

Whatfix Overview



Whatfix is an AI platform advancing the “userization” of enterprise applications, empowering companies to maximize the ROI of their digital investments. Technology needs adoption. It’s no different for AI. Our proprietary AI engine continuously interprets the context of what users are doing in an application or an AI tool and the intent behind their actions. By combining these signals, Whatfix delivers real-time guidance, nudges, knowledge, and automation directly in the flow of work.

This intelligence powers our entire product suite.



Digital Adoption

helps users get
productive faster



Product Analytics

uncovers friction and
closes adoption gaps



Mirror

allows employees to train in
safe, simulated environments

These are embedded with Whatfix AI Agents, which supercharge creation, insights, and user guidance.

As a global B2B SaaS organization, Whatfix has been recognized as a leader in the digital adoption platforms (DAP) category for the past 5+ years by leading analyst firms like Gartner, Forrester, IDC, and Everest Group.

Whatfix has 1000+ employees present across the US, India, UK, Germany, Singapore, Philippines, France, Netherlands, Poland, Ukraine, South Korea, and Australia and is currently used by 750+ customers across the globe, including 80+ Fortune 500 companies.

HOW WE HELP

- **For Employees:** Enhance user experience and productivity, boost software ROI, and reduce support needs.
- **For Customers:** Improve customer experience and feature adoption, and speed up revenue realization.



Save Costs &
Resources

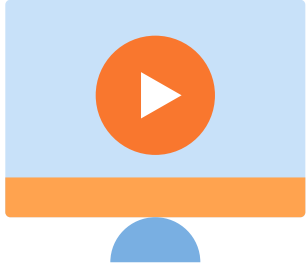


Accelerate
Product
Adoption



Reduce
Support Efforts
& Training Time

Values and Impact



Videos

- [Our Story](#)
- [What is Whatfix?](#)
- [Whatfix AI](#)
- [Why We Love Working at Whatfix?](#)

Deeper Dive

- [Maximize Your Tech ROI with the Whatfix Product Suite](#)
- [Whatfix: A class of its own - Creating a new category by making software work for everyone](#)

Literature

- [What is a Digital Adoption Platform?](#)
- [Unlocking the Full Potential of Users Through Userization and DAP](#)
- [Whatfix Vs. Competitors \(Walkme, Appcues, UserLane, Pendo\)](#)
- [The Whatfix Blog](#)

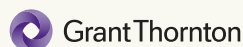


USE CASES

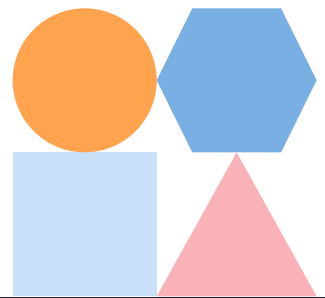
Whatfix serves several use cases, collectively enhancing users' time to proficiency and application adoption. To explore the most compelling use cases where Whatfix delivers proven value, check out this comprehensive [list](#).

CUSTOMERS

750+ customers (70% Americas, 20% Europe, 10% RoW). See a list of a few of our marquee customers below



Growth and Recognition



INVESTORS

Whatfix has raised a total of ~\$270M in funding. In 2024, the company secured \$125 Million in a **Series E** funding round led by Warburg Pincus with participation from existing investor SoftBank Vision Fund 2. Other investors include Cisco Investments, Eight Roads (a division of Fidelity Investments), Peak XV Partners, Dragoneer Investments, F-Prime Capital, Helion Venture Partners, and Stellaris Venture Partners.

RECENT RECOGNITION

Continuous Growth

Whatfix has been recognized as one of the fastest-growing SaaS companies worldwide. The company is investing heavily in R&D and has acquired three companies so far to catalyze its product innovation, including Airim in 2019, Nittio Learn in 2021, and Leap in 2022. Whatfix has been granted 10 technology patents by the U.S. Patent Office and has filed 13 applications. As a leader in the DAP market, Whatfix is driving innovation by leveraging Generative AI to shape the future of digital adoption. Whatfix AI helps enhance DAP functionalities that revolutionize user interactions with technology. This empowers businesses to embrace digitalization and optimize technology usage, resulting in faster content creation for authors, enhanced productivity for the users, and faster ROI for businesses.

