Unlock the full potential of your software

Optimise IT spend, strengthen governance, and boost productivity with Userlane's Digital Adoption Platform

Eliminate digital friction

Cut software waste

Increase employee productivity

userlane

DIGITAL ADOPTION

Reduce software waste and increase software adoption with Userlane

Successful digital adoption is critical for maximizing software investments, reducing the significant waste associated with underutilized applications (often exceeding 55%), improving IT efficiency, and strengthening governance across the enterprise software landscape. Userlane enables IT leaders to achieve these goals by optimizing workflows, accelerating SaaS rollout, identifying savings opportunities, and cutting operational costs.

Reduce Software Waste

Gain plug-and-play visibility into your entire application portfolio. Identify underutilized, redundant, or orphaned applications to consolidate licenses and optimize IT spending across the board.

Improve Operational Efficiency

Utilize the HEART analytics framework to pinpoint where users struggle with software and identify workflow bottlenecks. Use these insights to streamline critical business processes.
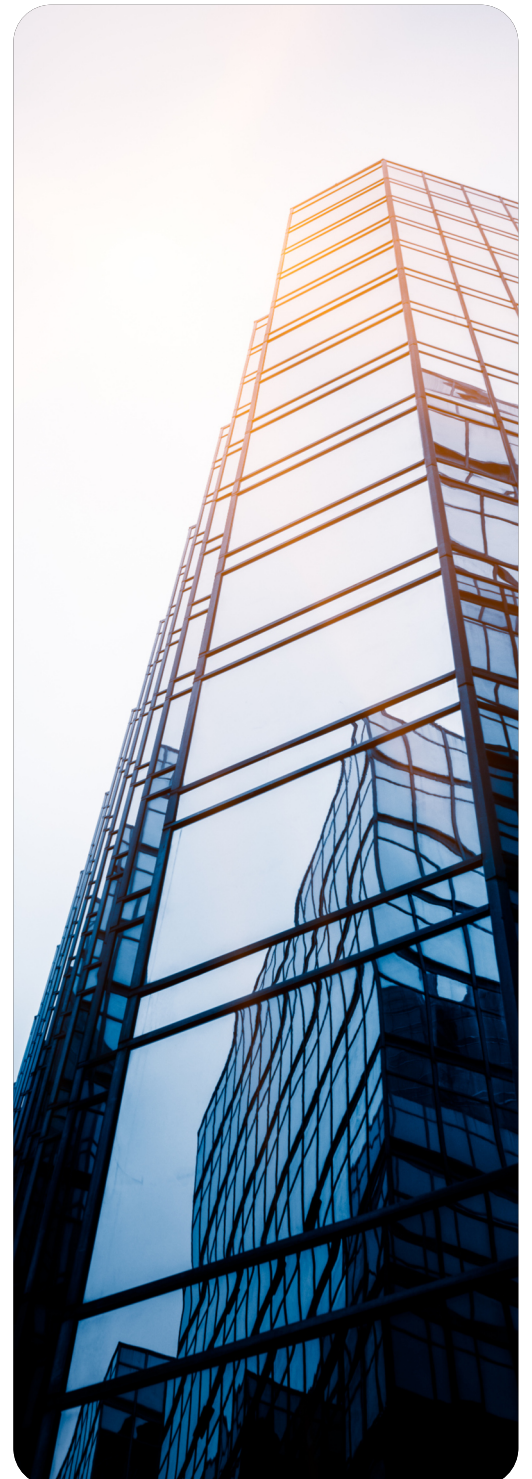
Strengthen IT Governance

Automatically discover application usage across the organization, including Shadow IT, to mitigate security and compliance risks without disruption.

Enhance Strategic Decision-Making

Leverage AI-powered insights and the HEART framework (measuring Happiness, Engagement, Adoption, Retention, Task Success) to make smarter software investment, renewal, and consolidation decisions.

www.userlane.com

DISCOVER

Gain Control and Insight into Your Application Landscape

Identify which applications your employees use.

