

A Digital Adoption Platform (DAP)



Founded in 2014, Whatfix is a global B2B SaaS organization that has been recognized as a leader in the digital adoption platforms (DAP) category for the past 4+ years by leading analyst firms like Gartner, Forrester, IDC, and Everest Group. Over the past 3 years, Whatfix has accelerated its pace of innovation and forayed into analytics and application simulation categories to become a multi-product organization.

Whatfix has ~1000 employees present across the US, India, UK, Germany, Singapore, Philippines, France, Netherlands, Poland, Ukraine, South Korea, and Australia and is currently used by 700+ customers across the globe, including 80+ Fortune 500 companies.

What We Do

Whatfix empowers enterprises to enhance user productivity and experience, driving accelerated ROI from digital investments. Its comprehensive product suite includes:

- 1. Product Analytics and Enterprise Insights:** Monitor user behavior and digital friction, facilitating data-driven decision-making.
- 2. Mirror:** Application simulation software for immersive training and product demonstrations, significantly reducing IT infrastructure and manpower costs.
- 3. Hub and DAP for Web, Mobile, and Desktop:** Application enablement and adoption, change management, and learning in the flow of work.

This suite leverages the concept of userization (making technology user-savvy) and GenAI. It enables enterprises to improve cost efficiency and stimulate user productivity and engagement across their application portfolio. As a result, it maximizes the value of their digital investments.

How We Help

For Employees: Improve user experience & productivity and Accelerate software ROI with reduced support.

For Customers: Improve customer experience & feature adoption and Accelerate revenue realization.



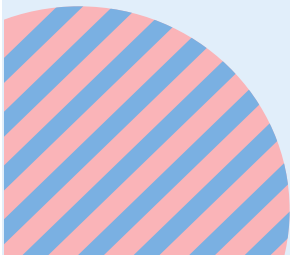
Save Costs &
Resources



Accelerate
Product Adoption



Reduce Support
Efforts & Training Time

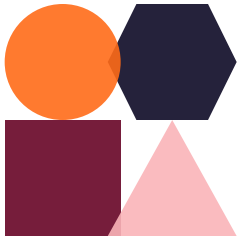


Deeper Dive



Videos

- [Our Story](#)
- [What is Whatfix?](#)
- [Whatfix AI](#)
- [Why We Love Working at Whatfix?](#)
- [Solving Critical DAP Challenges with Whatfix \(Product Demo\)](#)
- [How they built a \\$600M SaaS Company? Ft. Khadim Batti & Vara Kumar Namburu - Co-founders, Whatfix \(100X Entrepreneur Interview\)](#)



Literature

- [What is a Digital Adoption Platform?](#)
- [Whatfix at a Glance](#)
- [Whatfix Vs. Competitors \(Walkme, Appcues, UserLane, Pendo\)](#)
- [Unlocking the Full Potential of Users Through Userization and DAP](#)
- [The Whatfix Blog](#)

Use Cases

Whatfix serves several use cases, collectively enhancing users' time to proficiency and application adoption. Some of the key use cases where Whatfix has proven value include:

[Digital Adoption Platform](#) | [Product Analytics](#) | [Mirror](#)

Customers

700+ customers (70% Americas, 20% Europe, 10% RoW) See a list of a few of our marquee customers below





Investors

Whatfix has raised a total of ~\$140M. Most recently Whatfix raised a Series D round of **\$90M led by SoftBank and PeakXV Capital**. Other investors include Cisco Investments (also a customer), Eight Roads Ventures (a division of Fidelity Investments), PeakXV, Dragoner Investments, F-Prime Capital, Helion Venture Partners, and Stellaris Venture Partners.

Recent Recognitions

Continuous Growth

Whatfix has been recognized as one of the fastest-growing SaaS companies worldwide. The company is investing heavily in R&D and has acquired three companies so far to catalyze its product innovation, including Airim in 2019, Nittio Learn in 2021, and Leap in 2022. Whatfix has been granted five technology patents by the U.S. Patent Office and has filed 15 applications. As a leader in the DAP market, Whatfix is driving innovation by leveraging Generative AI to shape the future of DAPs. The AI integration enhances DAP functionalities, revolutionizing user interactions with technology. This empowers businesses to embrace digitalization and optimize technology usage through AI-integrated DAPs, resulting in improved self-sufficiency, enhanced user productivity, and reduced support costs.

