

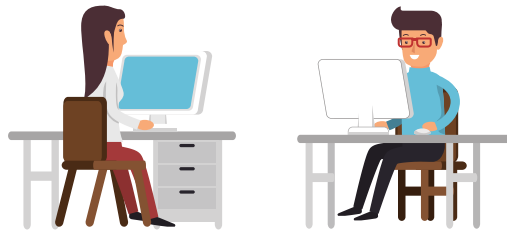
# **WHAT IS DIGITAL ADOPTION AND WHY IS IT IMPORTANT?**

The problem isn't the software.  
It's how it's being used.



# What is Digital Adoption?

Digital Adoption means attaining a state where an individual is capable enough to utilize an application, software or tools to its fullest capacity or the potential to carry out a variety of digital processes.



If a business's software and tech stack are not leveraged to their fullest potential then digital adoption is not achieved.

# Why Digital Adoption Now?



Today organizations are more interested than ever to utilize new tools and applications to optimize their business processes and enhance their performance to get more out of their investment.

It enables transformation across the organization to shift from the old way of doing things to the new ways of doing the same.



Organizations should ensure the application is being used to its fullest extent.

# Why do Enterprises need to facilitate Digital Adoption?

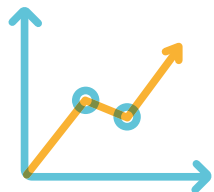
In the digital era, business and customer requirements change rapidly.



Companies usually face a plethora of problems like:

- Resistance across the board while implementing change.
- The workforce generally feels inertia towards transformation.
- Lack of collaboration among departments.
- Poor mindset and lack of preparedness

Organizations must speed up to adopt new applications and master the existing ones as soon as possible.



# Challenges of Digital Adoption

Any organization going through a digital adoption will face challenges.

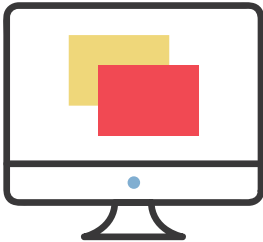


Some of the most common **problems** include:

- Ineffective Onboarding and Poor Training
- Lack of Support
- Integrated Application Used by a User
- Resistance to Change
- Lack of Attention

Good onboarding is a key for success for any organization, poor onboarding could cost up to **213%\*** of the employee's salary.

# The Way Ahead for Digital Adoption Platform (DAP)



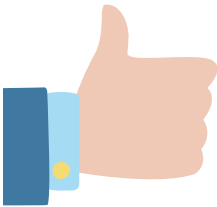
Digital Adoption is a must for any organization to have a competitive edge over its peers and DAP will become more and more prevalent.

Whether a user in a remote location or within the organization could be guided in a seamless fashion using DAP solutions like **Apty**.



With solutions like these, your organization is fully prepared for today and tomorrow.

# Try a Digital Adoption Platform like Apty



The future looks exciting for Digital transformation as Digital Adoption can be achieved easily with the Digital Adoption Platform as a vehicle.

Learn How Digital Adoption Platform can be leveraged with **Apty**

**Request a Demo**