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FOR IMMEDIATE RELEASE

IDC MarketScape Names Apty as a 2024 Leader in Digital Adoption Platforms

This recognition underlines Apty's strengths in fastest to implement DAP powered by deepest user level analytics for any web-based enterprise software application.

AUSTIN, TX, March 21, 2024—Apty, LLC, has been recognized as a leader in the IDC MarketScape: Worldwide Digital Adoption Platforms 2024 Vendor Assessment. This esteemed recognition underscores Apty's profound impact on driving software value realization through employee in-app guidance, analytics, and user-friendly implementations across enterprise software applications.

Apty stands out in the IDC MarketScape analysis as a leader in the DAP sector, with a focus on activity tracking, software knowledge library development, and exceptional customer support. Its forthcoming initiatives include integrating AI to automate processes and enhance user understanding, supporting new interface types, and improving workflow and reporting features. Apty's approach to adapting to various industry challenges and its continuous efforts to evolve its offerings highlight its commitment to meeting the diverse needs of its clients and maintaining its leadership in the digital adoption space.

Apty's analytics capabilities and ease of use reaffirm its commitment to enabling easier and more successful digital transformation across enterprises globally. The Digital Adoption Platform (DAP) offers advanced user behavior analytics to pinpoint areas for process improvements and straightforward integrations across various enterprise applications, including Salesforce, HubSpot, Workday, ServiceNow, and Coupa.

Since launching in 2018, Apty has distinguished itself in the DAP space. Its commitment to boosting software adoption, enhancing user productivity, and ensuring maximum software value realization has driven its rise to prominence. Its platform provides users with real-time analytics and in-app guidance, fostering informed decision-making and optimizing software processes and efficiency.

Krishna Dunthoori, CEO and Founder of Apty, expressed gratitude for the recognition, noting, "Being named a leader by IDC MarketScape validates our dedication to equipping enterprises with superior digital transformation tools. Our focus on analytics, innovation, and ease of implementation has solidified our position as an indispensable asset for organizations striving for swift digital adaptation, productivity enhancement, and maximized digital investment returns."

IDC's evaluation highlights the importance of DAPs in the contemporary digital environment, where effective training and onboarding are essential for maintaining a competitive edge. Apty's accolade as a market leader stems from its comprehensive analytics, which offers insights into user engagement and software efficiency, and its user-friendly platform that facilitates rapid and effective software adoption across diverse software environments.

This acknowledgment further cements Apty's reputation as a significant player in the DAP industry, poised to meet the evolving demands of enterprises aiming to enhance their digital adoption and software change management strategies.

About Apty:
Apty, a leading provider of Digital Adoption Platforms (DAP), helps organizations accelerate software adoption, enhance user productivity, and maximize software ROI. With its intuitive and user-friendly platform, Apty empowers businesses to streamline onboarding, reduce support costs, and drive digital transformation. Trusted by enterprises worldwide, Apty delivers exceptional digital adoption solutions that ensure software success.

About DAPs and The IDC MarketScape: Worldwide Digital Adoption Platforms 2024 Vendor Assessment:
The IDC MarketScape: Worldwide Digital Adoption Platforms 2024 Vendor Assessment shines a light on the indispensable role DAPs play in accelerating digital transformation. DAPs are pivotal for swiftly onboarding employees and partners, offering in-the-flow-of-work training through on-screen guidance. These platforms quicken mastery over complex processes and yield valuable insights into application usage and software investment returns, enhancing employee technical skills and expediting the adoption of new technologies enterprise-wide.

In an era where digital environments are crucial for connecting distributed teams and enabling seamless collaboration, DAPs emerge as vital tools for bolstering team cohesion and productivity across geographical divides. The advent of generative AI further elevates the importance of DAPs in driving employee productivity and disseminating knowledge throughout the organization.

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