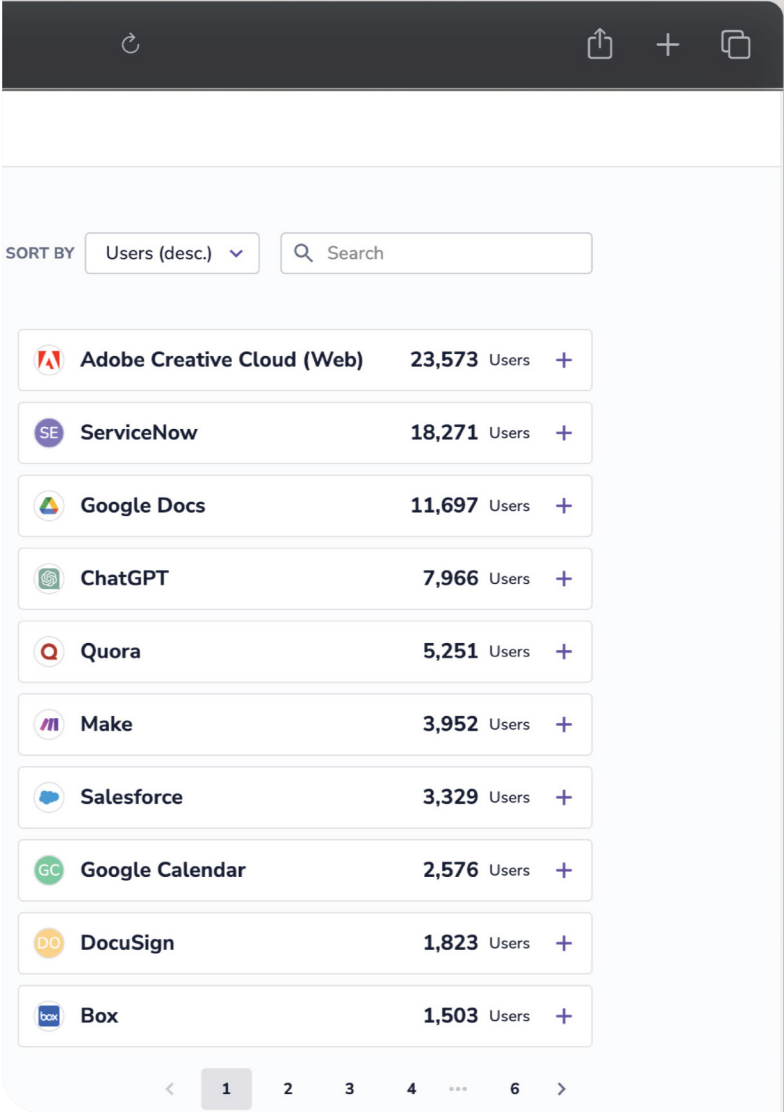**Discover underutilized or duplicated software.**

Reduce risk by uncovering shadow IT.

Realize cost savings by consolidating software spend.

App Discovery gives you plug-and-play visibility into software usage within your organization.

SORT BY	Users (desc.) ⌄	Q Search

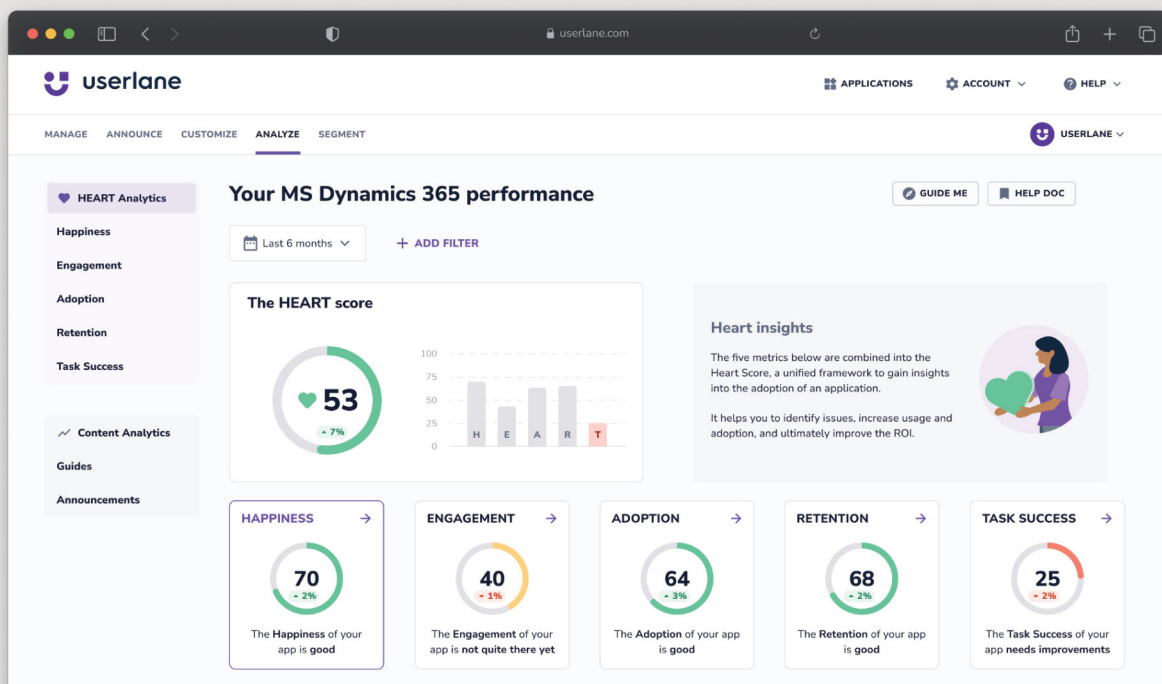|	Application	Users	
⬛	**Adobe Creative Cloud (Web)**	**23,573** Users	+
SE	**ServiceNow**	**18,271** Users	+
⬛	**Google Docs**	**11,697** Users	+
⬛	**ChatGPT**	**7,966** Users	+
Q	**Quora**	**5,251** Users	+
⬛	**Make**	**3,952** Users	+
⬛	**Salesforce**	**3,329** Users	+
GC	**Google Calendar**	**2,576** Users	+
DO	**DocuSign**	**1,823** Users	+
box	**Box**	**1,503** Users	+

