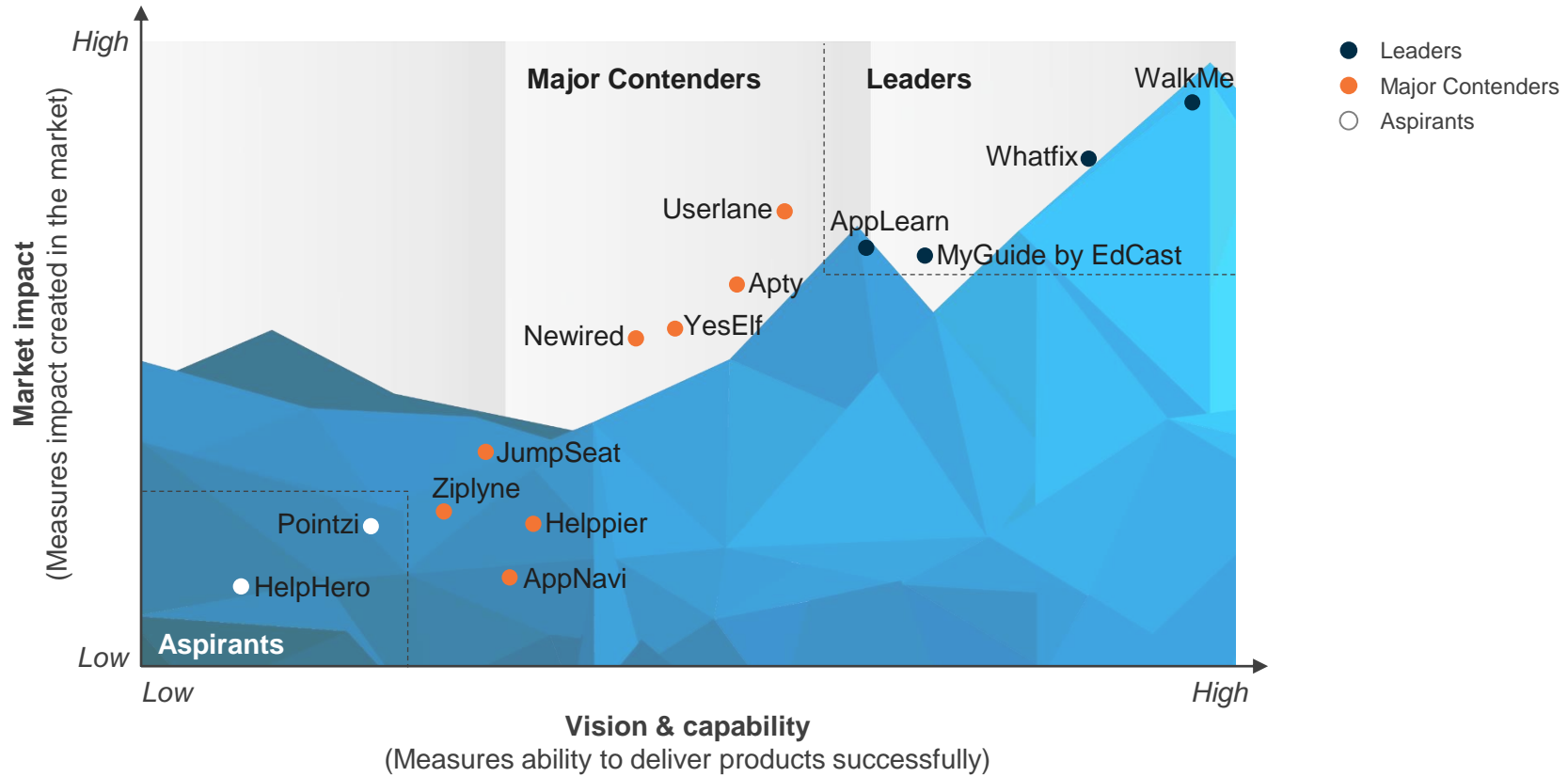
Technology vendors

Coverage across 14 DAP technology vendors including AppLearn, AppNavi, Apty, HelpHero, Helpier, JumpSeat, MyGuide by EdCast, Newired, Pointzi, Userlane, WalkMe, Whatfix, YesElf, and Zipllyne

