



The CIO Outlook for 2021:
Delivering Business ROI at Scale
with a Digital Adoption Platform



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In a post-Covid world where digital is key to business continuity, CIOs are uniquely positioned to lead their organizations to success. No longer viewed as a service provider, IT is at the epicenter of the business, employees, and customers. By maximizing the return on their technology investment, CIOs pave the way for success through their digital assets.

To uncover how CIOs and IT organizations will define success in 2021, WalkMe commissioned a report by Constellation Research which surveyed over 100 Fortune 500 CIOs. In The [CIO Outlook for 2021](#), Constellation unveils the top challenges faced by CIOs when it comes to budget, staffing and operations, their new priorities, and what they plan to do to improve the IT situation in 2021.

Outlook 2021:

Paving the Way to Success

Surprisingly, IT budgets haven't been that affected by COVID-19. Nearly two-thirds of CIOs report their budgets have remained the same, and in some cases they've even gone up. Where are these budgets going? Digital Transformation is a leading budget priority, followed by cybersecurity, analytics/business intelligence and customer experience. But with uncertainty still in the air, how are IT leaders ensuring the success of these programs?

While budgets are not necessarily being cut, IT remains on the lookout to gain more value out of existing technologies - by automating workflows, portfolio assessment, using untapped features and employing solutions that maximize IT uptake. But the question which remains is how can IT leaders maximize the impact of their digital transformation and accelerate the return on their software investment? The answer lies in digital adoption.

Digital adoption is the process by which companies ensure that their employees and customers are making use of their digital tools.

A Digital Adoption Platform provides IT leaders with the means to ensure user adoption of digital assets on the one hand, and the data and insights to back up, measure, and optimize digital adoption trends across users, whether employees or customers

Empowering the Digital Workforce

Technology impacts the wellbeing of an organization and in 2021, CIOs are prioritizing overall digital change, keeping the organization safe, and improving the worker condition.

With remote work a key challenge in 2020, IT was no doubt challenged by and overwhelmed with solutions to enable employees with the right tools when working from home. This is further complicated by the fact that, as a third of CIOs also listed in the survey, workers are struggling with insufficient technology skills to manage their work remotely.

Looking ahead, CIOs will need to continue to invest in finding the right models for enabling remote work on the one hand, while supporting their users - the employees - on the other. By taking a customer-centric view into employee experience, CIOs can ensure business continuity and ease the burden off the business, the IT organization and employees.

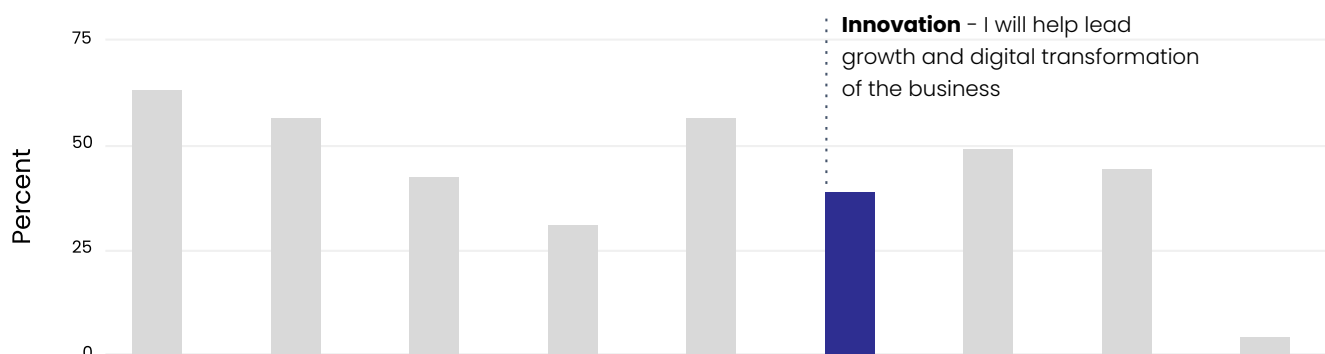
This means having the right practice in place for the office of the CIO to own the adoption and usage of technology across the organization to ensure continuous delivery on business outcomes.

A Digital Adoption Platform (DAP) not only ensures users are using technology with ease, but that they are doing so in a way that meets business needs, offering complete visibility into where gaps exist.

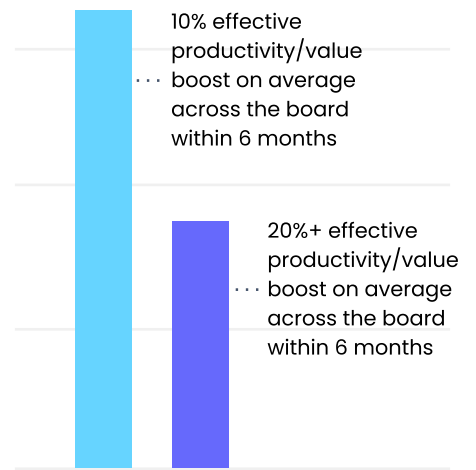
When IT Becomes Outcome-Driven, Business ROI Changes Agents

Digital transformation encompasses all transitional efforts in which businesses adopt digital technology, digital business practices, and a digital culture - and it doesn't have to begin with the implementation of new technology. Digital transformation can be about getting more value out of existing technologies. And therefore, as digital transformation remains a priority for IT leaders, CIOs surveyed confirmed that they are on the lookout to gain more out of their existing technologies, by improving user experience through automation, by gaining visibility into their tech portfolio and gain more value out of underutilized features.

