🔁 Transition from WalkMe to Knowby Pro Internal Justification Template...

Supporting scalable, task-centric adoption across SAP and non-SAP systems

Background ❗

With SAP's acquisition of WalkMe, the platform has become:

 - Significantly more expensive
 - Primarily SAP-centric, losing cross-platform neutrality
 - Increasingly complex and IT-dependent to maintain

Sample Use Case:

[Our current transformation program spans multiple systems (SAP, Salesforce, bespoke apps, mobile field tools), and we need a cost-effective, flexible, and user-friendly solution for capturing and delivering how-to knowledge.]

🔁 Why Switch to Knowby Pro?

Feature/Need	WalkMe	Knowby Pro
Multi-platform (not SAP-restricted)	👎SAP-focused post-acquisition	✅ Fully cross-platform, device-agnostic
Easy to create task-specific guides	👎Complex editor, IT often required	✅ Built for SMEs, no training needed
Cost-effective	👎High licensing + implementation costs	✅ Lightweight SaaS pricing model
Works for field and office workers	👎Browser overlay reliant	✅ Mobile-first, works offline

User adoption of guides	👎 Pop-up fatigue, low follow-through	✅ Step-by-step, minimal cognitive load
Content portability and reuse	👎 Locked into specific UI	✅ Guides reusable across systems
Speed to deploy	👎 Weeks/months for setup	✅ Can go live in hours
Manual task instruction	👎 I.T Platform specific	✅ Can be used across the entire organisation - office and manual workers

🔄 What is Knowby Pro?

Knowby Pro is a lightweight, AI-enabled platform that allows any user to:

- Capture visual step-by-step guides on how to perform a task
- Distribute those guides via mobile, desktop, QR codes, or embedded in MS Teams, SharePoint, intranet, etc.
- Ensure consistency by standardising how-to content across roles, shifts, and locations

🔄 ROI Snapshot

Metric	WalkMe	Knowby Pro
Annual cost (est.)	$150–500k+	$30–100k (based on users/segments)
Time to create a guide	1–2 hrs with training	5–15 mins by SMEs with no training

| Platforms supported | SAP primarily | All web, mobile, field, and office systems |
| Uplift in task adoption (vs. documentation only) | ~20% | >50% in field/customer support tests |

🔄 Strategic Benefits

- De-risk SAP lock-in: Avoid being dependent on SAP for training enablement
- Enable non-SAP areas: Use the same system for finance, HR, operations, field tools, customer support
- Empower department and individual content creation: No bottlenecks in training teams or IT
- Support transformation agility: Quickly update guides as processes change

Next Steps✅

1. Pilot Knowby Pro with 2–3 business units (e.g., field service, HR onboarding, or order management)
2. Run cost-benefit comparison vs. current WalkMe footprint
3. If successful, phase out WalkMe where it no longer delivers ROI

🔄 Full Features Comparison

✅ **Feature Comparison*:** **Knowby Pro vs. WalkMe**			Legend: ✅ Feature is fully supported. ⚠️ Feature is partially supported or has limitations. ❌ Feature is not supported.
Feature	**Knowby**	**WalkMe**	**Notes**
Any platform (not limited to specific platforms)	✅	⚠️	WalkMe is primarily SAP-focused post-acquisition.
Primary Audience	Global	Global	Both platforms cater to a global audience.
Fully cross-platform, device-agnostic	✅	⚠️	WalkMe supports web and mobile but is more desktop/browser-centric.

Feature	Knowby	WalkMe	Notes
Easy to create task-specific guides	✅	⚠️	WalkMe's editor can be complex; Knowby is designed for ease of use.
Built for ease of use, no training required	✅	⚠️	WalkMe may require training; Knowby is intuitive for SMEs.
No lock in contract	✅	❌	WalkMe contracts can have specific terms related to term length and termination.
Cost-effective	✅	⚠️	WalkMe has higher licensing and implementation costs.
Features	✅	⚠️	WalkMe is feature-rich but can be heavy; Knowby is also feature-rich but easier to use.
Mobile first	✅	⚠️	WalkMe supports mobile but is not mobile-first.
Offline mode	✅	⚠️	WalkMe's offline capabilities are limited.
Step-by-Step Minimal Cognitive Load	✅	⚠️	WalkMe uses pop-ups; Knowby offers streamlined step-by-step guides.
User adoption of guides	✅	⚠️	WalkMe may cause pop-up fatigue; Knowby focuses on user-friendly guides.
Content portability and reuse	✅	⚠️	WalkMe content is tied to specific UIs; Knowby allows for reuse across systems.
Speed to deploy	✅	⚠️	WalkMe setup can take weeks/months; Knowby can be deployed quickly.
Instant 30-Day Free Trial	✅	❌	Knowby offers a free trial; WalkMe does not.
No Minimum Users	✅	❌	Knowby has no minimum user requirement.
No Additional Costs	✅	❌	Knowby offers transparent pricing; WalkMe may have additional costs.
Annotations	✅	✅	Both platforms support annotations.
iFrame	✅	✅	Both platforms support iFrame embedding.
Single Sign-On (SSO)	✅	✅	Both platforms support SSO.
Web App	✅	✅	Both platforms offer web applications.
iOS / Android App	✅	✅	Both platforms support iOS and Android apps.
Generative AI Creation Tool	✅	⚠️	WalkMe has AI features; Knowby offers generative AI tools.
Images in Steps	✅	✅	Both platforms support images in guides.
Feedback / Ratings	✅	✅	Both platforms allow for feedback and ratings.

Feature	Knowby	WalkMe	Notes
Completion Tracking	✅	✅	Both platforms offer completion tracking.
In-App Notifications	✅	✅	Both platforms support in-app notifications.
Change Log	✅	✅	Both platforms maintain change logs.
Version Control	✅	✅	Both platforms offer version control.
Approvals	✅	✅	Both platforms support content approvals.
Share with QR Code	✅	⚠️	Knowby supports QR code sharing; WalkMe's support is limited.
Offline Mode	✅	⚠️	WalkMe's offline capabilities are limited.
Multi-Language	✅	✅	Both platforms support multiple languages.
Text Feedback	✅	✅	Both platforms allow text feedback.
Photo Feedback	✅	⚠️	WalkMe's support for photo feedback is limited.
Team Access	✅	✅	Both platforms support team access.
Branding	✅	✅	Both platforms allow for branding customization.
Compliance	✅	✅	Both platforms support compliance features.
Round the clock support	✅	✅	Both platforms offer 24/7 support.
Full feature explanation/tutorials	✅	✅	Both platforms provide tutorials and feature explanations.

*Please note that while both platforms offer a range of features, the specific implementations and user experiences may vary. It's recommended to explore each platform's offerings in detail to determine the best fit for your organisation's needs.

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