Everest Group PEAK Matrix®

Digital Adoption Platform (DAP) Products PEAK Matrix® Assessment 2020 | Whatfix positioned as Leader

Everest Group Digital Adoption Platform (DAP) Products PEAK Matrix® Assessment 2020



Whatfix | DAP profile (page 1 of 7)

Overview

Company overview

Whatfix aims to empower companies to maximize business outcomes by eliminating technology complexities for their users. Whatfix currently has offices in India, the US, the UK, and Australia. The company is backed by marquee investors such as Sequoia and Cisco Investments, and has received funding to the tune of US\$50 million. In 2019, Whatfix acquired Airim, an AI-powered personalization engine, to autonomously deliver personalized in-app guidance and self-help to enterprise users.

Key leaders:

- Khadim Batti, CEO and Co-founder
- Vara Kumar, CTO and Co-founder
- Vispi Daver, SVP, Global Sales
- Kapil Jaiswal, VP, Product Management
- Stuart Laidlaw, VP Partnerships
- Dattatri Radhakrishna, VP Engineering
- Manoranjan Ingudam, VP Customer Success
- Vipul Gupta, VP Demand Generation

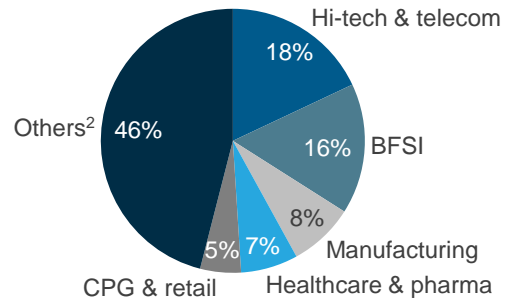
Headquarters: San Jose, US and Bengaluru, India

Website: www.whatfix.com

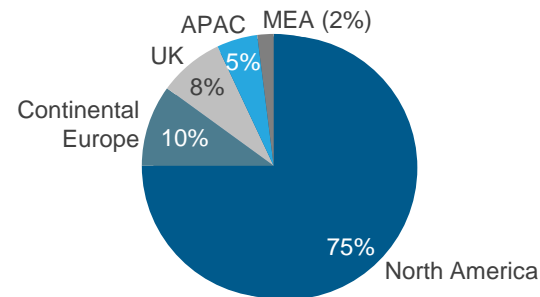
Key clients



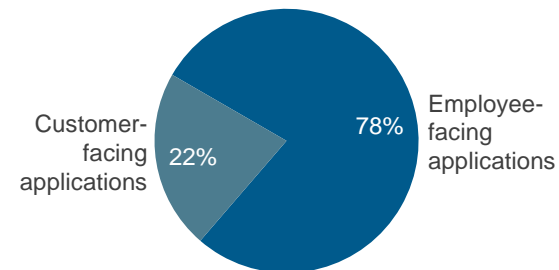
Split of DAP revenue by buyer industry



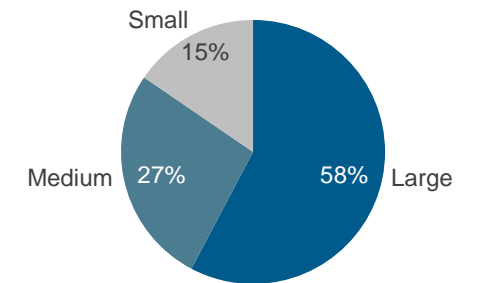
Split of DAP revenue mix by buyer geography



Split of DAP revenue by application area



Split of DAP revenue by buyer size¹



¹ Whatfix segments its clients as large (>5,000 employees), mid-size (1,000-5,000 employees), and small (<1,000 employees)

² Others include government & public sector, CPG & retail, architecture, engineering, and automotive

Note: Operational information as on December 2019 and product-/offering-related information as on March 2020, collected as part of the study / based on Everest Group estimates

Whatfix | DAP profile (page 2 of 7)

Overview

Product overview

Whatfix's product strategy is focused on maximizing user productivity and enabling better adoption. Its DAP includes guidance, automation, analytics, personalization, and content aggregation. The product offers automated walkthroughs to reduce manual effort and empty clicks. It also offers the ability to automatically fill forms and text fields based on pre-defined values, thereby improving user productivity and reducing data entry errors. Its feature list also includes alerts and announcements, analytics and feedback, and the ability to convert the created content into other formats such as videos and pdfs. Whatfix does not capture any Personally Identifiable Information (PII) and ISO 27001 and SOC-2 compliant.