Analyst Recognitions

1. Whatfix is the only DAP vendor to be the Customer's Choice Vendor in **Gartner's Voice of Customer** Report two years in a row.
2. Leader in Inaugural IDC MarketScape: Worldwide **DAP 2024 Vendor** Assessment
3. Leader in the inaugural **Forrester** New Wave™: Digital Adoption Platforms
4. DAP Leader for 6 consecutive years. Whatfix is the only provider to receive the highest possible scores ("full moons") in Vision & Strategy, Implementation & Support, and Engagement & Commercial Mode, underscoring its leadership in both innovation and execution and top-rated in both North America and Europe regional reports.
5. Shortlisted as a 'Product Analytics' vendor in **Gartner's** latest report: Emerging Tech Impact Radar - Customer Experience Analytics.
6. Recognized DAP vendor: 2023 Gartner® **Market Guide** for Digital Adoption Platforms
7. Leader in **Everest** Group's first: Workplace Employee Experience Management (WEEM) Platforms PEAK Matrix®

Key Industry Awards

1. Whatfix makes the 2024 Deloitte Technology Fast 500™—for the 5th year in a row, as the fastest-growing DAP in North America
2. Won the 2025 AI Breakthrough Award in the Overall AI-based Analytics Solution of the Year category
3. Winner InfoWorld Technology Award for AI and Machine Learning: Tools for 2025
4. Finalist for the AI Awards in Best Use of AI for Learning.
5. Innovation Award winner at the 2024 ISG Paragon Awards for the EMEA region, and was also a finalist for the Transformation Award category with Sophos (customer)
6. Stevie Award winner in the category (Bronze): Customer Service Department of the Year – Computer Software - 100 or More Employees
7. RemoteTech Breakthrough Awards winner for “Software Asset Management Solution of the Year”
8. EcoVadis Bronze Medal - the only DAP organization in the world to secure a medal from Ecovadis, placing us among the top 35% of firms globally.
9. Disruptor Company, Information Technology Software, Gold Globee® Winner Khadim Batti
10. Whatfix has been certified as a “Great Place to Work” for the year 2022-2023
11. Featured on the Nasdaq Tower for ranking as 20th Highest-Rated Private Cloud Computing for Companies To Work For by Battery Ventures, in association with Glassdoor

WHY WHATFIX IS THE NEXT BIG THING?

Large Market size



\$25-30 billion is the current addressable market size for Whatfix. The digital revolution demands agility and maximizing the value of every software investment. Employees typically use 12 to 13 applications daily, leading to digital friction as they are expected to be proficient in each one. Organizations need to bridge the user knowledge gap, unleashing the full technology potential for the users of the software. This, in turn, will accelerate digital transformation, boost productivity, and create a more adaptable organization – all hallmarks of success in today's dynamic landscape.

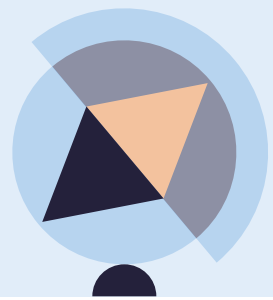
Validations



Whatfix has several global 2000 customers, including over 80 Fortune 500 companies. This includes companies such as Microsoft, Vizient, Old Mutual, bioMérieux, ACFS Port Logistics and more



The Whatfix Culture



Customer-first

A debate/ discussion/ discourse is worthless if you are not thinking about the customer. We go above and beyond to add value to customers.



Treat people with empathy

We interact with people all over the world with different cultures, nationalities, and time zones. We must ensure Empathy and Respect for each other in order to collaborate and compete.



Transparent communication

We mandate direct, open, and honest communication & feedback. Any other way dilutes our focus on customers and our ability to collaborate and compete.



Ethics, And Integrity above all else

We do not lie, steal, or represent false details to anyone whom we interact with. We portray the correct picture and our customers and partners appreciate us for our honesty.



Fail Fast, Scale Fast

We experiment, fail fast, learn from it, and re-experiment. We are not afraid of failures, We use them as stepping stones. We scale fast once we see the success of the experiment.



Hire people better than us

No compromise in hiring. We will sacrifice speed in hiring. We want to hire & work with people who are better than us.



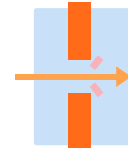
Hustle Mode ON

We want every interaction to be quick, be it customer queries, legal inquiries, feature releases, or our application performance. Most decisions are reversible. We make decisions faster so that our execution is equally fast. We are not afraid to reverse such decisions if required/ necessary.



Frugal, NOT Cheap

We are mindful of every dollar spent and are clear of the value addition. We are careful in spending and utilizing our resources. One good rule of thumb – spend it like it's your own resources. At the same time, we are mindful of maintaining healthy business metrics.



No boundaries or hierarchies for communication

We are all approachable, and all of us are just a calendar request away. No boundaries or hierarchies for communication and no direct communication is treated as an escalation. We do what we have to get our job done.



Deep dive, Innovate

We build our expertise & go deeper. If we do not know what to learn/innovate in a particular area then it is a mental block & we are not creatively thinking enough.



Work Hard

There is no alternative to hard work. We believe that our jobs can be done better if we can work harder than now. We learn to switch off & spend quality time with our families.



Trust is the foundation

We trust each other. We are self-critical, We don't mind having to accept a failure or say "Sorry" to others, in the business of adding value, not just making money.



Do it as you own it

We do it as we own it, There is nothing outside the job scope. We are accountable for results, not for plan/execution/activities.