< 1 2 3 4 ... 6 >

Userlane's analytics platform provides real-time, data-driven insights into how enterprise software is actually used, empowering IT leaders to optimize adoption, reduce inefficiencies, and maximize ROI.

UNDERSTAND

Understand where your people struggle and identify underutilized applications with HEART Analytics

Userlane's analytics platform provides real-time insights into how employees use enterprise software, helping IT leaders make data-driven decisions to optimize adoption and reduce inefficiencies.

Key Benefits:

- ⊘ **Reduce Software Waste:** Identify underutilized applications and optimize IT spending.
- ⊘ **Improve Operational Efficiency:** Detect workflow bottlenecks and streamline business processes.
- ⊘ **Strengthen IT Governance:** Discover and mitigate Shadow IT risks for better security and compliance.
- ⊘ **Enhance Decision-Making:** Gain AI-powered insights to make smarter software investment decisions.

Happiness
Measure employee sentiment across various aspects of daily application use.

Engagement
Assess whether users are meaningfully engaging with the software.

Adoption
Determine how often employees are using the software and the extent of usage.

Retention
Measure the frequency at which your users return to the application.
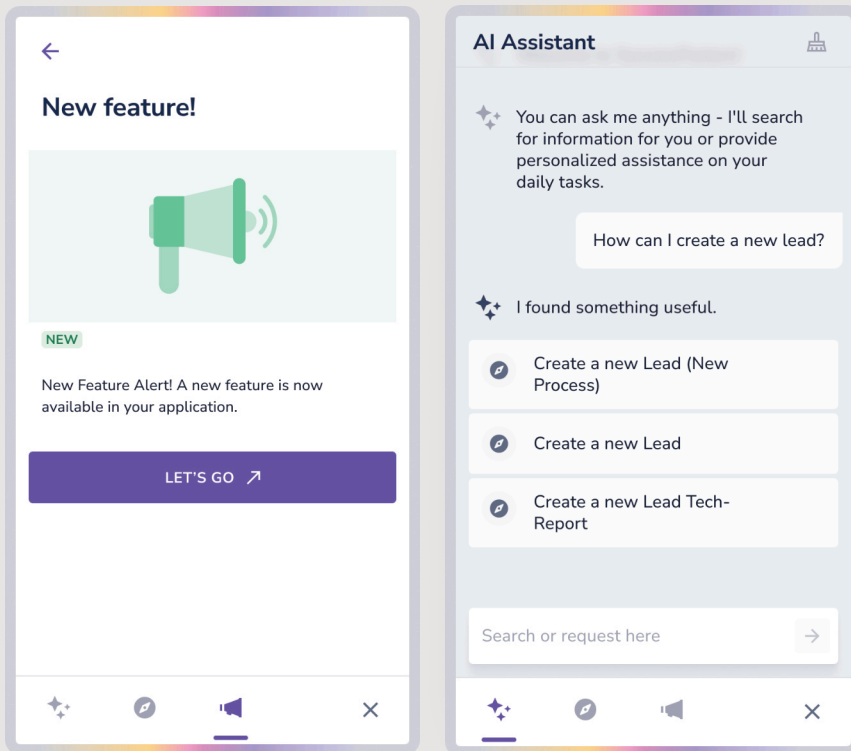
Task Success
Track task completion, uncover and mitigate critical process risks.