Version number: Q1 2020 Release-2

Release date: Q1 2020

Market adoption and partnership overview

Number of DAP clients: 650

Growth in number of DAP clients over the last year: 120%

Number of FTEs in DAP team¹: 197

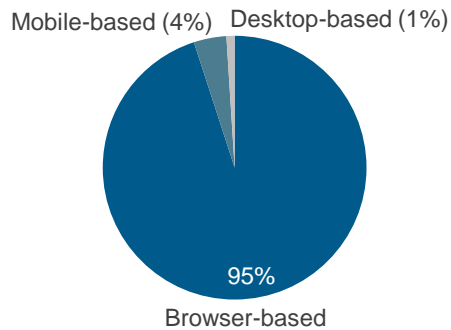
Growth in number of FTEs in DAP team over the last year: 114%

Number of services partners / resellers: 20

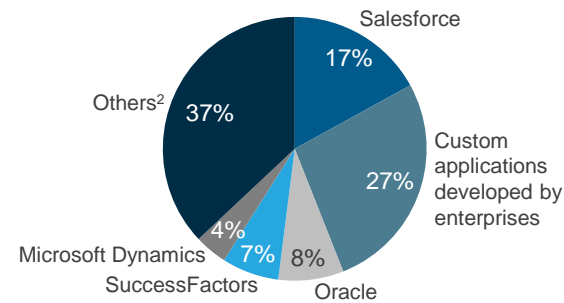
Key services partners / resellers:



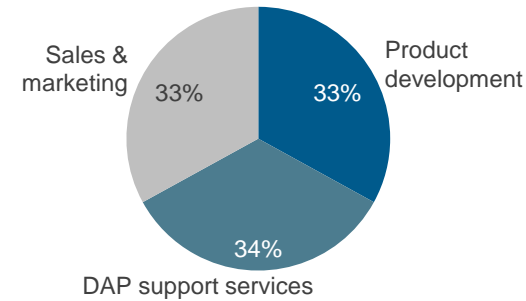
Split of DAP revenue by type of application



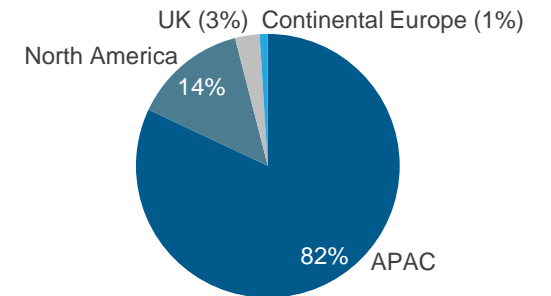
Split of DAP revenue by underlying enterprise application



Split of DAP FTEs by function²



Split of DAP FTEs by geography



¹ Includes FTEs in product development, support services (product support, implementation, etc.), and sales & marketing; excludes FTEs in corporate functions such as HR and IT

² Others include tools such as SAP, ticketing systems, Bullhorn, Icertis, Buildpro, Connerstone, and Taleo

Whatfix | DAP profile (page 3 of 7)

Capabilities

Available In the roadmap Available via formal partnership/integrations Not available

