



Digital Adoption Solutions (DAS)

Human Resources Transformation, Inc

Presented by Diana Howard
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Known Challenges with Digital Technology Initiatives

"75% of all digital transformation projects fail to deliver their intended business benefits"

Gartner 2015

"87.5% of respondents in a 2018 United Kingdom "Pepletech-18" poll conducted with HR & IT leaders said they are NOT receiving good ROI on their current SaaS technologies"

UK Pepletech-18

"84% of business undergoing digital transformation today will fail"

Bruce Rodgers, Chief Insights Officer at Forbes, 2017

Digital transformation projects fail because of "traditional change management efforts"; these outdated models and change techniques are fundamentally misaligned with today's dynamic business environments.

McKinsey Report 2018

"Technology is the easy part, it's the people part that becomes challenging."

-Matt Burns, Global HR Executive and Founder of the Global HR Collective

"Only 13% of EE are engaged worldwide, meaning they lack motivation and are less likely to invest discretionary effort in organizational goals or outcomes."

World Gallup Report '13

"Do not forget the human side of digital transformation, it is the people who have to go on and use these pieces of technology."

Siobhan Thomas, Global Talent Acquisition, Director, IHG

"9 out of 10 digital transformation projects failed to meet expectations & only delivered incremental improvements"

Couchbase 2017

"With Digital Transformation representing \$6 Trillion of technology and service investments over the next 4 years, it is critical to know how to successfully participate in the new digital economy "

Shawn Fitzgerald, Global Research Director DX Strategies at IDC, 2018

"CIOs reported an almost 90% digital transformation failure rate"

Couchbase 2018



Its About People - Not Technology

“The most important, and indeed the truly unique, contribution of management in the 20th century was the fifty-fold increase in the productivity of the manual worker in manufacturing.

The most important contribution management needs to make in the 21st century is to increase the productivity of knowledge work and knowledge workers.”

- Peter Drucker



How to Meet the Digital Transformation Challenges

Traditional change management approaches are not working, coupled with a technology-first approach, is proving to be incredibly ineffective with high failure/overrun rates and lack of benefits realization by the business and technical owners.

To meet the challenges, we must consider:

- With SaaS you are buying high frequency change, requiring agile, on-going support
- Also, you must consider budgeting for both implementation & operational optimization in BAU to deliver and sustain the expected benefits, with measurement capabilities of ROI and Total Cost of Ownership (TCO)
- Traditional email comms & standard messages can get lost in todays in-box with only a 4% click thru rate; use a variety of traceable delivery channels for messages, using both in & out of application communications
- The *Ebbinghaus Forgetting Curve*: 90% of traditional training is forgotten after one month
- Employees need continuous training & support in a self-serve consumable method keeping cultural and global needs in mind
- A rethinking of how projects are run & resources work (globally) in the 'digital age'



“A new category of technology to help companies get the most out of the enterprise portfolios is emerging. These technologies assist users with complex business processes, infrequently performed tasks, administration support and the critical change management activities” – i.e. behavior, training, adoption, measurement to successfully adopt the technology investment