IMPROVE

Drive Productivity and Adoption with an Intelligent In-App AI Assistant

Userlane's AI Assistant and Engagement Suite overlay any application to provide contextual guidance, helping users complete tasks seamlessly and reducing the burden on IT support.

New feature!

NEW

New Feature Alert! A new feature is now available in your application.

LET'S GO ↗

AI Assistant

✦ You can ask me anything - I'll search for information for you or provide personalized assistance on your daily tasks.

How can I create a new lead?

✦ I found something useful.

🧭 Create a new Lead (New Process)

🧭 Create a new Lead

🧭 Create a new Lead Tech-Report

Search or request here →

Enhance your software usage with Userlane's Engagement Suite. Build interactive guides using a no-code content creator equipped with the latest AI. These guides provide real-time, step-by-step instructions to users, making complex software and processes easy to navigate.

Boost Productivity

Enable employees to navigate complex software and complete tasks faster with AI-driven, step-by-step guidance directly within their workflow, minimizing digital friction.
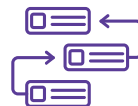
Minimize Support Costs

Significantly reduce IT helpdesk tickets and training overhead through proactive, in-app assistance and self-service automation for common tasks and processes.

Increase Adoption & ROI

Ensure seamless user onboarding for new software rollouts and drive consistent engagement across all enterprise applications, maximizing the value realized from software investments. Promote new features and updates effectively within the application.

Accelerate Workflows

Leverage AI-powered content creation and guidance to simplify complex processes, reduce manual effort, and speed up task completion rates.

SUCCEED

Real results achieved with Userlane

DB

2X
increase in
software ROI

5X
higher employee
productivity

97%
more efficient
software training

❝

Interactive performance support proved to be a valid solution to all the challenges Deutsche Bahn encountered connected to change management and software applications. Users felt confident using Jira and weren't experiencing any frustration navigating the app.

Training Manager

Spring Venture Group

83%
more efficient
training

136%
better software
usage

83
NPS Employee
satisfaction

❝

Userlane has provided our employees with control over their learning experience, which is something all adult learners appreciate. Enabling them to learn at their own pace has saved us invaluable time in training. Collaborating with the Userlane team has been a delightful experience, as their brilliance, attentiveness, solution-oriented mindset, and unwavering honesty create an extraordinary partnership

Matthew Applequist
Sr. Director, Sales Training

Bayern LB

87%
increase in user adoption

70%
increase in process efficiency

"

Userlane has been a game-changer for us. Leveraging a solution tailored to our unique needs, we empower our employees to complete complex processes smoothly and deliver the best customer experience.

Markus Schacherl
Project leader of Digitalization, BayernLB

FORVIA
HELLA

25%
lower training costs

15%
more efficient training

74%
effective software training

"

Userlane proved to be even more powerful than we initially thought it would be! The platform is extremely easy to use. Our employees' productivity improved significantly; they feel confident working with the software. And we finally have full visibility and transparency on the usage of our software applications; we can easily detect how many employees are accessing the tool, how they work with it and where they need further support.

Norman Läser
Global Head of Engineering Excellence Electronics

MINI · ROLLS-ROYCE MOTOR CARS LTD · BMW · dpd group · BASF · BIONTECH

celonis · Lenovo · RENOLIT · Audi · Mercedes-Benz · Allianz

userlane

Built for enterprise	Award winning	Scalable & fast	Global operations	Made in Germany

Userlane's Digital Adoption Platform empowers IT leaders to take control of their software landscape, eliminate digital friction and cut software waste.

Discover exactly which applications are used (and which are not), understand precisely where your employees struggle and improve software utilization.

Use real-time, AI-powered in application guidance to maximize your IT investments, strengthen governance, and boost efficiency across your organization.

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