Capability & offerings			
In-app guidance	Ability to continue the same walkthrough across applications	Ability to embed videos, iframes, audios, and images within the balloon	Automatic positioning of the balloon (best-fit position for the balloon)
	Ability to offer branching of walkthroughs	Ability to continue the walkthrough if the page layout / element changes ¹	Ability to offer checklist / task list
	Ability to start/search for a walkthrough (for any application) from any application	Ability to offer tips/information about a particular element	Ability to offer automatic contextualization ¹
	Ability to recommend/suggest walkthroughs for the user in real time		Ability to automatically execute walkthroughs (get user inputs only when necessary)
Additional features	Ability to validate data inputs in forms	Ability to generate shareable link for sharing the walkthroughs	Ability to export the walkthrough into PDFs, videos, text documents, etc.
	Ability to offer in-app messages / pop-ups (announcements, banners, notifications, etc.)	Ability to connect to knowledge bases and display the content in the walkthrough/balloon	Ability to collect user feedback through in-house surveys (polls, NPS, forms, etc.)
	Ability to pre-fill text fields / forms within walkthroughs	Ability to offer chatbot (to get user inputs and trigger walkthroughs, answering user queries)	Ability to offer API-based automation (connecting to the underlying application through APIs and updating/retrieving information)
Admin- /creator-mode	Ability to customize balloon and widget	Ability to record steps / select all elements at once	Ability to create logic to segment users (based on roles, departments, geographies, etc.)
	Ability to rearrange the steps using drag and drop / up and down	Ability to translate language of the content in the walkthrough/tooltip	Ability to offer built-in version control for the walkthrough library

¹ Automatic contextualization refers to the ability to display content in a help widget / checklist that is specific to a particular page/location

Whatfix | DAP profile (page 4 of 7)

Capabilities

Available
 In the roadmap
 Available via formal partnership/integrations
 Not available

Capability & offerings				
Analytics	Ability to identify distress level or confusion of the end users	Ability to track keywords that the users are searching for in the help widget		Ability to support process mining/discovery
	Ability to track step-wise data (completion rates, drop offs, etc.)	Ability to set goal-based analytics (Objectives and Key Results (OKRs))		Ability to track completion rate/percentage of the walkthroughs
	Ability to measure feature adoption rate for the underlying application	Ability to track usage of DAP features (walkthroughs, search, tooltips, etc.)		Ability to compare usage analytics across applications on the same dashboard/chart ¹
	Ability to track completion rates of processes (without deploying walkthroughs)	Ability to provide customized / ad hoc reports for the clients		Ability to download reports/data (in formats such as PDF and Excel)
Open ecosystem	Ability to integrate with external survey platforms	Ability to integrate with support/ticketing system (Jira, Zendesk, etc.)	Ability to integrate with enterprise chatbots	Ability to integrate with information systems for bi-directional flow of data (LMS, HCM, ERP, data visualization tools, etc.)
Browsers supported for end users	Google Chrome	Internet Explorer	Microsoft Edge	Mozilla Firefox Safari
Applications supported	Browser-based applications	Native mobile/tablet applications	Desktop applications ²	Mobile-responsive browser applications
Data security and compliance	Ability to handle sensitive information and ensure data protection		Product certifications (ISO, SOC2, etc.)	Ability to assign role-based access controls (for admin, content creator, etc.)

1 Whatfix can measure session level details such as total number of users, session duration, and time spent across multiple applications

2 Currently supports Microsoft Teams, Zoom, and Slack

Whatfix | DAP profile (page 5 of 7)

Capabilities

Available In the roadmap Available via formal partnership/integrations Not available

Capability & offerings				
Implementation, training, and support	Ability to provide online training	Ability to provide offline/classroom training	Ability to offer training by self	Ability to offer training through partners
	Ability to provide training in multiple languages ¹	Ability to offer embedded product help tool	Ability to provide remote maintenance support	Ability to provide 24/7 support service
	Ability to offer certification programs (for DAP content creators, System Integrators (SIs), implementation partners, etc.)	Ability to offer documentation support / resource library for training	Ability to offer pre-built packages/walkthroughs for major enterprise applications such as SAP and Oracle	Ability to provide professional services ²
Hosting model	Deployed on central server (on-premise)	Deployed on cloud (private/public cloud)	Deployed as a SaaS platform	

Key areas of enhancements in the latest product releases (as of March 2020)
<ul style="list-style-type: none"> • Whatfix expanded its capabilities for desktop applications such as MS Teams, Zoom, Slack, SAP, and custom apps • Whatfix has automated certain walkthroughs that are empty clicks, helping users complete tasks faster and improve user productivity while minimizing errors. Also developed capability to fill forms with values that are predefined • It improved its language translation editor • Whatfix can aggregate content from multiple fragmented external sources such as shared directories and knowledge bases (Confluence, SharePoint, Freshdesk, Zendesk), and display it in the widget/walkthrough • Developed the ability to integrate with SCORM/xAPI compliant Learning Management Systems