Gartner calls this tech category ***Digital Adoption Solutions (DAS)***

Gartner- May 21, 2019



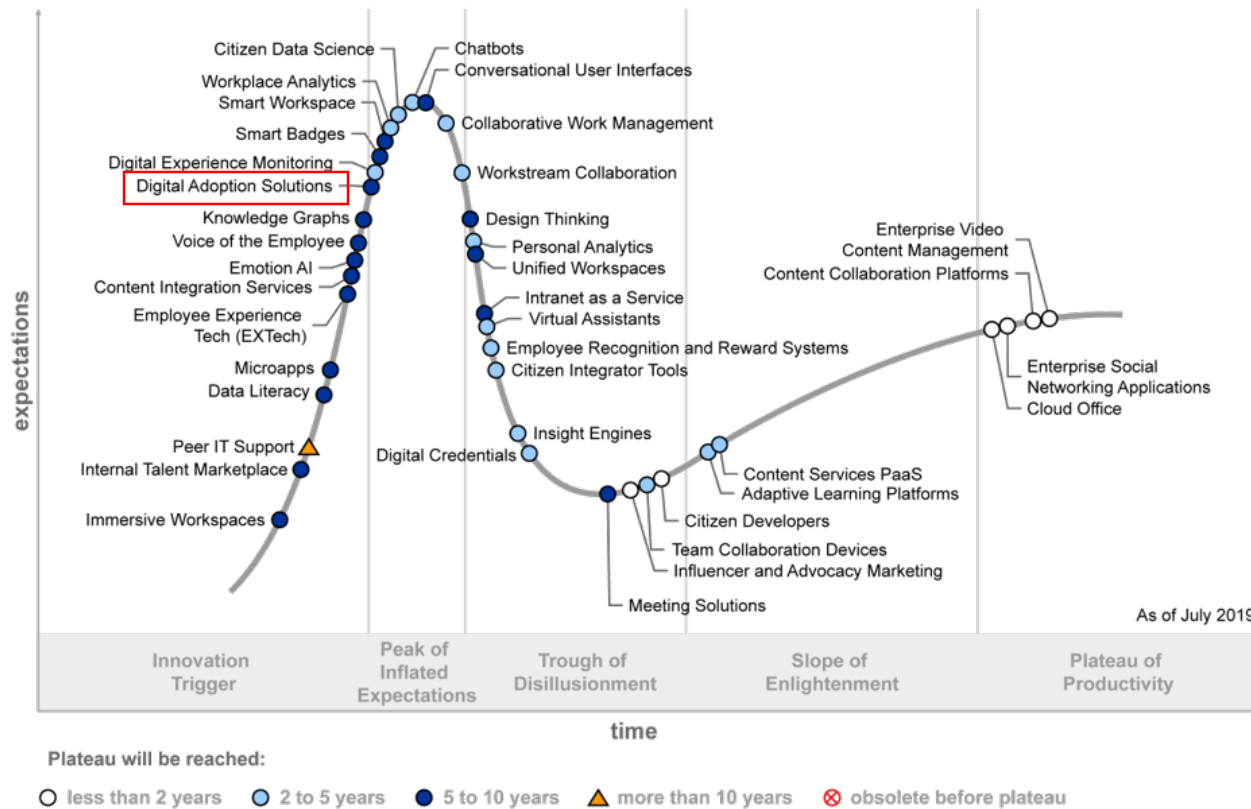
Digital Adoption System Use & Benefits

- An interface within the target SaaS application (i.e. Oracle, Salesforce, Workday, Cornerstone, ServiceNow) to support admin config activities, transactional “how to” for the business & end users in a “just in time 24/7” environment
- A universal delivery & consumption mechanism with SaaS based security based on role, location, language
- The interface guides users through complicated tasks with breadcrumbs, slide out screens with videos & PDFs related to the transaction, policy or program
- Especially great for managers & employees conducting infrequent annual type tasks such as open enrollment, annual performance/bonus, year end reporting where time is known to be lost
- Creates a single source of training and communications materials, removing disparate, home grown or various “best of breed” content applications and allows for customized usage & adoption metrics
- A consistent platform to store & communicate policy program and training across the complete portfolio of SaaS applications
- Reduce overall training and support costs enterprise-wide for HR, Finance, IT, Sales, Comms teams and increase employee participation, engagement and data entry accuracy
- Accelerates deployment pre-go live, support go live initiatives & post go live usage, providing detailed use analytics
- Specifically, tracking & analytics (in-application use & case management systems) provide real time measurements to better hone change interventions and reduce post go-live support call volumes, reducing total cost of ownership for all systems
- ***Save Time & Money With Better Adoption & Higher Productivity – Resulting in Increased Revenue***



The HYPE Cycle for the Digital Workplace, 2019

Hype Cycle for the Digital Workplace, 2019



“Gartner’s inquiry volume on digital adoption solutions has increased 66% this past year. [DAS] used to increase overall adoption and ROI of other purchased point solutions”

