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Apty Named a Technology Leader in the Q4 2023 SPARK Matrix™ for Digital Adoption Platform (DAP) Solutions by Quadrant Knowledge Solutions

- The Quadrant Knowledge Solutions SPARK Matrix™ provides competitive analysis and ranking of the leading Digital Adoption Platform (DAP) vendors.
- Apty, a leading enterprise digital adoption platform (DAP), receives high rankings across the parameters of technology excellence and customer impact.

AUSTIN, TX, JAN, 2024 - Quadrant Knowledge Solutions announced that it has named Apty a Q4 2023 technology leader in the SPARK Matrix™ analysis for Digital Adoption Platforms (DAP) solutions.

The Q4 2023 Quadrant Knowledge Solutions SPARK Matrix™: Digital Adoption Platforms (DAP) includes a detailed analysis of global market dynamics, major industry trends, an overview of the vendor landscape, and competitive positioning. The study provides competitive analysis and ranking of the leading DAP vendors in the form of its SPARK Matrix™. It gives users strategic information to evaluate vendor capabilities, competitive differentiation, and market position.

According to Manish Chand Thakur, Analyst at Quadrant Knowledge Solutions, "A DAP acts as a catalyst for organizations to achieve frictionless digital transformation by enabling users to maximize the potential of enterprise applications. As a result, organizations are heavily investing in DAP to improve user experiences on enterprise applications, increase new technology adoption, and boost application utilization."

Krishna Dunthoori, Founder and CEO at Apty, says, "The era of digital transformation has brought a vast array of platforms designed to improve employee productivity and skills. Unfortunately, data shows that 55 percent of the hundreds of SaaS applications employees have access to are regularly left unused as a result of their resistance to change. In this context, traditional 'one-time' training methods, including emails, videos, lectures, and reference guides, simply don't work. That is why our customers use Apty as the centerpiece of a DAP approach that delivers meaningful adoption and software value realization."

Quadrant Knowledge Solutions defines a DAP solution as "a no-code software that integrates with internal and customer-facing enterprise applications, tools, and websites, guiding users to

enhance their learning curve and drive adoption utilizing walkthroughs, tooltips, pop-ups, self-help menus, analytics, and real-time support. DAP facilitates digital adoption by assisting users in becoming adept and fully utilizing an application, resulting in a successful digital transformation."

About Quadrant Knowledge Solutions
Quadrant Knowledge Solutions is a global advisory and consulting firm focused on helping clients as the strategic knowledge partner in achieving business transformation goals with Strategic Business and Growth Advisory Services. Quadrant's research and consulting deliverables are designed to provide comprehensive information and strategic insights for helping clients formulate growth strategies to survive and thrive in ever-changing business environments.

For more available research, visit: [*https://quadrant-solutions.com/market-research/*](https://quadrant-solutions.com/market-research/)

About Apty
Apty is a leading Digital Adoption Platform (DAP) company that specializes in maximizing return on investment for enterprise software by enhancing user adoption. The platform empowers organizations to streamline their software adoption processes, improve productivity, and unlock the full potential of their software investments. Every month millions of users worldwide use Apty to learn web-based apps and excel in their job at leading companies like Delta Hitachi, Mary Kay, Wiley, and many more.

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