Non-exhaustive list of deals, investments, and announcements
<ul style="list-style-type: none"> • Whatfix acquired Airim to improve the platform’s ability to deliver personalized content to the users • Expanded its indirect channel sales and global delivery capabilities with SI and ISV partners • Conducted Digital Adoption Summit, an event that hosted experts from areas such as L&D, HR, Digital Adoption & Transformation, and sales enablement • Whatfix raised \$32 million in Series C funding. Sequoia Capital India led the round, with participation from existing investors Eight Roads Ventures, taking the total funding amount to US\$49.8 million • Whatfix established the “Helping Hand Initiative” to assist its customers in ensuring business continuity while working from home during the COVID-19 crisis

1 Training support is available in French, Hindi, and Italian
 2 It offers deployment services, content creation, onboarding, and training & consulting

Whatfix | DAP profile (page 6 of 7)

Everest Group assessment – Leader

Measure of capability: ● High ◐ Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Product capability	Analytics & reporting	Implementation & support	Commercial model	Overall

Strengths

- Whatfix’s product strategy is focused on maximizing user productivity and enabling better adoption. Its DAP includes guidance, automation, analytics, personalization, and content aggregation
- Whatfix has a strong ecosystem of partners that include SIs such as Wipro and Infosys, who use Whatfix for better change management and digital adoption for their clients. The company has also invested in establishing partnerships with Independent Software Vendors (ISVs) such as Microsoft, Icertis, SAP, and Oracle to incorporate Whatfix into their solutions
- One of its key strengths is its focus on professional services and customer success. In addition to providing a dedicated customer success team for each customer, Whatfix also provides training, consulting, content creation, and maintenance services. To further drive adoption within an enterprise, Whatfix supports clients in the creation of a digital adoption CoE along with providing the necessary resources and skillsets to scale it up
- In 2019, Whatfix acquired Airim, which provides an AI-based personalization engine. By integrating the engine, Whatfix provides personalized guidance for users based on factors such as in-app behavior, engagement pattern, and device type. This will help enterprises to elevate the user experience and the adoption of their applications
- The product offers automated walkthroughs to reduce manual effort and empty clicks. Whatfix also offers the ability to automatically fill forms and text fields based on pre-defined values, thereby improving user productivity and reducing data entry errors

Areas of improvement

- Supporting the creation of walkthroughs on browser-based applications is a strength for Whatfix. While it can support mobile-responsive websites, it currently does not have the ability to support walkthrough creation and playback on native mobile-based applications
- Although Whatfix has strong analytics capabilities with respect to understanding usage analytics and workflow analytics, there is scope to provide more advanced analytics. For example, there is scope to improve its analytics capabilities to compare the usage and adoption of various applications (Salesforce, Workday, etc.) across the enterprise in a consolidated manner
- Although Whatfix has a strong focus on partner and customer training, currently, training is predominantly provided by Whatfix training teams in conjunction with its customer success teams. Expanding and enabling its training partner ecosystem could provide better flexibility for Whatfix and help it train enterprises in various geographies
- While Whatfix has been investing in strengthening its capabilities in the desktop applications space, it currently supports only major applications such as Microsoft Teams, Zoom, and Slack. There is scope to widen its capabilities to support other desktop applications

Whatfix | DAP profile (page 7 of 7)

Everest Group assessment – Leader

Measure of capability:  High  Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Product capability	Analytics & reporting	Implementation & support	Commercial model	Overall
									

