



# ADOPT

by  AppLearn

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**Date:** 10/08/2017

**EMBARGO: 10/08/2017**

## AppLearn Recognized on Constellation ShortList™ or Digital Adoption Platforms for Q3 2017.

Leading Offerings for Digital Leaders Transforming Business Models

AppLearn today announced it was named to the Constellation ShortList™ for Digital Adoption Platform in Q3 2017. To remain competitive in the continually evolving business environment, organizations must implement technologies that not only complement existing strategies but also support radical transformation of business models. The technology vendors included on the Constellation ShortList provide the key functionality and requirements for early adopters pursuing digital transformation initiatives.

AppLearn are the creators of **ADOPT**. A cloud based digital adoption platform designed to help users adopt digital transformation initiatives. Built around the way people work today. **ADOPT** allows business leaders to connect and upskill users so that they are prepared to embrace new business transformation and the tools and processes that come with it.

Mark Barlow, AppLearn CEO said: "We're delighted to be shortlisted by Constellation as a leading DAP. We are seeing more businesses think a lot harder about the associated impact and subsequent loss of productivity that Digital transformation may have on their business."

"There's a much more comprehensive focus on adoption as a topic which certainly wasn't the case 3-4 years ago. And **ADOPT** was created to help businesses adopt their digital transformation projects."

R "Ray" Wang, chairman and founder at Constellation Research said: "The right timing, teams and technology are the three T's for crafting digital business models to achieve digital transformation success.

"Each Constellation ShortList, researched and curated by our analysts, guides early adopters in identifying the right technologies to build successful and competitive programs."

Constellation advises leaders and teams on leveraging disruptive technologies to achieve business model transformation. Products and services named to the Constellation ShortList meet the threshold criteria for this category as determined by Constellation Research through client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. The Constellation ShortList is frequently updated as market conditions change.

For more information, visit [www.applelearn.com](http://www.applelearn.com).

## 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 their website here [www.applelearn.com](http://www.applelearn.com) or talk to their team on +44 (0) 8455 20 20 80

## Disclaimer

Constellation Research does not endorse any solution or service named in its research.

## About Constellation Research

Constellation Research is an award-winning, Silicon Valley-based strategic advisory and futurist research firm. Constellation's analysts serve as innovation advisors for leaders and Global 2000 organizations navigating the challenges of business-model disruption and transformation. Unlike legacy analyst firms, Constellation works closely with solution providers, partners, and its Constellation Executive Network of innovative buy-side

leaders, C-suite executives and board of directors to lead the way in disrupting technology and research coverage areas. The goal – deliver to clients what they need to achieve valuable business results.

For more information about Constellation Research, visit [www.ConstellationR.com](http://www.ConstellationR.com)



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