



# The top 5 reasons large organizations choose Pendo

Pendo helps big companies operate and grow—efficiently, securely, at scale

**The products and digital experiences you build are important.**

Without them, the work of entire organizations or industry sectors could come grinding to a halt. The critical systems keeping the largest enterprises moving and global economies running could fail. And your customers—and the people they serve—could get stuck in sticky situations without the apps or digital products they’ve come to rely on in their daily work and lives.

Regardless of what industry you’re in, you know that the digital layer connecting your physical products, software, or services to your customers is now one of the most important elements of your brand. It’s critical to get it right—and to build an engine to keep improving it—in order to maintain competitive advantage and drive business results in an increasingly virtual world.

For serious product teams who are serious about building the best products, there’s only one serious product experience platform: Pendo.

Here are the five top reasons leading organizations like yours ditch their piecemealed point solutions and make the switch to Pendo’s complete platform.



Enterprise customers **grow monthly active users 46%** in their first year with Pendo



## 1. All-in-one platform for product

Pendo's integrated suite gives product teams all the tools they need to build breakthrough digital experiences. You get a complete view of your customers and how they engage with your products, plus everything you need to improve their experiences. It's all designed to work better together—so you can be sure you're making data-informed decisions that stand up to the scrutiny of your stakeholders. And because Pendo is a unified platform, you'll reduce costs and operate more efficiently.

→ [Learn more about why our platform outperforms point solutions in this blog.](#)



## 2. Retroactive, low-code analytics

Most analytics tools only collect partial data and rely on costly engineering resources to implement and maintain. Pendo captures all user events in your application after a simple, low-code deployment. That means you can tag a page or feature anytime, and see all of the relevant results back to the time of installation.



## 3. Designed for collaboration—and for everyone

While Pendo is packed with sophisticated features, it's also incredibly easy to install. And once you're up and running, it's simple to use and gain insights from. This makes it accessible for non-technical audiences and teams across your business (e.g. customer success, sales, marketing, L&D, and more), reduces the implementation and maintenance burden on your engineering team, and makes improving the customer experience everyone's responsibility.



## 4. Superior partnership

Unlike other tools that nickel-and-dime customers with support charges, Pendo is a consultative partner—not just another vendor. With Pendo, you get the coordinated support and attention of a team that has visibility into your entire product lifecycle, understands your product- and business-level goals, and is committed to your success at every stage of the journey.



When we start working with a system, we want a partnership. **And that's exactly what Pendo has provided.**

**Mary Kidd | Systems Manager,  
Customer Operations**



## 5. Built for security and scale

Pendo meets the rigor and advanced needs of high-growth, complex, and highly regulated organizations. And we adhere to key industry best practices and regulatory schemes to protect the security and privacy of our customer's data: SOC2, GDPR, HIPAA, and Privacy Shield. So you can innovate like a startup, at enterprise scale.

**Ready to get started?**

[Schedule a demo today →](#)

[www.pendo.io](http://www.pendo.io)