Strengths

- Whatfix’s analytics capabilities can be used to understand the walkthrough/training completion levels, usage patterns, and drop-off points. It also offers the ability to connect to external analytics tools used by clients to push Whatfix data for further analysis
- Walkthroughs created on Whatfix can be converted into various formats such as PDFs, slideshows, and videos and are automatically updated whenever there is a change in the walkthroughs. The product can be integrated with SCORM/xAPI compliant LMS to enable users to access the created content within the LMS and vice-versa
- Whatfix has invested in developing content aggregation capability. This enables end users to search and find content across enterprise knowledge repositories without having to leave the application – leading to better engagement and productivity
- To expand its cross-platform capabilities, Whatfix has been investing in its offering for desktop applications. Currently, it offers in-app support using various types of onboarding, training, and help content for applications such as Microsoft Teams, Zoom, and Slack
- The referenced clients have highlighted ease of use of the product, breadth of features, and ability to target and provide relevant content to users as key strengths of Whatfix
- Whatfix’s level of customer support and ability to continuously innovate the product are also mentioned by the referenced clients as some of its strengths

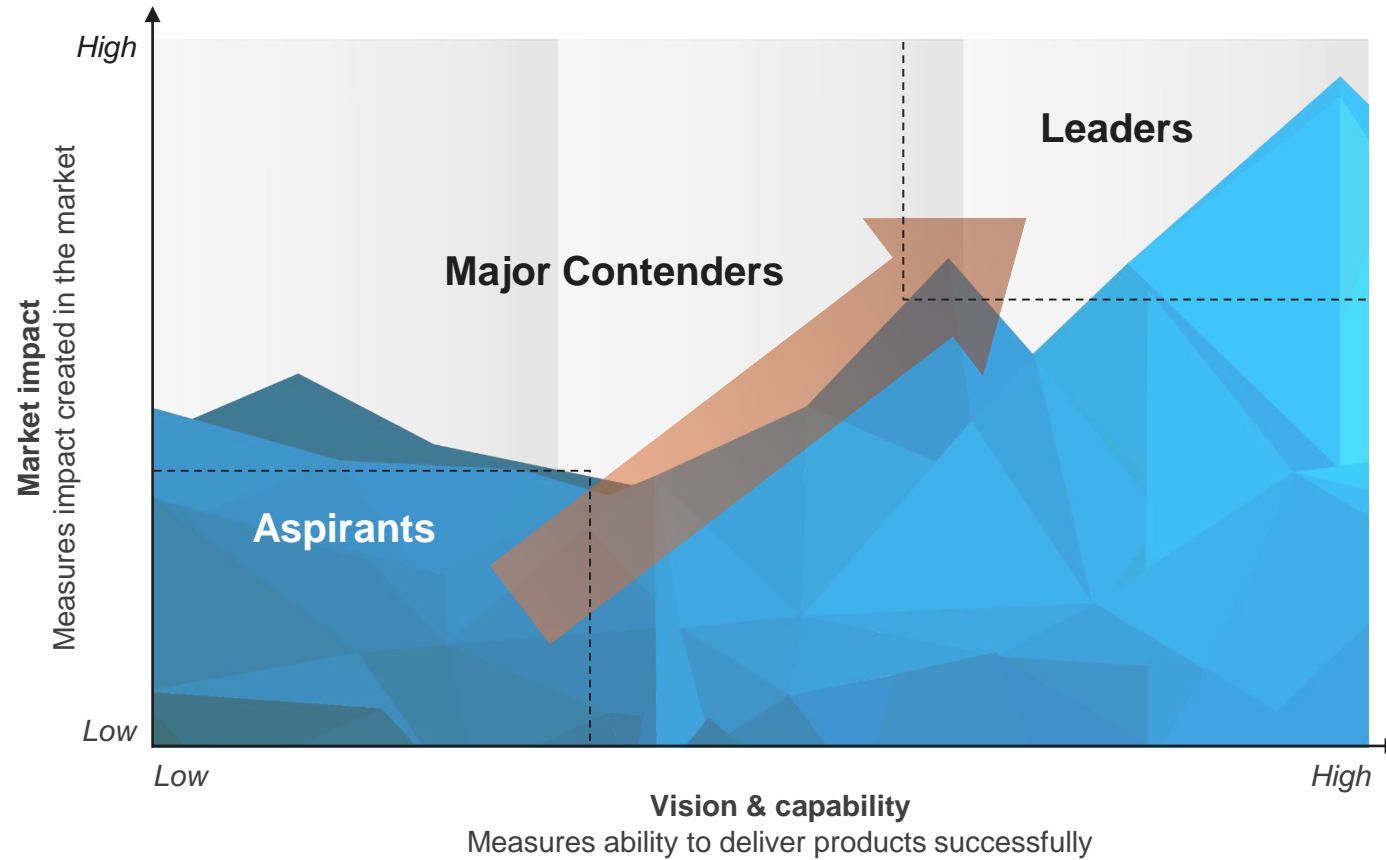
Areas of improvement

- Currently, Whatfix does not offer walkthrough creators the ability to automatically test the created walkthroughs. However, it is investing in developing flow testing automation capabilities – providing the walkthrough creators the ability to schedule automated testing of all flows and generating a report with the findings
- There is scope for improvement in analytics for customer-facing use cases, especially in areas such as providing industry benchmarks for best-in-class performance of products in terms of feature adoption, retention, and user engagement
