



## CUSTOMER STORY

# How a leading open-source software company uses Pendo for data-driven digital adoption

Products used:  Adopt

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**Who they are:** A U.S.-based company that creates and provides open source software solutions to enterprise-level businesses. The firm operates in North America, EMEA, and Asia Pacific. Its products and services empower businesses to adapt to change and transformation, and overcome the challenges that arise while doing so.

**The business problem they face:** The company is a former customer of WalkMe and has a well established digital adoption practice. This includes a Center of Excellence (CoE), a cross-functional team of key stakeholders who develop a cohesive digital adoption strategy and playbook. With WalkMe, however, it was limited to basic metrics like engagement with walkthroughs and time savings, and lacked access to deeper behavioral insights. This left the firm unable to go to the next level and take the data-driven approach needed to execute and measure progress on key strategic objectives. These objectives included maximizing ROI on the company's systems and improving associate efficiency to deliver self-service at scale within the organization.

**Why they chose Pendo Adopt:** The company needed a way to make sure that its strategic objectives were being implemented and tracked effectively, and that the relevant metrics tied to them would be correctly baselined and measured. The power of Pendo Adopt's retroactive analytics yielded rich insights that let the firm begin to understand how work was actually happening, rather than rely on "gut feel" of how they assumed employees were engaging. This in turn gave them the data foundation necessary to help make employees more efficient and effective in leveraging their tech stack.

**The results:** The firm terminated their relationship with WalkMe and has now deployed Pendo Adopt on more than 50 apps in their portfolio. Within two weeks of the partnership beginning, they successfully migrated close to 300 critical in-app guides to Pendo Adopt, which has decreased the operational burden of the transition. The CoE team is already seeing rich usage insights from Pendo Analytics, and is now focused on transforming their staff's best practices and operations to take full advantage of the Pendo platform to enable data-driven digital adoption.

Ready to Get Started? [Schedule a demo today →](#)

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