Digital Adoption Market Gaining Traction

Benefit Rating: High
Market Penetration: 1% to 5%
Maturity: Emerging


Source: Gartner
 ID: 369477



Top Digital Adoption Solution Vendors

Sample Dimensions/Vendor Compare Sheet

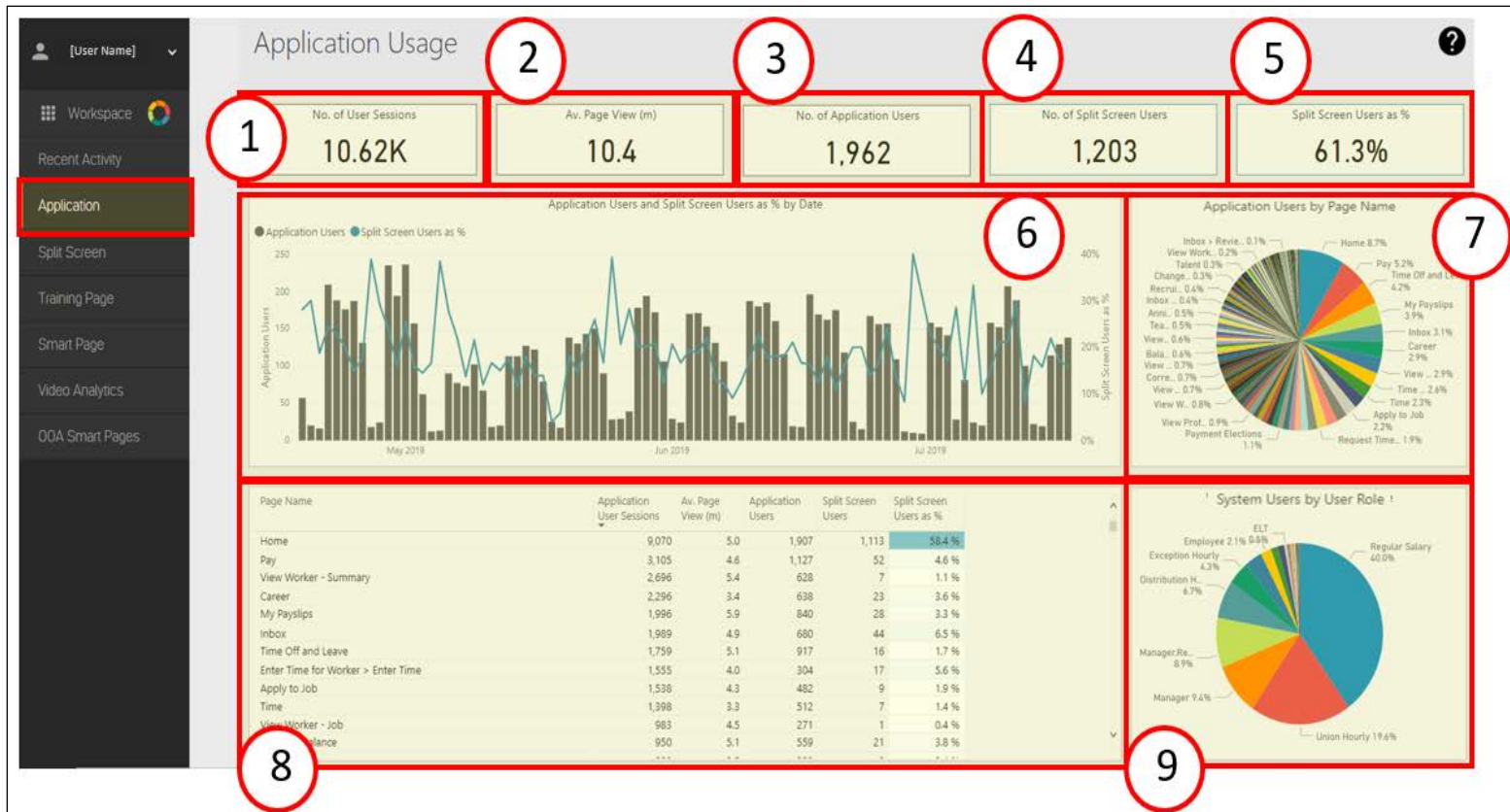
- Appcues
- AppLearn ADOPT
- InLine Manual
- Merlin Guides
- SAP (Enable Now)
- Toonimo
- Tour My App
- Whatfix
- WalkMe

HRx Digital Adoption Solution Comparison for Workday 						
Features	ADOPT	WalkMe	WhatFix	Inline Manual	Workday Adoption Toolkit (WAT)	Workday Inline Help
Adoption Services <ul style="list-style-type: none"> • Content Design • Adoption Strategy • Training 	 HRx provided			 Consulting provided		
Pre Go Live <ul style="list-style-type: none"> • Communications • Training Pages • Feedback/Survey 						
Out of Application Communications						
Integration to Case Management for Advanced Analytics and Reporting						
Onboarding						
Segregation <ul style="list-style-type: none"> • Security by role 						
Content / Templates						
User Contextual Content <ul style="list-style-type: none"> • Audience targeting and personalisation 						
Multilingual/Localization			 Client needs to upload			



Analytics Are Key to Measuring Value Realized

The market leading DAS tools offer phenomenal data to glean usage by page/documentation for measuring success, KPIs, Total Cost of Ownership as well as providing real time data to allow business to hone change approach and make future strategic decisions on how to drive more value from the overall investment.



Sample core analytics dashboard page from a recognized DAS tool in marketplace; Advanced Analytics offered by some vendors to incorporate data from a case management system (ie ServiceNow, Remedy, etc.)



