



ADOPT

by  AppLearn

Contact: Lucy Newman
Tel: 07807781208
Email: lucy.newman@applearn.tv
Date: 06/04/2017

EMBARGO UNTIL APR 2017

ADOPT, Redefining the future of business

How **ADOPT** stands in its own marketplace.

London, UK – 06 April 2017: Technology underpins the future of business. It's the catalyst businesses need to create and shape the world in which they, and their end users live. Implementing technology in business means doing something different, smarter or better that will make a positive difference; Streamlining processes, improving productivity, data accuracy, efficiency and human engagement.

Simple web applications like Google Docs lend to their ease of use and the way they simplify processes. Google Docs understood that software and usability should go hand in hand. Simple software made for a simpler understanding.

What AppLearn found, is that whilst it was easy to implement these simple tools and technologies, business software is a much more intricate machine.

It's because of this, and people's adversity to change, that digital transformation projects are failing. With 75% projects unsuccessfully delivering their intended value (Gartner).

Enterprises are struggling to manage change properly with old-school change management processes.

Enterprise SaaS applications, such as Success Factors, Cornerstone and Workday, are being implemented without certifying user understanding of the software and the value of the change to them.

Users struggle to adopt business software, because it's complex and it's hard to get used

to a new system when there's a change project in place.

Available Support systems are outdated, inefficient and costly; support desks, support forums, classroom training and online FAQ's to name a few.

Users should be able to access on-demand, in device support in the same way they access support in their social and digital world.

ADOPT, by AppLearn, fulfils the need for on-demand support at ease. A multi-app software platform, designed to help users on demand one-to-one. **ADOPT** makes business software simple, straight-forward and smarter, with a suite of in-app and out of app tools, that deliver and guide a user's journey through any SaaS application. A powerful platform which slots comfortably around any SaaS application; including the likes of Workday, Success Factors and Salesforce. Powerful enough to support any SaaS applications global workforce.

ADOPT has a unique set of innovative features that help users engage with and use software in an innovative, transformative way. Making working and learning a collaborative process.

Built with simplicity in mind, tools like Split Screen provide on demand training and support directly in-app. Smart Pages provide just in time communication to inform users of best practices or changes to process or functionality. These tools, and more, echo the social stream activity we're used to in our lives. With multi-media content including video, PDF's and pop-outs.

Businesses can harness the power of **ADOPT**'s Advanced Analytics to track content and training consumption with system usage data and support ticket data to analyse and act on gaps. Optimising the usage of their software investment.

But **ADOPT** is not plug-and-play. It understands there is no one size fits all solution for digital transformation projects.

AppLearn knows that software is at its most effective when it's designed to support and encourage behaviours and processes that lead to success. This is what will continue to nurture its remarkable company ethos; **ADOPT**, we make business software simple.

About AppLearn

AppLearn is the global leader in software adoption. It's platform, **ADOPT**, is pioneered from years of research in a market which is expected to be worth \$124bn by 2017.

ADOPT draws on AppLearn's extensive knowledge of IT and software adoption to deliver the world's most powerful, most effective adoption tool. Working alongside over 40 global enterprises. With 5 million users, in 172 countries, in 34 languages. Every second of every day, enterprises are using AppLearn's insights to make their software implementation a success.

Visit our website here www.applearn.com or talk to sales on +44 (0) 8455 20 20 80

###