Moreover, the data revealed several clear strategies for improving the effectiveness of IT in the near term - **through automation (72%) more self-service IT (63%), as well as entirely new IT solutions that can help them better address the situational realities in which they find themselves today (42%).**

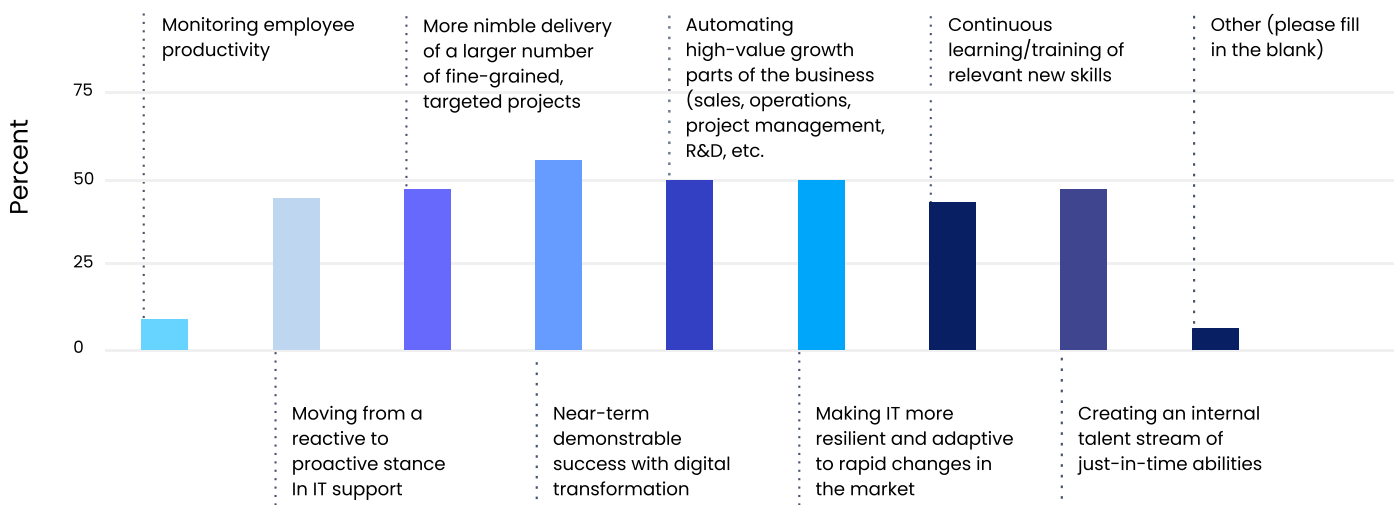


With WalkMe's DAP, change management is simplified by encompassing user needs relative to business outcomes, immediately overcoming the shortfalls in how IT is being used effectively. WalkMe's Digital Adoption Platform is designed with both the user and the business in mind, empowering CIOs with visibility into their entire tech portfolio, into user journeys and software usage. The survey shows that CIOs are indeed expecting broad improvements in the ROI of IT, with 45% having 10% increases as a goal, and 23% reporting 20% of higher ROI expectations.



Future-Focused CIO

Looking ahead, CIOs see themselves as key influencers in most parts of the business including customer experience, operations, recovery of the organization post-pandemic, and innovation, as well as overall leadership of the organization. To do so, they need the right technology to lead the organization to digital transformation success, to ensure resilience and agility with any change that may come. When asked what activities will help future-proof the org, **automation again stood out as key (51%), making IT more resilient to disruption (51%) and creating a talent stream of just-in-time skills and abilities (49%).**



Between the many challenges to overcome, and cross-functional alignment needed to support the organization through change,

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To do so, they need the right data and visibility into their digital portfolio on the one hand, and the ability to create seamless user experiences for users across the organization, and across any platform.

Defining Success

○ As the survey report concludes



"Don't use yesterday's linear business solutions to tackle today's exponential challenges."

CIOs need a multitude of solutions to adapt the organization to change, to become more resilient and future-proof. This could mean adopting no-code solutions, automating processes where possible, leveraging integrations, new approaches to training and service.

○ Finally, technology aside, at the end of every business process there is a user also adapting to change. IT leaders are uniquely positioned to provide support, to employ new services and leverage analytics to ensure coverage, reach and acceptable response times. Helping the organization heal and recover via all means possible will make the goals reported by CIOs in the survey much more achievable.

○ WalkMe's Digital Adoption Platform answers all of this and more, making it an ideal platform for the CIO on the road to defining success for their business, and beyond.

WalkMe's Digital Adoption Platform

WalkMe's is a code-free software that enables organizations to measure, drive, and act to ultimately maximize the impact of their digital transformation and accelerate the return on their software investment. The all-encompassing platform leverages proprietary technology to provide visibility to the CIO and executive management, while improving user experience, productivity and efficiency for employees and customers. With 3rd party integration capabilities, **WalkMe's platform offers endless opportunities to customize WalkMe for every organization's needs.**



Defining Success.
This is DAP.