

A Digital Adoption Platform (DAP)

Founded in 2014, Whatfix is a leading digital adoption platform (DAP). Whatfix empowers organizations and users to unlock the true potential of their enterprise and customer-facing applications across web, desktop, and mobile interfaces. Whatfix has 6 offices globally in the US, India, UK, Germany, and Australia and works with hundreds of Fortune 1000 companies across the globe.



What We Do

Whatfix is a multi-product company offering Digital Adoption and Product Analytics solutions which enable product and application owners to initiate a virtuous cycle of analyze, create and engage. It allows them to analyze user actions and behavior, create better product feature discovery and adoption content, and engage users to become more productive and self-sufficient at work.

Whatfix's products integrate with applications across Mobile, Desktop and Web platforms and leverage the advanced AI capabilities to provide users with contextual information and guidance to accelerate their path-to-productivity, enabling them to achieve individual and organizational business outcomes.

Whatfix's vision focuses on making technology more intuitive, collaborative, and self-serviceable for software users and helping organizations achieve capabilities and productivity goals through the concept of userization. Its newer products focus on providing employees with futuristic productivity and collaboration experiences and providing business leaders with process and enterprise-level insights.

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



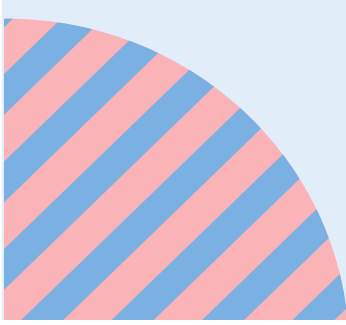
Accelerate
Product Adoption



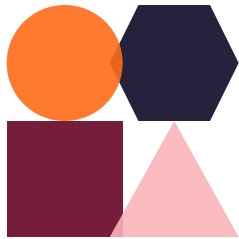
Reduce Support
Efforts & Training Time

Experience It Yourself

We highly recommend you install our [Whatfix Community Product](#) to experience our features yourself to fully understand and recognize the product's capabilities



Deeper Dive



Videos

- [What is Whatfix?](#)
- [Our culture / Values](#)
- [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

- [Whatfix at a Glance](#)
- [Whatfix Vs. Competitors \(Walkme, Appcues, UserLane, Pendo\)](#)
- [Unlocking the Full Potential of Users Through Userization and DAPs](#)
- [Everest Group and Whatfix launched the first ever Buyer's Guide to Digital Adoption Platforms in 2022](#)
- [The Whatfix Blog](#)

Use Cases

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

[User Adoption](#) | [User Onboarding](#) | [Digital Transformation](#) | [Performance Support](#) | [Employee Onboarding](#) | [Remote Training](#) | [Change Management & Employee Productivity](#) | [Self-Service Support](#) | [User Training](#)

Customers

650+ 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**. Other investors include Cisco Investments (also a customer), Eight Roads Ventures (a division of Fidelity Investments), Sequoia Capital India, Dragoneer 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. In 2021 Whatfix raised **\$90M Series D round, led by SoftBank Vision Fund 2**, tripling Whatfix's valuation since 2020. Whatfix is investing heavily in R&D and has acquired three companies to catalyze its product innovation, including Airim in 2019, Nittio Learn in 2021, and Leap in 2022. Whatfix has been granted two technology patents on automatic segmentation and element detection technologies by the U.S. Patent Office. Several additional patents are in the process of approval. As a market leader in DAP, Whatfix is also actively reimagining the future of DAP leveraging Generative AI to build path-breaking application-agnostic features focused on "user productivity multiplication".

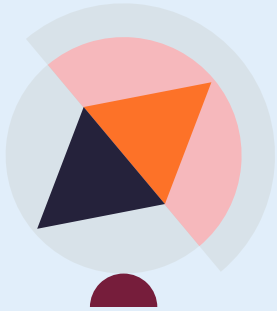
Analyst Recognitions

- Named as a Leader in the first-ever **Forrester New Wave™** Digital Adoption Platforms, Q4 2022
- Named as a Leader in Everest Group's Digital Adoption Platform (DAP) Products **PEAK Matrix® Assessment** 2022 for Third Consecutive Year
- Recognized in 2022 **Gartner® Market Guide** for Digital Adoption Platforms
- Debuted as a Leader in the first-ever Workplace Employee Experience Management (WEEM) **PEAK Matrix® Assessment** and is the only DAP vendor in the assessment
- 4th consecutive inclusion in **Constellation Research's DAP ShortList™** Q1 2023

Key Industry Awards:

- **2023 Gold Stevie®** Award for Customer Service Department
- **2022 Bronze Stevie®** Award for Employer of the year, globally
- **Featured on Deloitte Technology Fast 500™** North America for Second Consecutive Year
- Whatfix has been certified as a **"Great Place to Work"** for the year 2022-2023
- **Featured on the Nasdaq Tower** for ranking as 20th Highest-Rated Private Cloud Computing Companies To Work For by Battery Ventures, in association with Glassdoor
- CEO of the Year 2021 | IT Software, **Gold Globee® Winner (Khadim Batti)**
- CTO of the Year 2023 | IT Software, **Gold Globee® Winner (Vara kumar)**
- Among the highest-rated DAPs in the market - G2 (4.6/5), **Gartner Peer Insights** (4.6/5), **TrustRadius** (9.1/10) and CSAT 99.5%
- Top 6 Best Tech Startups in San Jose by The Tech Tribune

Why Whatfix is the Next Big Thing?



Large Market size: \$25-30 billion is the current addressable market size for Whatfix. This is rapidly growing due to the increasing demand for remote training & onboarding in a post-covid world.



Under-penetrated market: Only 6% of the DAP market has been penetrated so far - with additional potential for growth.



Validation: Whatfix has several global 2000 customers including over 72 Fortune 500 companies. This includes companies such as AutoZone, **Cardinal Health**, **Manpower**, **Experian**, and **many more**.



Work Culture: Building a robust work culture has been our focus area since day one and has helped us attract the brightest talent from across the globe. A few of our values we take pride in include a **Customer First mentality**; **Treat People with Empathy**; and **constant innovation**.

500TM

Technology Fast 500
2021 NORTH AMERICA
Deloitte.

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