Analyst Recognitions

1. Sole Vendor Named as Customers' Choice: 2024 **Gartner® Voice of the Customer** for Digital Adoption Platform Report
2. Leader in Inaugural IDC MarketScape: Worldwide **DAP 2024 Vendor** Assessment
3. Leader in the inaugural **Forrester** New Wave™: Digital Adoption Platforms
4. Leader (fourth consecutive year) and a Star Performer: Everest Group Digital Adoption Platform (DAP) **PEAK Matrix® Assessment** 2023
5. Recognized DAP vendor: 2023 Gartner® **Market Guide** for Digital Adoption Platforms
6. Leader in **Everest** Group's first: Workplace Employee Experience Management (WEEM) Platforms **PEAK Matrix®**

Key Industry Awards

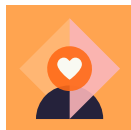
1. Highest-Ranking DAP on 2023 **Deloitte Technology Fast 500™** North America for Third Consecutive Year
2. **Customer Service Department** of the Year, Computer Services, **Gold Stevie**
3. **Disruptor Company, Information Technology Software, Gold Globee® Winner Khadim Batti**
4. **Scale-up SaaS Startup of the Year, SaasBoomi Annual 2024**
5. **CEO of the Year, IT Software, Gold Globee® Winner (Khadim Batti)**
6. **CTO of the Year, IT Software, Gold Globee® Winner (Vara kumar)**
7. **Best Innovative or Emerging Tech Solution**, Employee Experience by HR Tech Awards
8. Hurun India Future Unicorn Award 2023
9. Whatfix has been certified as a "Great Place to Work" for the year 2022-2023
10. Featured on the Nasdaq Tower for ranking as **20th Highest-Rated Private Cloud Computing for Companies To Work For by Battery Ventures**, in association with Glassdoor
11. Among the highest-rated DAPs in the market - G2 (4.6/5), Gartner Peer Insights (4.5/5), TrustRadius(9.3/10) and CSAT 99.6%

Whatfix Culture



Customer-first

A debate/ discussion/ discourse is worthless if you are not thinking about the customer. We go above and beyond to add value to customers.



Treat people with empathy

We interact with people all over the world with different cultures, nationalities, and time zones. We must ensure Empathy and Respect for each other in order to collaborate and compete.



Transparent communication

We mandate direct, open, and honest communication & feedback. Any other way dilutes our focus on customers and our ability to collaborate and compete.



Hustle Mode ON

We want every interaction to be quick, be it customer queries, legal inquiries, feature releases, or our application performance. Most decisions are reversible. We want to make such decisions faster so that our execution is equally fast. We are not afraid to reverse such decisions if required/ necessary.



Ethics, And Integrity above all else

We do not lie, steal, or represent false details to anyone whom we interact with. We portray the correct picture and our customers and partners appreciate us for our honesty.



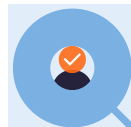
Frugal, not cheap

We are mindful of every dollar spent and are clear of the value addition. We are careful in spending and utilizing our resources. One good rule of thumb – spend it like it's your own resources. At the same time, we are mindful of maintaining healthy business metrics.



Fail fast, Scale fast

We experiment, fail fast, learn from it, and re-experiment. We are not afraid of failures, We use them as stepping stones. We scale fast once we see the success of the experiment.



Hire people better than us

No compromise in hiring, We will sacrifice speed in hiring. We want to hire & work with people who are better than us.



No boundaries or hierarchies for communication

We are all approachable, and all of us are just a calendar request away. No boundaries or hierarchies for communication and no direct communication is treated as an escalation. We do what we have to get our job done.



Deep dive, Innovate

We build our expertise & go deeper. If we do not know what to learn/innovate in a particular area then it is a mental block & we are not creatively thinking enough.



Work hard

There is no alternative to hard work. We believe that our jobs can be done better if we can work harder than now. We learn to switch off & spend quality time with our families.



Trust is the foundation

We trust each other. We are self-critical, We don't mind having to accept a failure or say "Sorry" to others. We are in the business of adding value, not just making money.



Do it as you own it

We do it as we own it, There is nothing outside the job scope. We are accountable for results, not for plan/execution/activities.

Why Whatfix is the Next Big Thing?



Large Market size: \$25-30 billion is the current addressable market size for Whatfix. The digital revolution demands agility and maximizing the value of every software investment. Employees typically use 12 to 13 applications daily, leading to digital friction as they are expected to be proficient in each one. Organizations need to bridge the user knowledge gap, unleashing full technology potential for the users of the software. This in turn will accelerate digital transformation, boost productivity, and a more adaptable organization – all hallmarks of success in today's dynamic landscape.



Validation: Whatfix has several global 2000 customers, including over 80+ Fortune 500 companies. This includes companies such as **Experian, AbleTo, Sophos, Sentry, ICICI Bank, and more.**

Whatfix Listed as Highest-Ranking DAP on 2023 Deloitte Technology Fast 500™ North America for Third Consecutive Year