Digital Office / Organizations

- With the focus on better managing the challenges of digital transformation on the rise, we see a trend in leading organizations with the creation of a separate business unit focusing on enhancing client value propositions and innovation
- Often a Chief Digital Officer (CDO) leads this group, which can have IT report into it, or reside within IT, *or more often*, is a separate entity in partnership with IT, as well as Corporate Communications, depending on the industry
- If separate, the digital group must work closely with IT and the Chief Info/Tech Officer(s) to ensure collaboration and to avoid duplicate and redundant work
- The CDO is usually responsible for
 - Developing a digital strategy as a foundational element for an organization, including plans to convert outdated technical approaches, data and technology over time
 - Improving the internal/external client experience (website, mobile, social media, etc.)
 - Building, developing and standardizing enterprise digital solutions
 - Establishing acceptable standards for digital transformation investment, KPI, and ROI
 - Developing scalable digital adoption delivery solutions across the organization; and
 - Developing shared services capability and innovation



Closing Thoughts on Digital Adoption Solutions

- IDC's Designing Tomorrow white paper focused on digital transformation, surveying 1,000+ companies across the globe; they concluded that of all inputs that can impact a successful digital transformation, *technology was the least important*
- We know from the research that the main inputs to ensuring successful change & adoption are people, knowledge, and culture; the adoption issues are not the software vendors issue to solve
- So, when investing in a digital transformation project, the organization needs to specifically focus on the business/people for change and engagement, and have a modernized approach with digital adoption tech tools to support the transition - *and ongoing SaaS support expectations*
- We see organizations developing formal Digital Offices/Officers to support their commitment to (improved) digital transformation, innovation and their overall investment
- Next-generation forms of support, such as Digital Adoption Solutions, are a SaaS necessity to give employees continuous learning and support and increase productivity, with advanced analytics capabilities for measurable ROI/TCO
- Add DAS implementations as part of the standard methodology (ready by test stage) and incorporate in the Digital Adoption/Change Workstream of major projects to increase success
- And...."Organizations that have advanced to the 'Digital Transformer' stage are rapidly pulling away from the rest - creating the beginning of a rift that will ultimately leave organizations on either side of the thrivers or survivors." - **IDC**



APPENDIX



*Want More DAS Information?

- International Data Corp - IDC - <https://www.idc.com/itexecutive/research/dx>
- Gartner- [Digital Adoption Solutions](#)
- Infosys- [Infosys Digital Radar 2019: Barriers and Accelerators for Digital](#)
- AppLearn - [Digital Transformation: The Adoption Challenge](#)
- Gartner- [Hype Cycle for the Digital Workplace 2019](#)
- Forbes - [What Is Digital Adoption And Why You Really Need To Know About It](#)
- Digital Adoption Inc - [Essential Guides To Digital Adoption](#)
- CMS Wire - [Change Management: The Key to Successful Digital Transformations](#)
- WalkMe - [Employee Training Manifesto](#)
- Human Resources Transformation, Inc (HRx) – www.hrxgurus.com

**Attend webinars and read articles from vendors and the experts; many of the data points in this presentation are courtesy of research from the above-mentioned articles and organizations...*



HRx Overview

- HRx is a U.S. based consortium of the best and brightest ERP/Technical consultants offering vast HR, Finance and Payroll transformation and advisory consulting tenure.
- Along with our UK based Partner, LACE, our team have experience with some of the leading global brands of HR/FIN & Payroll technology vendors for strategy and implementation
- We are an experienced advisor in digital adoption approaches and vendor selection having researched the top Digital Adoption Solution (DAS) vendors and developed comparison tools, documentation to support client reviews for their target applications
- HRx can provide a “ready to go” set of DAS global requirements, easily customized for customers in search of a DAS tool for their organization, and support the RFP and selection process, as well
- We have implemented DAS platforms for SaaS clients, including change strategies and KPI planning and reporting, BAU models and application audit programs
- We attend global HR/IT conferences and present as a thought leader on the topic of Digital Adoption

Strategy, Implementation, Adoption, Optimization

HRx Consultant Profile: Diana Howard



- Head Guru and Founder of HRx
- Global HRIT Strategy, Transformation, & Consulting Expertise
- HR Practitioner, Project Manager and Six Sigma Certified
- 20+ years global experience deploying HCM and Financials
- Ability to identify and capitalize on transformation opportunity areas, conceptualizing and applying best practices for change, supporting organizations in transition
- Best of Breed 3rd party expertise in HR systems for recruitment, payroll, LMS, workforce management, exec compensation
- Oracle/PeopleSoft experience; Workday/ERP certs; 1st class of Engagement Management and Workday HCM (trained in Update 7)
- 25+ ERP customer deployments in leadership roles
- Digital Adoption program expertise, vendor selection and tech implementation for SaaS and on-prem applications
- Served as a member of SHRM, WITI, Wake Medical Hospital Volunteer Program, Board Secretary for Gallery C
- Guest lecturer at the NC State University School of Business
- Based in Raleigh and Wrightsville Beach, NC with husband, Bill, and their paddle boarding dog, BoBo

Locations: Raleigh, NC; Wilmington, NC; Tampa, FL; Denver, CO; Austin, TX
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