- While it currently offers many automation capabilities, it does not have the ability to analyze the different process variations and identify potential automation opportunities using ML and process discovery capabilities
- Some of the referenced clients expect Whatfix to provide better version control options of the walkthroughs created and improve the overall management of created content

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

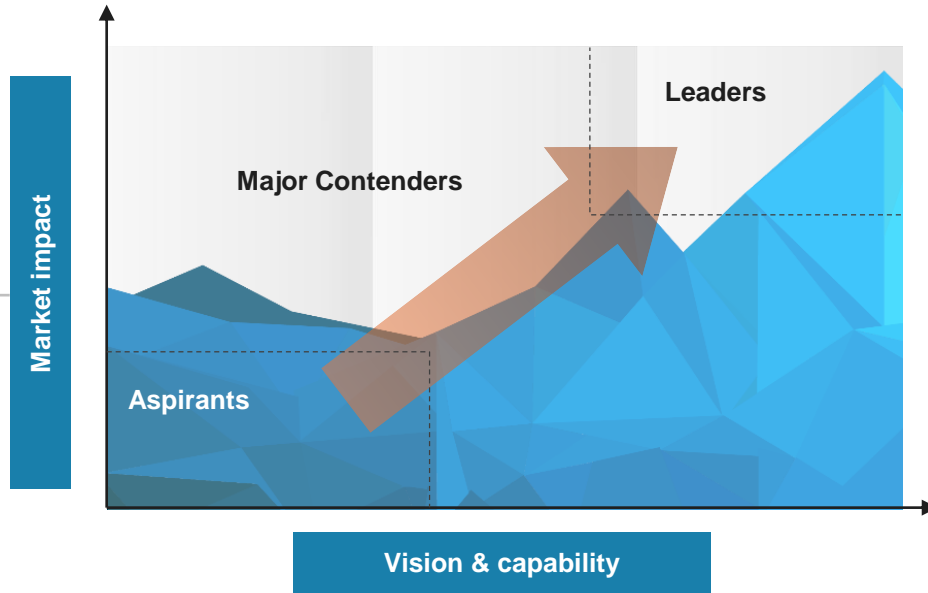
Everest Group PEAK Matrix



Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
Number of clients, revenue base, and YOY growth
- Portfolio mix**
Diversity of client base across industries, geographies, environments, enterprise size class
- Value delivered**
Value delivered to the client based on customer feedback and other measures



Measures ability to deliver products successfully. This is captured through five subdimensions

- Vision and strategy**
Vision for the client and itself; key investments, future roadmap and strategy
- Product capability**
Technical sophistication and breadth/depth across the product, including customizability, data security, and compliance
- Analytics and reporting**
Breadth/depth of analytics including usage analytics, user behavior tracking, and workflow analytics
- Implementation and support**
Deployment options, training & certification, product maintenance, consulting & support services, and partnership ecosystem
- Commercial model**
Flexibility, progressiveness, and client adoption of available commercial models

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?

No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises



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Dallas (Headquarters)

info@everestgrp.com
+1-214-451-3000

Bangalore

india@everestgrp.com
+91-80-61463500

Delhi

india@everestgrp.com
+91-124-496-1000

London

unitedkingdom@everestgrp.com
+44-207-129-1318

New York

info@everestgrp.com
+1-646-805-4000

Toronto

canada@everestgrp.com
+1-416-388-6765

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